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A Comparative Study Between Android and IOS

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INTRODUCTION

Android is used by most of the mobile users and is a trending topic of modern technology. It is an open-source area of development and is a Linux based OS which acts as middleware and a key mobile application. This OS is designed to use in modern smartphones, e-book readers, set-top boxes, tablets, and televisions as well. Open Handset Alliance created it. In this tutorial, you will learn the basics of Android, and what are its features and categories of applications developed for Android.

iOS is recognized as the second-most mobile device operating platform all over the globe. It features an intuitive, user-centered design, and the app developers use it to develop apps launched through the iOS app store. Additionally, as recorded in June 2021.

The study is to know about the conflict between the users of android and iOS are quite amusing and interesting and to know about the competitive behavior between both Android and iOS.

The study will not only help to understand the smartphone users but also to analyze the interest, perception and also preference of the smartphone users

Every users of smartphones have their own perspective, interest and expectations on a smartphone.

And this study shows the preferences of my respondents towards Android and IOS devices.

STATEMENT OF THE PROBLEM:

-29 June 2017 the day when IOS was launched and 23 September 2008 the day which android was launched. Since then, there has always been a competitive behavior where apple tries to build a complete environment and android tried to become a primary tool for the whole world. The main motive of the study where is trying to find out which among both android and IOS is preferred by most of the people and expectations towards android and iOS devices based on my samples.

OBJECTIVES OF THE STUDY

-The objective of this study is to understand the relation between android and IOS.

-To identify which operating system is preferred by the majority of my samples.

-To assess the satisfaction of customers while using android or IOS.

RESEARCH METHODOLOGY

This chapter describes the methods applied for the study in detail. Research methodology is the precise process or strategies used to identify, pick, technique, and examine statistics about a topic. In a studies paper, the methodology section allows the reader to critically evaluate a take a look acts overall validity and reliability. The methodology of the study includes

- Area of the study
- Data collection
- Sample technique
- Sample size

- Statistical tools

DATA COLLECTION:

- Data was collected using both primary and secondary data collection methods.

PRIMARY DATA:

- In this research the primary data that is been used in questionnaire. Structure questionnaire is being framed to collect the data from the respondent.

SECONDARY DATA:

- This may be used to collect the necessary data and records by different website, magazines, annual report, journal, reference book and newspapers.

SAMPLE TECHNIQUE:

Convenience random sampling technique has been adopted to select sample respondents for the study.

SAMPLE SIZE:

120 respondents constituted.

STATISTICAL TOOLS USED IN THE STUDY:

- Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.
- Percentage Analysis

PERCENTAGE ANALYSIS

- A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the same size.
- FORMULA:
$$\frac{\text{No. of respondents} * 100}{\text{Sample size}} = \text{Simple percentage}$$

SCOPE OF THE STUDY:

This study aims on understanding the basic customer preference between android and IOS. This study can be viewed as a quantitative and qualitative one as we get to know the views and opinions of each of the sample that we review.

LIMITATIONS OF THE STUDY:

- The sample size is very small and its only limited to 120 respondents
- They are of study is confined only to a confined number of geographical locations.
- There was constrain in forming a questionnaire as the responses that is to be collected needs to be precise.

REVIEW OF LITERATURE

Comparative analysis of Android and iOS from security viewpoint

ShiviGarg NiyatiBaliyan May 2021,

Smartphone usage has increased exponentially in the recent years. Android and iOS are the most popular smartphone platforms, while the ease of use along with the computational power to handle a wide array of applications attracts millions of users worldwide, also raises the security concerns on these platforms. This paper presents a comparative analysis between Android and iOS on a wide range of security aspects.

Are iPhones Really Better for Privacy? A Comparative Study of iOS and Android Apps 19 Dec 2021

Konrad Kollnig, Anastasia Shuba, Reuben Binns, Max Van Kleek, and Nigel Shadbolt

While many studies have looked at privacy properties of the Android and Google Play app ecosystem, comparatively much less is known about iOS and the Apple App Store, the most widely used ecosystem in the US. At the same time, there is increasing competition around privacy between these smartphone operating system providers. In this paper, we present a study of 24k Android and iOS apps from 2020 along several dimensions relating to user privacy.

COMPANY PROFILE

Apple Inc.

APPLE Inc. is an American multinational technology company that specializes in consumer electronics, software and online services. Apple is the largest information technology company by revenue (totaling US\$365.8 billion in 2021) and as of January 2021, it is the world's most valuable company, the fourth-largest personal computer vendor by unit sales and second-largest mobile phone manufacturer.

Apple was founded as **Apple Computer Company** on April 1, 1976, by Steve Jobs, Steve Wozniak and Ronald Wayne to develop and sell Wozniak's Apple I personal computer. It was incorporated by Jobs and Wozniak as **Apple Computer, Inc.**

OnePlus

One plus was founded on 16 December 2013 by former Oppo vice-president Pete Lau and Carl Pei. According to Chinese public records, OnePlus' only institutional shareholder is Oppo Electronics. Lau denied that OnePlus was a wholly owned subsidiary of Oppo and stated that Oppo Electronics and not Oppo Mobile (the phone manufacturer) is a major investor of OnePlus and that they are "in talks with other investors", although OnePlus has confirmed it uses Oppo's manufacturing line and shares part of the supply chain resources with Oppo.

XIAOMI

Xiaomi was founded in 2010 in Beijing by now multi-billionaire Lei Jun when he was 40 years old, along with six senior associates. Lei had founded Kingsoft as well as Joyo.com, which he sold to Amazon for \$75 million in 2004. In August 2011, By 2015, it was developing a wide range of consumer electronics. In 2020, the company sold 146.3 million smartphones and its MIUI operating system has over 500 million monthly active users.

Xiaomi keeps its prices close to its manufacturing costs and bill of materials costs by keeping most of its products in the market for 18 months, longer than most smartphone companies, The company also uses inventory optimization and flash sales to keep its inventory low.

DATA ANALYSIS AND INTERPRETATION

SATISFACTION OF RESPONDENT'S DEVICE

TABLE NO: 1

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	39	32.5
SATISFIED	50	41.7
NUETRAL	24	20
UNSATISFIED	7	5.8
HIGHLY UNSATISFIED	0	0
TOTAL	120	100

Source: Primary Data

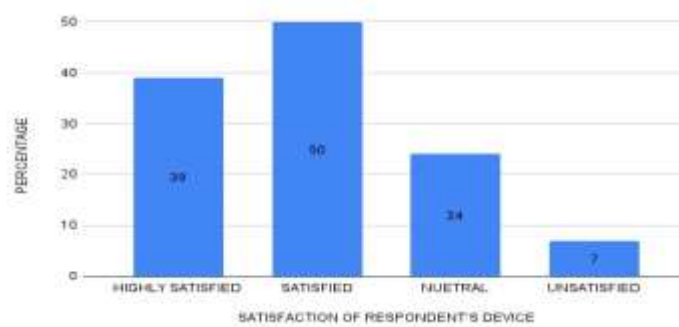
INTERPRETATION:

The above table shows that out of 120 respondents, 32.5% of respondents are highly satisfied, 41.7% of the respondents are satisfied, 20% of the respondents are neutral, 5.8% of the respondents are unsatisfied and none was highly unsatisfied.

Thus, the majority of the respondents are satisfied with their mobile phone.

SATISFACTION OF RESPONDENT'S DEVICE

CHART NO: 1



MOST PREFERRED OPERATING SYSTEM

TABLE NO: 2

OPERATING S YTEM	NO. OF RESPONDENTS	PERCENTAGE
OXYGEN OS	25	20.8
MAC OS	45	37.5
COLOR OS	22	18.3
WINDOWS OS	27	22.5
TIZEN OS	1	0.8
TOTAL	120	100

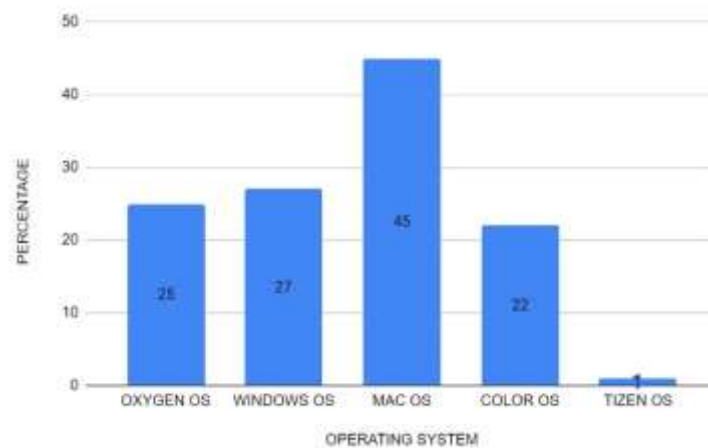
Source: Primary Data

INTERPRETATION:

The above table shows that out of 120 respondents, 20.8% of the respondents prefer Oxygen OS, 37.5% of the respondents prefer MAC OS, 18.3% of the respondents prefer Color OS, 22.5% of the respondents prefer Windows OS and 0.8% of the respondents prefer Tizen OS. Thus, the majority of the respondents prefer MAC OS.

MOST PREFERRED OPERATING SYSTEM

CHART NO: 2



FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- 57.5% of the respondents uses mobile phone for personal uses.
- 41.7% of the respondents said that they are satisfied with their current mobile phone.
- 33.3% of the respondents use their mobile phone for 2-3 years.

- 53.3% of the respondents said iOS has a better camera.
- 73.3% of the respondents said Android devices freezes/crashes more.
- 55% of the respondents said iOS display is more efficient.
- 70.8% of the respondents preferred GOOGLE PLAY.
- 38.3% of the respondents preferred BIONIC (iOS) processor.
- 37.5% of the respondents preferred MAC OS.

SUGGESTIONS:

- Android should develop their processors, display efficiency and camera quality because the findings says that Android device is used and preferred by the majority of my samples.
- Proper updates should be given or stable software update should be provided by Android to avoid bug issues or freezing issues.
- Most of the samples prefer triple camera in both the devices, so both Android and iOS should bring their devices including triple camera, this can bring a major change in consumption of android devices and iOS devices.

CONCLUSION:

Android and iOS have already conquered the consumer market, and with the users becoming accustomed to those devices, more people want to use them for work. In the competitive environment where every second, day a new technological advancement takes place and both iOS and android are pushing themselves every now and then to achieve excellence in their products. Today Android's percentage share in the market is increasing at an increasing rate on the other hand with iOS coming up in the market it is stealing all the market shares. With the help of our research it is found that android is rapidly taking its pace in the eyes of today's youth and every person today wants affordable and best operating system which android guarantees to provide to its users. Hence, both Android and iOS have their own advantages and disadvantages and we consumers should choose and promote these things properly.

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