

A Comparative Study on Customers Satisfaction towards Android Operating System and Iphone Operating System in Moblie Phone

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ABSTRACT

Android and Apple's IOS have been playing virtual role in the Smartphone era in this present generation. Since in present generation we have seen revolutionary changes in the usage of mobile phones. An attempt is made to identify various factors that influence purchase decision between consumer's and lastly to analyse which OS gave user's more satisfaction. Apple with its iPhone series created a huge turnover in the market but Android OS launched by Google challenged the dominance of Apple IOS. The increased number of users store personal and non-personal data in there OS. This requires a more secure mobile operating system. Among the widely used mobile operating systems, Android and IOS are the major vendors. Android is open source and IOS is complex but secured. However, present security features in Android operating system are insufficient to secure user's data compared to IOS. This paper focuses on the security system that is adopted by the two operating systems and a general idea of the comparison between the two major OS. We will be comparing and analysing both the operating systems by factors such as security, file transfer, updates and some other features. Further we have seen the smart phone market was preferred by youth who have preference for innovations. A comparative study was done keeping this in mind to identify the consumer's preference towards the two most popular operating system and to analyse which operating system gave user's more satisfaction. Percentage analysis, ANOVA, t-test and Friedman Ranking was used to analyse the responses. Primary data was collected from 150 respondents in Coimbatore city.

Keywords: *Mobile operating system, Android, IOS, mobile device core features, performance comparison.*

INTRODUCTION:

The two major smart phone market players are IOS and Android operating system. With the usage of mobile phone, the mobile technology is also developing day to day. The mobile phone has made our life to live in more comfort zone. We can perform different tasks of our daily life on mobile phones in few seconds. We can do money transfer, pay electricity bills by using smart phones in few seconds it saves a lot of time. When a customer goes to market to buy a mobile phone he has multiple options to choose and he gets confused when he sees number of mobile phones launched by various companies. Each Mobile phone has different features and uses different operating system. In this study I have compared IOS and Android operating system. This paper aims to highlight the differences between the two operating systems by comparing the core features and performance for both functionally identical mobile applications developed for each system. Our main motive to do a survey on both iPhone and Android Operating system. In that I have taken two main objectives first is to make a comparative study on both operating system and second objective is to analyse the core problems faced by the consumer's in these operating system.

STATEMENT OF THE PROBLEM:

In this present era, smart phones play an implicit role. Android and iPhone is now the world's most commonly used smartphones and there are in a peak range in mobile technology. Security topics of these smart phones operating system are mainly discussed in this research paper is to make users aware about the security issues of these operating systems, what are the security aspects present in these operating systems and what are the threats to user data present in these smartphones and to identify the consumers' preferred operating system and their satisfaction level towards both the operating system. Based on the above discussion this study aims to analyse the level of consumer's satisfaction and core problems faced by them in mobile operating system by comparing Android and IOS operating system.

OBJECTIVE OF THE STUDY:

- ❖ To study the level of consumer's satisfaction on the mobile applications of Android operating system and iPhone operating system.
- ❖ To find out the problems faced by the consumer's on iPhone operating system and Android operating system.

METHODOLOGY FOR THE STUDY:

Research methodology is as science of studying of how the research is done scientifically and the various ways that are generally adopted by a research problem.

❖ **Source of data:**

1. Primary data – Survey method using questionnaire
2. Secondary data – Journals, magazines and websites

❖ **Sampling technique** : Convenience sampling

❖ **Sample size** : 150 Respondents

❖ **Statistical tools** : Percentage analysis, Friedman rank test, t-Test and ANOVA

❖ **Area of study** : Coimbatore city

❖ **Period of study** : December 2019 to March 2020

TABLE 1: DEMOGRAPHIC FACTORS OF THE RESPONDENTS– SIMPLE PERCENTAGE ANALYSIS

DEMOGRAPHIC FACTORS	PARTICULARS	FREQUENCY	PERCENTAGE
Age	Below 20 years	36	24
	20-40 years	90	60
	Above 40 years	24	16
Gender	Male	59	39.3
	Female	91	60.7
Educational qualification	School level	13	8.7
	Graduate	106	70.7
	Professional	23	15.3
	No formal Education	8	5.3
Occupation	Student	74	49.3
	Employed	35	23.3
	Professional	13	8.7

	Business	21	14.0
	Homemaker	7	4.7
Monthly family income	Below Rs25000	67	44.7
	Rs25000-Rs 45000	54	36.0
	Above 45000	29	19.3
Marital status	Married	50	33.3
	Unmarried	100	66.7
Area of the resident	Urban	73	48.7
	Semi-urban	52	34.7
	Rural	25	16.7
Operating system preferred by the respondents	IOS	41	27.3
	Android	109	72.7
Mobile operating system that freezes or crashes more	IOS	36	24.0
	Android	114	76.0
Mobile operating system with Advanced backup option	IOS (I cloud)	81	54.0
	Android (Backup & Restore)	69	46.0
Mobile operating system with more connectivity issues .	Android	32	37.0
	IOS	94	62.0

Source: Primary data

The above table reveals that **60%** of the respondents are 25-40 years, **60.7%** of the respondents are female, **70.7 %** of the respondents are Graduate, **49.3%** of the respondents are Student , **44.7%** of the respondents family income belongs to Rs.25000, **66.7%** of the Respondents are Unmarried, **48.7 %** of the respondents are living in urban, **72.7%** of the Android operating system

are preferred by the respondents, **76%** of the respondents had chosen Android operating system that freezes and crashes more, **54%** of the respondents chosen iPhone operating system for advanced backup option, **62%** of the respondents had chosen Android operating system for more connectivity issues.

Table 2: THE CONSUMERS SATISFACTION LEVEL AND CORE PROBLEMS FACED BY CONSUMERS-ANNOVA

Ho: “There is no significant difference between the customers satisfaction and core problems faced by them on both iPhone and Android operating system.”

ANNOVA & t-Test showing difference between demographic factors of customers satisfaction and core problems faced by them in IOS and Android operating system.

S. No	Factors	T value	F value	Signification/ Non Signification	Remark
1.	Preferred Operating system	.978	-	Non Signification	Accepted
2.	Operating system that freezes and crashes more	.958	-	Non Signification	Accepted
3.	Operating system with advanced backup option	.503	-	Non Signification	Accepted
4.	OS with more Connectivity issues	.070	-	Non Signification	Accepted

Source: primary data NS: Not signification at 5%level of significant

The ANOVA result shows that there is no significant different between consumers preferred operating system, operating system that freezes and crashes more, operating system with advanced backup option and operating system with more connectivity issues towards the

customers satisfaction and core problems faced by them towards iPhone and Android operating system.

Hence null hypothesis is accepted.

FRIEDMANS RANK TEST

Table 3- Ranking statement for both Android and IOS Operating system

FACTORS	MEAN RANK	RANKING
Storage	2.89	1
Anti-virus	3.29	2
Battery life	3.88	3
Data sharing	4.31	4
Non Removable battery	4.86	5
Overheating	5.23	6
Forget password	5.77	7
Sensor problem	5.79	8

Source: Computed data

Above table shows that the respondents have given **first rank to Storage (2.89)** second rank has been given to Anti-virus (3.24), Third rank has been given to Battery Life, Fourth rank has been given to Data sharing(4.31), fifth rank has been given to Non Removable battery(4.86), Sixth rank has been given to Overheating(5.23), Seventh rank has been given to Forget password(5.77) and Eighth rank has been given to Sensor problem(5.79).

CONCLUSION:

In this paper, comparison made between the two operating systems and analysed the key differences between both Operating systems. However the time difference was spent mostly in comparing both OS, it is interpreted that personal data of the consumer are more securable in IOS operating system compared to android and for network related tasks, android operating system are preferred by the consumer's. On the draw performance test, IOS was clearly faster than Android with views and the time frame limit to not cause user interface fluidity issues. After

analysing the comparison between both operating system and research study made in both OS based on the above performance test, based on discussion and the surveys, it is concluded that IOS mobile operating system of Apple Inc. provide more security by supporting its Sandbox architecture (ICloud) for the apps. Android operating system is user friendly, customizable and modest compared to IOS .It is inferred that Android is a better operating system than IOS because of the following reasons ,It is more customizable as compared to IOS and thus allows design creativity within users and Android app developers. It allows users to install 3rd party applications which are not allowed in IOS. Although some security issues still remain, Android goes to great extents to secure the data of the users. Consequently, the developed performance tests and their results can be used to forecast where the slow or inefficient parts of the operating system will be on each device.

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