



Behavioural Attitude Between Ios And Android Users.

P ajay kumar

student

woxsen university

Abstract:

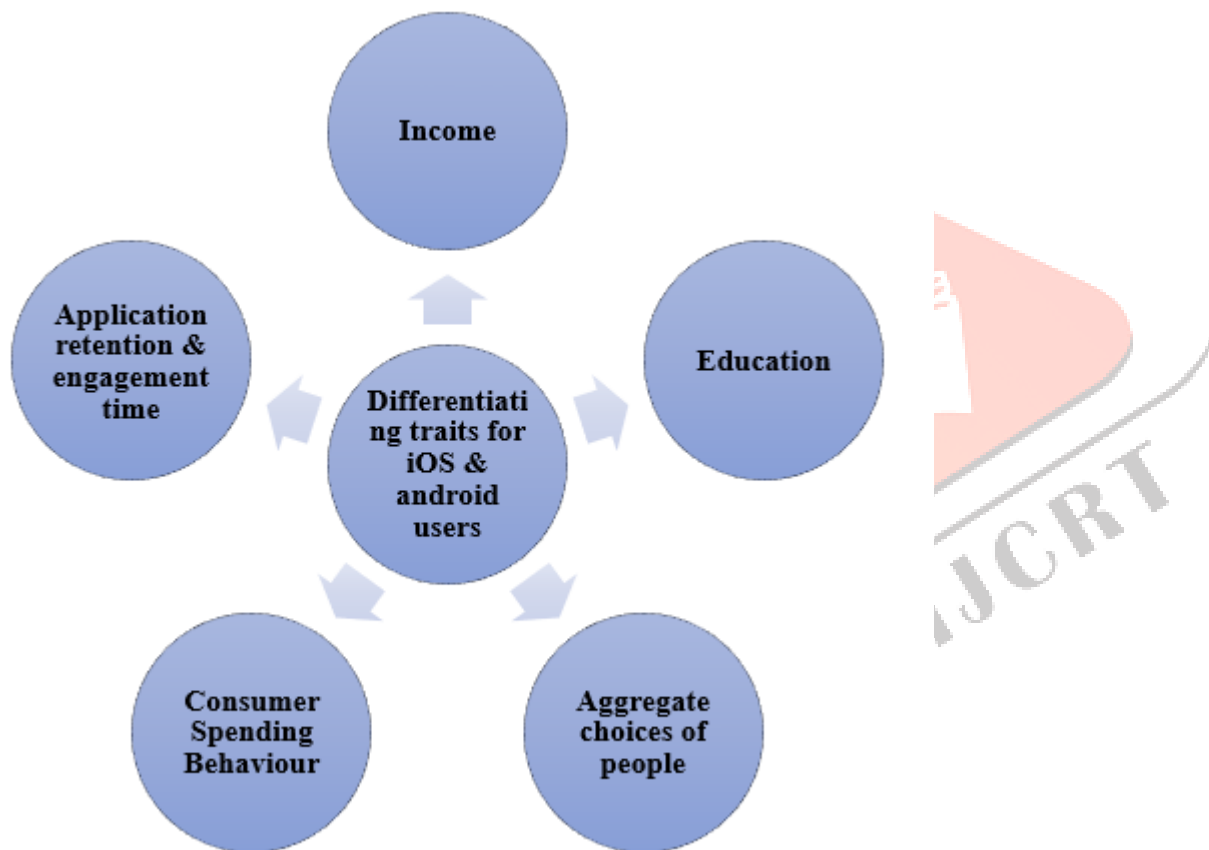
The choice of the individual for particular thing, object, article, person & emotion for the moment are dominantly express the personality trends of the individual at every point of time. Choice of the particular part by the individual or organization speaks a lot about its nature & behaviour attitudes. In this research paper, the various behavioural attitudes of iOS & android users are studied. With the increasing demand of the mobiles, computers that are engraved with various operating systems like iOS & android, the users are widely choosing the particular items based on their likes which in turn speak a lot about them in terms of behavioural attitude & nature. In order to dig out the personality trends & behavioural attitudes of the individual person using the iOS & android system, a survey is carried out in which a series of fixed questions are asked to the participants in line to reach out the research objectives. The responses to the fixed questions are recorded & critically analysed & evaluated in line with the aim to find out the necessary details about the said subject.

Introduction:

It is the Operating system of the device that decides its cost & fame of a particular device in the market to greater extent. There exists dominance over this behavioural attitude parameter while designing any operating system of any device. It can be rather said that the role of design of the device is strongly impacted by the customers choices in the market. The design & development department in the organization was initially used to be the individual working entity which was only dependent on the desired performance of the device being developed. But nowadays the customer's choice, suitability is being considered at every step in the design of the device. It won't be wrong if it is stated that the design department has become the part of marketing strategy of individual organization. Because it is the customer who is going to decide the actual sale & fame of the individual products in the market around the globe. There exists high competency of applications with play store that are compatible with the android as compared to iOS applications. Applications uploaded on the play store are much friendly with the android users. With the data available it is found that the iOS users have comparatively higher income than that of the income of android users.

With this fact it is clear that the iOS users will surely tend to increase the app purchase by paying for it. This is the key source of income that the application development companies can look for to consider the iOS user population as their target customer. Whereas the android users are very much friendly with the free application available on the play store. Considering the income of the android user population & mentality of the android users leads to be much habitual to the use of free applications that are available on the play store. The thing to be noted is that the source of income for application developers for android users is the advertisements that are introduced in between while using the apps. as a source of marketing for many brands in the market It has been found that the education level is also observed to be bit higher of iOS users than that of the android users. Aggregately it can be summed up that without knowing the behavioural attitudes traits of the end users, it is really impossible to develop a perfect product considering today's competitive market.

Differentiating traits for iOS & android users



- **Income:** It has been come up with the data that the income of iOS users is found to be higher as compared to the income of the android users. As expenses of iOS system devices are higher when compared to the cost of android system devices, hence people with average income tend to choose the android operating system devices as its operating cost is also low as compared to the iOS devices.
- **Education:** with the research, it has come up that the education level is too observed to be higher as compared to the education level of the android user population. People in developed countries with higher education generally tend to use iOS system devices to have interchangeable experience amongst the same population within the geographical region of space.

- **Aggregate choices of people:** It is a habitual pattern that the population generally adopts that what most people tend to use. With this said generally it has been observed that the population in a particular region of space tends to use the same if most of the population uses the particular item. For example, in developing countries like India, android is the choice made by the majority of the people & thus affects the rise in use of android in India as compared to iOS. Eventually when observed in developed countries like the USA, the iOS devices are dominant over the android users.
- **Consumer spending Behaviour:** It is the basis of the experience of the old users of the particular device that make the new users to go for the same type of devices Behaviour of consumers makes it a trend in a particular age group. As it has been observed there is a trend in youngsters of India to use iOS system devices to look cooler in the society.
- **Application retention & engagement time:** It is very important for the particular product to be long lasting giving satisfactory services for a long time. The long-lasting service must be given by the product with the least price of the device (Clearbridge Mobile., 2019).

With the data analysed, it has been put forth that the android users are a bit introverted when compared to iOS users. That is iOS users are a bit extroverted when compared with the android users. The results showed that the people using android are found to have more honesty, openness, humility & agreeableness as compared to android users. It was the research carried out under the title The choice of smartphone that talks more about you. The result is carried out in the university of Lincoln's School of Psychology. This study has put the more insights of the various traits possessed by the people using different kinds of operating systems including the android & iOS systems.

It is always said that, choice of things, person or the hobby speaks a lot about the individual person which is very practically true with the research. The choice made to use either the android or the iPhone operating system shows the various personality trends of the individual. These trends analysed based on the choices the individual makes are found to be true to a greater extent. With the study it has been established that the people having fond of saving money do use the android operating systems & people who do not have fond of saving money. It has been observed that the people who are capable of earning enough money to make themselves buy android are mostly into using android operating systems devices. It ensures the self to have freedom to use their money the way they want. As the class of population who are depending on others for their costs like students depending on their parents for their all cost they require are generally found to tend to use the devices with the android operating systems.

Literature review:

(Ubhi HK,2017), The nature of the individual, the ways the individual reacts & responds to the particular situation, what can be the possible ways to influence a particular habit rather engrave the habit in oneself are strongly influenced & identified by the choices that individual makes in his day to day routing. Its advantage can be taken in order to let something bombard the mind of the individual person for betterment. In this research paper, researchers have tried the same concept utilization for the development of smoke cessation applications. The app is particularly to be developed for android & iOS users. While developing the app, the various characteristics of the individual using iOS & android are to be considered to take the advantage of the class of characteristics possessed by the individual in the long run to make them stay away from the habit of smoking. The said advantage can not only be taken by the

individual but can be taken by the class of people using the applications in the long run. The variables that the researcher is trying to take advantage of for the said purpose are age, gender, social status of the individual of the target user of the application. Two major criteria used were the android & iOS user for the said research. Effectiveness of the research is going to be useful in developing the smoke cessation app in a better way.

(Zinaida Bnenson, 2013), Security, performance are some of the measures that everyone considers while choosing anything that costs an economic investment. If the economical investment is high, it is indeed needed to have concern for the said parameters by the concern of doing investment. As it has got short- & long-term effects which never can be denied. In this research paper, the researcher has studied the basic differences between the traits possessed by the android & iOS operating system devices users in the long run. A survey was carried out on the 700 German students studying in the university in the diversified area of the country. Various key technical parameters based on which the research is done are human centered computing, Human computer interaction, security & privacy, system security & operating system security. Based on all these parameters researchers have tried to study the details of above parameters to have an aggregate outcome of the diversified parameters.

(Ibtisam Mohammad, 2015). With the massive increase in the use of the mobiles by individuals & organizations, the varied choice of the population has increased. The dominant choices of the individual & organization rule the market. The business is most probably affected by the choices of people in the domain. The choices are too affected by the characteristics that are offered by the particular company in the domain to the customer in the feasible prizes tending in the market. With this aggregate growth the security concerns have too risen to great extent in the last couple of years. Cyber security is the prime concern in designing any electronic components to have long term existence of the product & good sale in the market around the globe. While designing the android & iOS system devices, the company must play an important role in the design of the operating system & devices for the particular requirement.

Research Question

What is the Behavioural Attitude Between iOS And Android Users?

Methodology:

What is the Behavioural Attitude Between iOS And Android Users?

With the detailed data studied in introduction & literature reviews for Behavioural Attitude Between iOS And Android Users, a standard method is designed based on the primary data to dig out the answers to the research questions mentioned. The method to reach the conclusion based on the real time data consists of setting a fixed set of questions which will be asked to the various peoples in the country. The data collection is done on the online platform by google's forms. The responses to the questions are recorded. Based on the responses provided, the critical evaluation & analysis is done to reach out the conclusion. Below are the fixed set of questions asked to the participants.

Sr no	Questions
1	What is your age?
2	What is your gender?
3	What is your monthly income? (In rupees)
4	Which mobile operating system do you use?
5	Which mobile operating system do you like?
6	Which mobile operating system do you like to buy in future?
7	Are you happy with your current mobile operating system?
8	What is your profession?
9	Do you think and research before buying something?
10	Are you introverted or extroverted?
11	How did you get your Android Mobile?
12	How did you get your IOS Mobile?
13	Do you keep confidential data?
14	Do you care for security issues of your data?

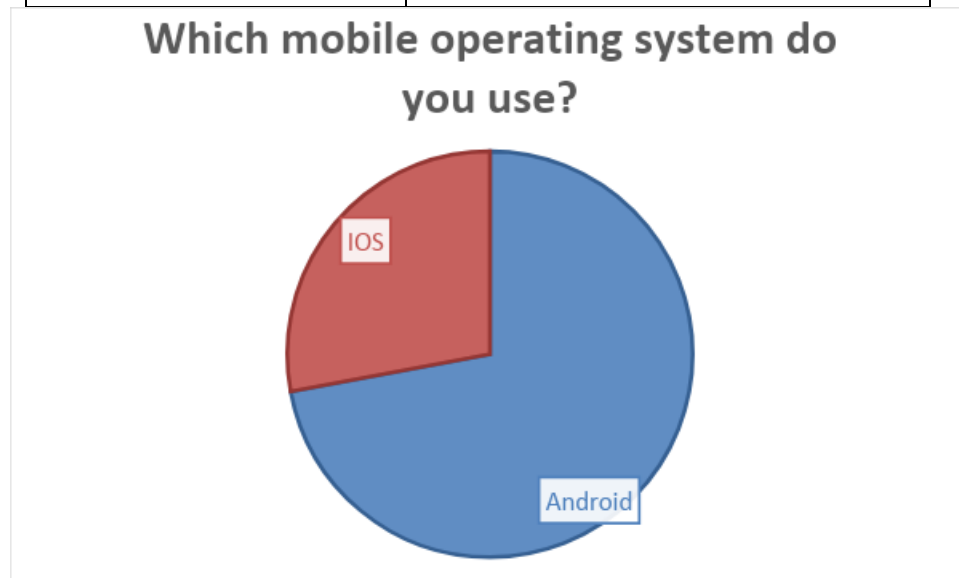
Q. What is your monthly income? (In rupees)

Answers by participants	Count of participants responded
I am a student	1
10k	2
25k to 50k	15
51k to 75k	6
75k to above	5
i am student	1
Nil	2
No	1
No income	3
Non	1
None	1
Student	4
Studying	1
Up to 2k	22
Zero	3
Grand Total	68

Monthly income is something that decides the amount of money that can be spent by the individual for his/her basic & auxiliary needs. People with no income like students always find difficulties in choosing the stuff they like. In this case it might be the case that students want to use devices with iOS operating systems, but as the soul dependency is on their parents introduces restrictions for the same.

Q. Which mobile operating system do you use?

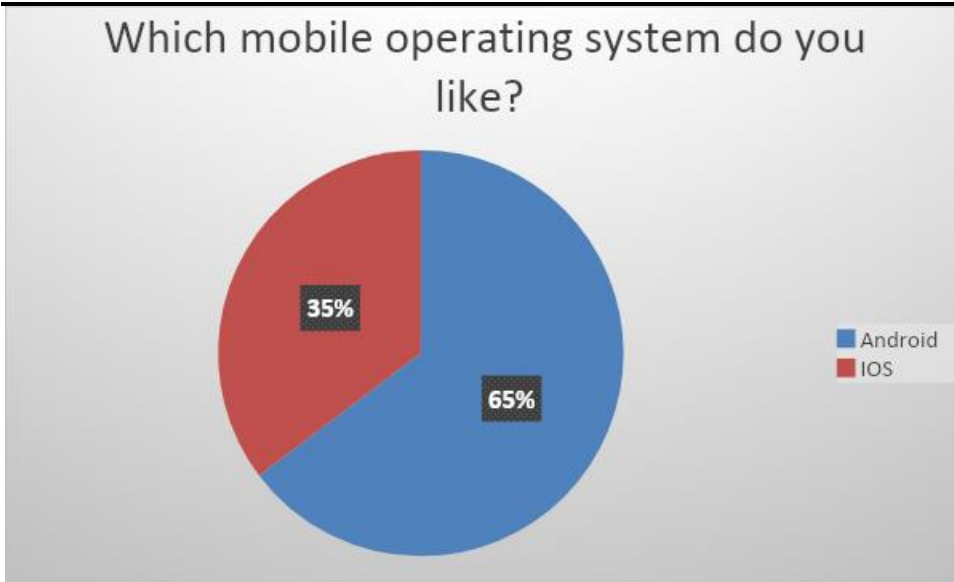
Answers by participants	Count of participants responded
Android	49
IOS	19
Grand Total	68



Out of all the participants, 49 people used the android system out of 68 which is the majority. This in turn implies the similar thinking pattern of the people of the same country as the participants participated in the survey are from the same country. This put the aspect of the thought procedure of the people staying in the same geographical area.

Q. Which mobile operating system do you like?

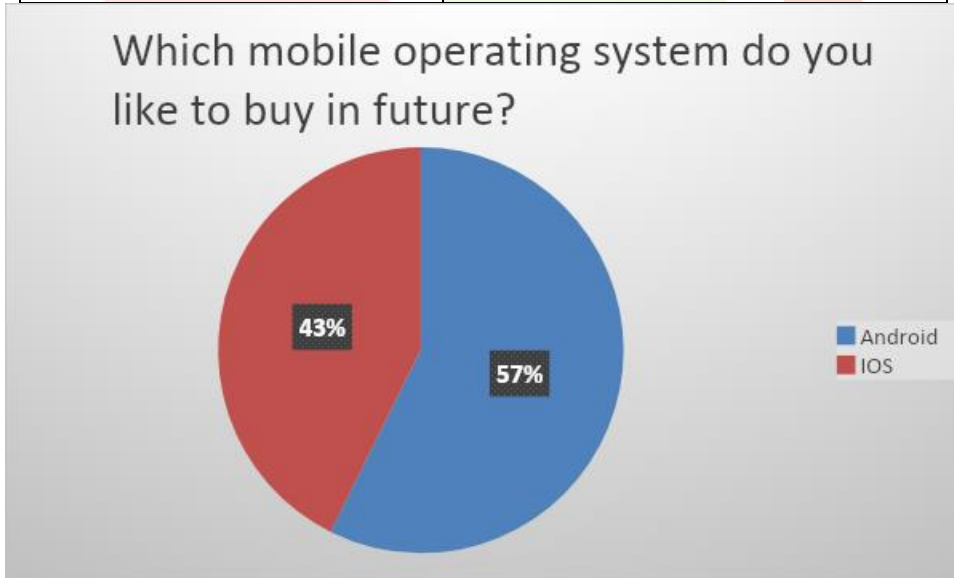
Answers by participants	Count of participants responded
Android	44
IOS	24
Grand Total	68



Again the data is implying the majority to the android user which is again reflecting the like thinking pattern of the population in the same area which can aggregate thinking patterns in the particular region of space.

Q. Which mobile operating system do you like to buy in future?

Answers by participants	Count of participants responded
Android	39
IOS	29
Grand Total	68



Q. Are you happy with your current mobile operating system?

Answers by participants	Count of participants responded
Android	50
IOS	18
Grand Total	68

People many times found that they transfer their ideas , opinions about the particular stuff & try to engrave the same on the other people's mindset which may not be necessarily true what they are thinking. The transmission of ideas leads to the likeliness of the thinking pattern in the population of the particular area. This aggregately influences the choices they make & is very much true for its influence in the choice of android & iOS operating system choosing.

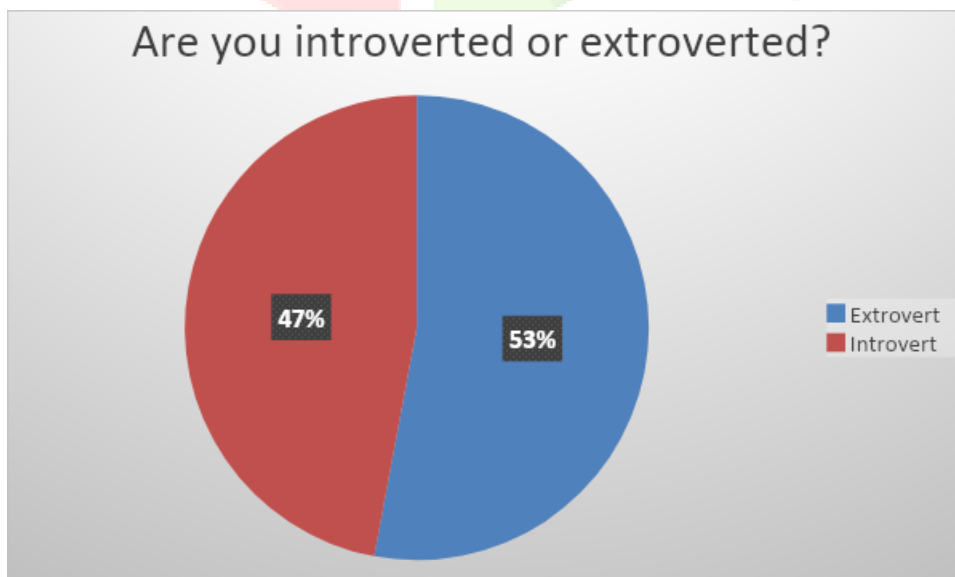
Q. What is your profession?

Answers by participants	Count of participants responded
Business man	15
Govt. Employee	4
Private Employee	12
Self Employed	37
Grand Total	68

The kind of profession always influences the choices of the individual to a greater extent. The needs of the profession, likes of the individual are the aspects that decide the choices of the stuff the individual uses.

Q. Are you introverted or extroverted?

Answers by participants	Count of participants responded
Extrovert	36
Introvert	32
Grand Total	68

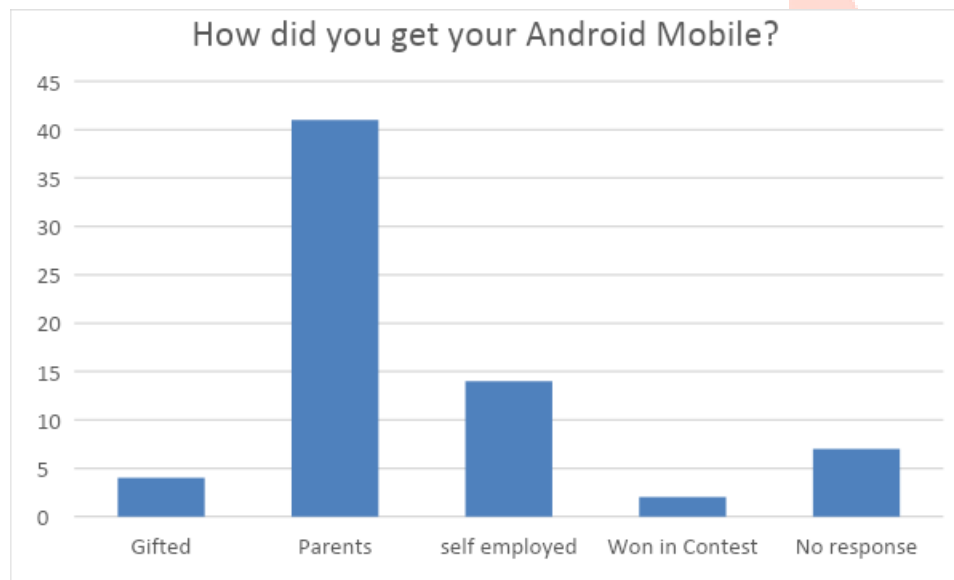


As highlighted above, the choices of the person speaks a lot about the nature of the nature & attitude of the person. Sticking to the statement, the data recorded for the survey 36 people feel that they are extrovert & 32 feel that they are introvert.

Q. How did you get your Android Mobile?

Answers by participants	Count of participants responded
Gifted	4
Parents	41
self employed	14
Won in Contest	2
No response	7
Grand Total	68

41 people out of 68 are gifted with the mobile by their parents which is the majority. This data implies that the participants participated in the survey are more likely to be younger & possess the dependability of their parents. Another way round, this also implies that they are having an attitude of saving money, as they are with the same mobile gifted by their parents though with the growing age. This also put forth the possibility in the trend of these people about the care for the gifts of their parent which in turns reflects their care for the hard work of their parents.



Q. Do you keep confidential data?

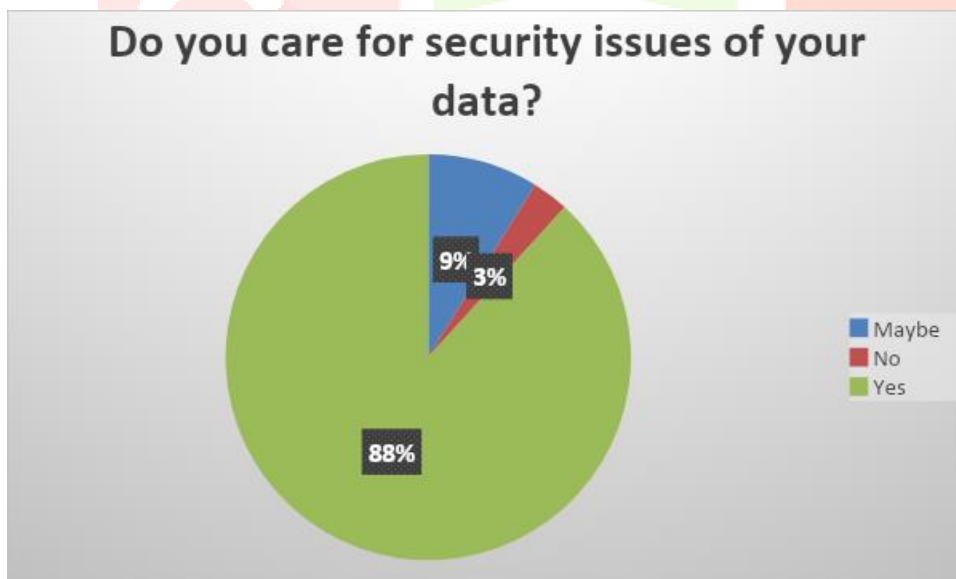
Answers by participants	Android	iOS
Maybe	7	4
No	3	
Yes	39	15
Grand Total	49	19

With the data, it can be said that the android users keep the confidential data in the systems. Majority of the android users participating in the survey justified their use of systems for the storage of confidential data.

Q. Do you care for security issues of your data?

Answers by participants	Android	iOS
Maybe	3	3
No	2	
Yes	44	16
Grand Total	49	19

Here the data again is in dominance with the android users as majority of them tend to care for their security which iOS users do not when compared with the android users.



Based on the data recorded to the questions, it is found that the higher income peoples are tending to go for the iOS systems. It was found that the android & iOS received by the users are gifted by the parents which was found with greater percentage.

Behavioural Attitude Between iOS And Android Users

The choice of the mobile phone or operating system that the individual is using is going to decide the nature of the person to a greater extent. The data analysed we have come to conclusion to the below are behavioural attitudes of the individuals operating different systems for the span.

What is the Behavioural Attitude Between iOS And Android Users?

Based on the data recorded, it has been analysed & based on the behavioural attitudes of the iOS & android users.

User	Extrovert	Introvert
Android	27	22
IOS	9	10
Grand Total	36	32

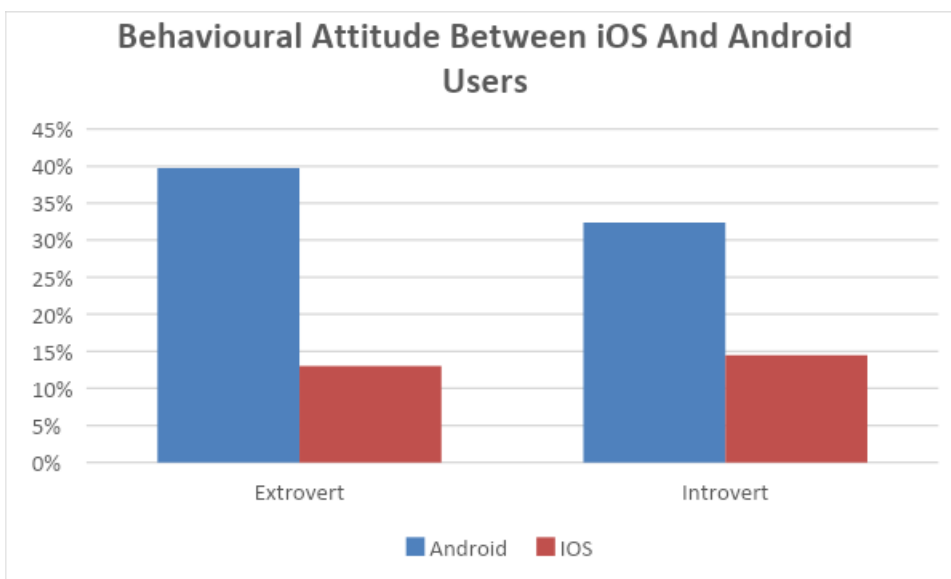
With this, out of all users 36 feel that they are extrovert & 32 feel that they are introvert.

27 candidates using android found to be extrovert whereas 9 are extrovert those using IOS. With this data it is concluded that android users are more extroverted as compared to people using android.

Results

With the critical evaluation & analysis of the data, following results are tabulated. These have been concluded based on the data given by the participants in the survey for the fixed set of questions.

User	Extrovert	Introvert
Android	40%	32%
IOS	13%	14%



User	Ability to maintain secrecy
android	72%
iOS	28%

With the data, it is proved that 72% of the android user possesses the ability to care for maintaining secrecy of anything. This is one of the behavioral trends of the android user that iOS users lack when compared with the android user.

User	Care for security
android	72%
iOS	28%

It has been established with the data that the population using android is much more aware when it comes to the security of anything in their life which iOS operating system users lack to certain extent when compared with the android users.

Conclusion:

The choice of things, articles, people of the individual is dominantly influencing the nature of the individual person. The nature of the individual person identified based on the choices of the person are found to be true to greater extent. With the data recorded to the responses to the fixed set of questions in the survey proved that 40 % of the population using android feel that they are extroverted. Whereas remaining android users feel that they are introverted. Out of all the population participating in the survey, 13 % of the population using iOS feel that they are extroverted & remaining feel that they are introverted. The data is purely based on the self-belief of the person participated in the survey & hence primary data.

References:

- Android vs. iOS User Behaviour: How Does it Impact Mobile App Development? | Clearbridge Mobile. (2019). Retrieved 17 April 2021, from <https://clearbridgemobile.com/android-vs-ios-user-behavior-impact-mobile-app-development/>
- Goadrich, M. H., & Rogers, M. P. (2011, March). Smart smartphone development: iOS versus Android. In Proceedings of the 42nd ACM technical symposium on Computer science education (pp. 607-612).
- Mohamed, I., & Patel, D. (2015, April). Android vs iOS security: A comparative study. In 2015 12th International Conference on Information Technology-New Generations (pp. 725-730). IEEE.
- Ubhi, H. K., Kotz, D., Michie, S., van Schayck, O. C., & West, R. (2017). A comparison of the characteristics of iOS and Android users of a smoking cessation app. *Translational behavioral medicine*, 7(2), 166-171.

Appendix A

Q. What is your gender?

- A. Male
- B. Female
- C. Transgender

Q. What is your monthly income? (In rupees)

- A. Upto 2k
- B. 25k to 50k
- C. 51k to 75k
- D. 75k to above

Q. Which mobile operating system do you use?

- A. IOS
- B. Android

Q. Which mobile operating system do you like?

- A. IOS
- B. Android

Q. Which mobile operating system do you like to buy in future?

- A. IOS
- B. Android

Q. Are you happy with your current mobile operating system?

- A. Yes
- B. No

Q. What is your profession?

- A. Business owner
- B. Self Employed
- C. Govt. Employee
- D. Private Employee

Q. Do you think and research before buying something?

- A. Yes
- B. No

Q. Are you introverted or extroverted?

- A. Introvert
- B. Extrovert

Q. How did you get your Android Mobile?

- A. Parents
- B. Gifted
- C. Self Earned
- D. Won in Contest

Q. How did you get your IOS Mobile?

- A. Parents
- B. Gifted
- C. Self Earned
- D. Won in Contest

Q. Do you keep confidential data?

- A. Yes
- B. No

Q. Do you care for security issues of your data?

- A. Yes
- B. No

