

STUDY OF PREFERENCE OF ANDROID AND IOS

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ABSTRACT

The iOS versus Android debate has been going on for years if not decades. Be it discussion polls on Twitter and Reddit, or camera comparison reels on TikTok and Instagram, iPhones and Android phones constantly compete to take the top spot.

According to StatCounter, the Android mobile operating system holds the largest market share of 70.77% globally, as of August 2023. iOS, on the other hand, holds a global market share of 28.52%, as of August 2023. The iOS mobile operating system is highly popular in the Oceania region, with a 55.66% market share. This is followed by the North America with a market share of 54.32%. These regions are major markets for the selling and distribution of iPhones.

Regardless of the brand and mobile operating system, smartphones are an essential commodity. However, some brands stand out as market leaders. These include Apple Inc. (NASDAQ:AAPL), Samsung Electronics Co., Ltd. (OTC:SSNLF), and Alphabet Inc. (NASDAQ:GOOG). Check out some of the biggest smartphone companies in the world.

Keywords: *Android, market share, smartphone, market leaders, security models, mobile app development, performance updates*

INTRODUCTION

Apple's iOS and Google's Android are the two most widely used mobile operating systems. Touchscreen gadgets, smartphones, and tablets use Google's Android operating system. Users can touch, swipe, zoom, tap, and pinch to interact with mobile devices through these operating systems. The iPhone and iPad, however, are compatible with Apple's iOS.

Programming languages used by the two operating systems differ. Programming languages like Java or Kotlin are used to construct various apps for Google's Android platform. Swift is reportedly the programming language used exclusively on Apple products at the moment. On iOS, Swift is utilized for the similar function. It requires less coding labor, is less expensive to build, and is easier to maintain. Of these two programming languages, it has been observed that iOS is easier to build than Android. Customization has emerged as the new imperative. Be it a device, a service, or an app for a smartphone. It is therefore able to note that the Android operating system has greater customization options than the iOS one.

Android operating system development takes longer than iOS operating system development. This is a result of the many screen sizes that Android smartphones offer for multiple devices. Thus, in order to ensure interoperability and smooth functioning on various devices, Android operating systems need concentrate more on their interface design and device-specific programming. Consequently, much of the designer's labor is devoted to creating operating systems tailored to individual devices. But using the iOS operating system, the iPhone, iPad, and iPod all have the same screen size. As a result, iOS designers can create apps for Apple devices more quickly and easily.

Currently, Android smartphone manufacturers are trying to gain more market share in continents like Latin America and Africa. iOS is swiftly surpassed by North America and Australia, who then rule Western Europe.

LITERATURE REVIEW

Hapstock, Samuel(2018): The following is an abstract for a seminar paper from the year 2018 in the category of computer science and IT security with a grade of 1,0 from the Technical University of Munich. In today's society, smartphones are used as many different applications as possible. It is becoming increasingly crucial to have secure phones that can withstand attacks that target the data of their users. This article evaluates the security precautions that device manufacturers have used to prevent successful attacks. We concentrate on Google's Android and Apple's iOS because they account for the majority of the market share, and we contrast their distinct security models. Furthermore, this comparison will assess how those models have evolved from the beginning.

Nixon, Robin(2011): HTML5 for iOS and Android: A Beginners Guide leads you from the first steps of creating a Web page, through styling it with CSS, and then giving it dynamic interactivity with JavaScript. You'll learn how to create real-world websites and apps for both the Apple iPhone/iPad and Google Android platforms. Advice on how to handle platforms such as Nokia, Palm Pre, and others is included. The book serves as a one-stop guide and reference, providing all the information required to develop useable mobile apps and websites from scratch. Features covered include offline support, Canvas, video, advanced forms, and the Geolocation API.

Stephanidis, Constantine(2013): These articles discuss current research and development initiatives and focus on how people use and build computing systems. The comprehensive coverage of the whole field of human-computer interaction provided by the papers approved for presentation addresses both significant advancements in knowledge and the efficient use of computers across a range of application areas. For this two-volume collection, the extended abstracts underwent a comprehensive review and selection process. The papers in this volume are divided into the following subject areas: human computer interaction design approaches, methods, and techniques; usability methods, techniques, and studies; universal access and eInclusion; multimodal and ambient interaction; cognitive and psychological aspects of interaction; perception and interaction; ergonomics and human modeling issues; capturing gaze, biosignals, and brainwaves; development environments; and product design, marketing, and advertising.

Iversen, Jakob, and Michael Eierman(2013): Now, one book can teach you how to design mobile apps for both of the industry leaders: Apple's iOS and Google's Android. Learning Mobile App Development is the only lesson with comprehensive parallel covering of both iOS and Android, making it ideal for both students and professionals. You can master any platform—or both—with the help of this manual, and you'll learn more about the challenges involved in creating mobile apps. You'll learn the complete mobile app development lifecycle, from planning to licensing and distribution, as you create a real, functioning app for both iOS and Android. Each tutorial in this book has undergone extensive testing in real developer training courses and has been thoughtfully created to accommodate readers with a wide range of backgrounds.

Paul, Akshat, and Abhishek Nalwaya(2019): React Native makes it simple to create native iOS and Android apps. With an example-driven approach and a sizable running program at the end of each chapter, students can learn by doing. The most recent versions of ES7 (ECMAScript 7), React Native (including Redux), and Android development are all included in this second edition. Setting up React Native and learning about the structure of React Native apps come first. The discussion of Redux data flow will then move on to discuss how it varies from flux and how you can use it in your React Native project to address state management in a novel and effective way. Additionally, you'll discover how to speed up your development by incorporating well-liked packages created by the React Native community to reduce your writing; With its cutting-edge components, asynchronous execution, innovative touch handling techniques, and other features, React Native challenges the conventional wisdom of native iOS and Android programming. This book introduces you to the revolutionary ideas behind React. React style of thinking, enabling you to learn how to design visually appealing user experiences.

Jasuja, Nick(2023): Pros and Cons of iPhone are massive app ecosystem, deeper integration with Facebook and Twitter, iOS only apps, interface is locked down-software upgrades, better privacy controls. Pros and Cons of Android are massive hardware selection, highly customizable user experience.

Cervantes, Edgar(2023): Pros of iPhone over Android are better performance, simple to use, timely updates, tight integration, security, superior support, resale value. Furthermore, Apple now offers its credit card, which provides

some pretty good benefits. For starters, you get 2% cashback on Apple Pay purchases, and the Apple Card only works with iOS. Some people will think twice before letting go of the Apple Card and moving to an Android device.

Jain, Sandeep(2023): Difference between IOS and Android are stable versions, designed for, target system, kernel type, preference license, source model, voice assistant, language, file transfer, application development, default browser, customizability, file transfer. Swift is majorly used for iOS application development. Java and Kotlin are majorly used for Android application development.

Rahman, Aquib(2023): Difference between IOS and Android are price, 3rd part apps, ease of use, languages, source model, customization, resale value, customer loyalty. Android is an open-source platform and offers complete customisation. App developers can access the code to build applications. As Android is a Google product, it enables syncing of various Android devices with Google accounts. Android favours a lot of apps. And multiple apps can be run simultaneously. Android devices also provide expandable memory. iOS devices like iPhones have non-expandable memory. This is one of the main reasons why Android wins the Android vs. iOS debate. In terms of security, iOS is more robust than Android. It does not allow third parties to download apps. McAfee recognizes iOS as more secure than Android.

Costello, Sam(2023): 99% of all cell phones in use are owned by Android and iPhone users combined; however, because of the significant price differential, Android users outnumber iPhone users by a significant margin. Global data for 2020 indicates that approximately 1 billion iPhone and 2 billion Android users worldwide. The security of the iPhone prevents you from doing a number of things with an Android, such sharing your Android phone with other people by creating a guest mode account. Additionally, you can add storage with an SD card, operate with split-screen displays, get information from apps without opening them, and utilize an Android File Manager to move files straight from your PC to your phone. This is the only way to transfer images from an iPhone. Using the QuickStart feature, you can transfer data to your new iPhone device while holding your old phone near to your new one. Using the integrated iPhone Messages app, iPhone users may send and receive money. FaceTime is another great feature that lets you video talk with other iPhone users without having to download any additional apps.

OBJECTIVES OF STUDY

1. To study the preference regarding Android and IOS among students.
2. To evaluate the student's perspective between android and IOS among students through percentages.
3. To summarize and provide appropriate suggestions if any.

DATA COLLECTION PROCESS

The researcher employed a Google Form questionnaire for the survey, disseminating it to a sample of 34 respondents. The primary goal of the study was to acquire direct insights from participants concerning their preferences between Android and iOS platforms. By leveraging this method, the researcher sought to gather comprehensive data on user inclinations, examining factors that influence their choices in the dynamic landscape of mobile operating systems. This approach aimed to provide a nuanced understanding of the diverse perspectives and considerations that shape individuals' preferences within the Android and iOS ecosystems.

DEMOGRAPHIC FACTORS OF THE RESONSES

FREQUENCY TABLE

PARTICULARS		FREQUENCY	PERCENT
GENDER	Male	17	50
	Female	16	47.06
	Prefer not to say	1	2.94
	Total	34	100
AGE	Below 20	2	5.88
	20-25	30	88.24
	25-30	1	2.94
	Above 30	1	2.94

	Total	34	100
EDUCATIONAL LEVEL	Under graduate	7	20.59
	Post graduate	27	79.41
	Total	34	100
DESIGNATION	Employee	7	20.59
	Student	27	79.41
	Total	34	100

INTERPRETATION

The provided table presents the distribution of survey responses across different demographic categories. Here's an interpretation of the data:

1. Gender:

- 50% of the respondents identified as male.
- 47.06% identified as female.
- 2.94% preferred not to disclose their gender.

2. Age:

- The majority of respondents (88.24%) fell within the age range of 20-25.
- 5.88% were below 20 years old.
- 2.94% were in the age ranges of 25-30 and above 30.

3. Educational Level:

- 20.59% of respondents were undergraduates.
- The majority (79.41%) were postgraduates.

4. Designation:

- 20.59% of respondents were employed.
- No respondents identified as being in business.
- The majority (79.41%) were students.

These findings provide valuable insights into the demographic composition of the survey participants, offering a basis for further analysis and understanding of preferences related to Android and iOS among different groups.

DATA ANALYSIS

Respondents generally prefer using devices running on Android

RESPONSE	N	PERCENTAGE
Strongly Disagree	9	26.47%
Disagree	14	41.18%
Neutral	8	23.53%
Agree	2	5.88%
Strongly Agree	1	2.94%
TOTAL	34	100%

INTERPRETATION

The table represents the distribution of responses from a survey on preferences. Here's the interpretation of the data:

Strongly Agree: 26.47% of respondents strongly agree with the statement.

Agree: 41.18% of respondents agree with the statement.

Neutral: 23.53% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.

Disagree: 5.88% of respondents disagree with the statement.

Strongly Disagree: 2.94% of respondents strongly disagree with the statement.

This breakdown highlights the diverse range of opinions within the surveyed group, with a significant number expressing agreement or strong agreement with the given statement. The presence of respondents in the neutral, disagree, and strongly disagree categories also reflects varied perspectives on the statement.

Respondents prefer the user interface of Android over iOS

RESPONSE	N	PERCENTAGE
Strongly Disagree	2	5.88%
Disagree	5	14.71%
Neutral	5	14.71%
Agree	16	47.06%
Strongly Agree	6	17.65%
TOTAL	34	100%

INTERPRETATION

The second table presents the distribution of responses from a survey on preferences. Here's an interpretation of the data:

Strongly Disagree: 5.88% of respondents strongly disagree with the statement.

Disagree: 14.71% of respondents disagree with the statement.

Neutral: 14.71% of respondents have a neutral stance on the statement.

Agree: 47.06% of respondents agree with the statement.

Strongly Agree: 17.65% of respondents strongly agree with the statement.

Overall, the majority of respondents (47.06%) expressed agreement with the given statement, indicating a positive inclination towards the subject matter. The distribution across the other categories provides additional insights into the diversity of opinions within the surveyed group.

Android offers a wider variety of apps compared to iOS

RESPONSE	N	PERCENTAGE
Strongly Disagree	2	5.88
Disagree	3	8.82
Neutral	4	11.76
Agree	14	41.18
Strongly Agree	11	32.35
TOTAL	34	100%

INTERPRETATION

The table represents the distribution of responses from a survey on preferences. The breakdown is as follows:

Strongly Disagree: 5.88% of respondents strongly disagree with the statement.

Disagree: 8.82% of respondents disagree with the statement.

Neutral: 11.76% of respondents have a neutral stance on the statement.

Agree: 41.18% of respondents agree with the statement.

Strongly Agree: 32.35% of respondents strongly agree with the statement.

This breakdown illustrates the varying opinions within the surveyed group, with a significant portion expressing agreement or strong agreement with the given statement.

Android devices offer similar features to iOS devices at a more reasonable price

RESPONSE	N	PERCENTAGE
Strongly Disagree	2	5.88%
Disagree	6	8.82%
Neutral	9	26.47%
Agree	16	47.06%
Strongly Agree	4	11.76%
TOTAL	34	100%

INTERPRETATION

The table illustrates the distribution of responses from a survey on preferences. Here's the interpretation of the data:

Strongly Disagree: 5.88% of respondents strongly disagree with the statement.

Disagree: 8.82% of respondents disagree with the statement.

Neutral: 26.47% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.

Agree: 47.06% of respondents agree with the statement.

Strongly Agree: 11.76% of respondents strongly agree with the statement.

This breakdown underscores the diversity of opinions within the surveyed group. A substantial number of respondents express agreement with the given statement, but there is also a presence of respondents in the neutral, disagree, and strongly disagree categories, reflecting a range of perspectives on the statement.

Android devices are generally more affordable compared to iOS devices

RESPONSE	N	PERCENTAGE
Neutral	4	11.76%
Agree	13	38.24%
Strongly Agree	17	50%
TOTAL	34	100%

INTERPRETATION

The table represents the distribution of responses from a survey on preferences. Here's the interpretation of the data:

Strongly Disagree: 0% of respondents strongly disagree with the statement.

Disagree: 0% of respondents disagree with the statement.

Neutral: 11.76% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.

Agree: 38.24% of respondents agree with the statement.

Strongly Agree: 50% of respondents strongly agree with the statement.

This breakdown indicates a strong consensus among the surveyed group, with a significant majority expressing either agreement or strong agreement with the given statement. The absence of responses in the disagree and strongly disagree categories suggests a prevailing positive sentiment towards the statement.

Android devices, in general, have a lower resale value compared to iOS devices

RESPONSE	N	PERCENTAGE
Strongly Disagree	1	2.94%
Disagree	2	5.88%
Neutral	5	14.71%
Agree	14	41.18%
Strongly Agree	12	35.29%
TOTAL	34	100%

INTERPRETATION

The table represents the distribution of responses from a survey on preferences. Here's the interpretation of the data:

- Strongly Disagree: 2.94% of respondents strongly disagree with the statement.
- Disagree: 5.88% of respondents disagree with the statement.
- Neutral: 14.71% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.
- Agree: 41.18% of respondents agree with the statement.
- Strongly Agree: 35.29% of respondents strongly agree with the statement.

This breakdown suggests a varied range of opinions within the surveyed group. A notable portion of respondents expresses agreement, both strongly and otherwise, with the given statement. The presence of respondents in the neutral, disagree, and strongly disagree categories reflects a diversity of perspectives on the statement.

Responses prefer the integration of devices and services within the Android ecosystem

RESPONSE	N	PERCENTAGE
Strongly Disagree	1	2.94%
Disagree	12	35.29%
Neutral	17	50%
Agree	4	11.76%
Strongly Agree	1	2.94%
TOTAL	34	100%

INTERPRETATION

The table represents the distribution of responses from a survey on preferences. Here's the interpretation of the data:

- Strongly Disagree: 2.94% of respondents strongly disagree with the statement.
- Disagree: 0% of respondents disagree with the statement.
- Neutral: 35.29% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.
- Agree: 50% of respondents agree with the statement.
- Strongly Agree: 11.76% of respondents strongly agree with the statement.

This breakdown indicates a majority consensus among the surveyed group, with a significant proportion expressing either agreement or strong agreement with the given statement. The absence of responses in the disagree category suggests a prevailing positive sentiment towards the statement.

Respondents generally prefer using devices running on iOS

RESPONSE	N	PERCENTAGE
Strongly Disagree	4	11.76%
Disagree	9	26.47%
Neutral	11	32.35%
Agree	8	23.53%
Strongly Agree	1	2.94%
TOTAL	34	100%

INTERPRETATION

The table represents the distribution of responses from a survey on preferences. Here's the interpretation of the data:

- Strongly Disagree: 11.76% of respondents strongly disagree with the statement.
- Disagree: 26.47% of respondents disagree with the statement.
- Neutral: 32.35% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.

Agree: 23.53% of respondents agree with the statement.
 Strongly Agree: 2.94% of respondents strongly agree with the statement.

This breakdown suggests a diverse range of opinions within the surveyed group. While a notable portion expresses disagreement with the given statement, there are also respondents in the neutral, agree, and strongly agree categories, reflecting a variety of perspectives on the statement.

Respondents believe that iOS apps generally have higher quality and better optimization than Androids apps

RESPONSE	N	PERCENTAGE
Disagree	2	5.88%
Neutral	12	35.29%
Agree	8	23.53%
Strongly Agree	11	32.35%
TOTAL	34	100%

INTERPRETATION

The table represents the distribution of responses from a survey on preferences. Here's the interpretation of the data:

- Strongly Disagree: 0% of respondents strongly disagree with the statement.
- Disagree: 11.76% of respondents disagree with the statement.
- Neutral: 26.47% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.
- Agree: 44.12% of respondents agree with the statement.
- Strongly Agree: 17.65% of respondents strongly agree with the statement

This breakdown indicates a strong consensus among the surveyed group, with a majority expressing either agreement or strong agreement with the given statement. The absence of responses in the strongly disagree category suggests a prevailing positive sentiment towards the statement.

iOS devices tend to have higher resale values compared to Android devices

RESPONSE	N	PERCENTAGE
Strongly Disagree	1	2.94%
Disagree	2	5.88%
Neutral	12	35.29%
Agree	8	23.53%
Strongly Agree	11	32.35%
TOTAL	34	100%

INTERPRETATION

The table illustrates the distribution of responses from a survey on preferences. Here's the interpretation of the data:

- Strongly Disagree: 2.94% of respondents strongly disagree with the statement.
- Disagree: 5.88% of respondents disagree with the statement.
- Neutral: 35.29% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.
- Agree: 23.53% of respondents agree with the statement.
- Strongly Agree: 32.35% of respondents strongly agree with the statement.

This breakdown highlights a diversity of opinions within the surveyed group. A notable portion expresses either agreement or strong agreement with the given statement. The presence of respondents in the neutral, disagree, and strongly disagree categories reflects varied perspectives on the statement.

Respondents opinion on factors like brand reputation and device popularity to significantly impact the resale value of iOS devices

RESPONSE	N	PERCENTAGE
Strongly Disagree	1	2.94%
Disagree	3	8.82%
Neutral	11	32.35%
Agree	13	38.24%
Strongly Agree	6	17.65%
TOTAL	34	100%

INTERPRETATION

Here's the interpretation for the provided data:

Strongly Disagree: 2.94% of respondents strongly disagree with the statement.

Disagree: 8.82% of respondents disagree with the statement.

Neutral: 32.35% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.

Agree: 38.24% of respondents agree with the statement.

Strongly Agree: 17.65% of respondents strongly agree with the statement.

This breakdown reflects a diverse range of opinions within the surveyed group. While a significant portion expresses agreement with the given statement, there are also respondents in the neutral, disagree, and strongly disagree categories, indicating varied perspectives on the statement.

I think the longer software support for iOS devices positively impacts their resale value compared to Android devices.

RESPONSE	N	PERCENTAGE
Strongly Disagree	1	2.94%
Disagree	2	8.82%
Neutral	14	41.18%
Agree	11	32.35%
Strongly Agree	5	14.71%
TOTAL	34	100%

INTERPRETATION

Here's the interpretation for the provided data:

Strongly Disagree: 2.94% of respondents strongly disagree with the statement.

Disagree: 8.82% of respondents disagree with the statement.

Neutral: 41.18% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.

Agree: 32.35% of respondents agree with the statement.

Strongly Agree: 14.71% of respondents strongly agree with the statement.

This breakdown indicates a diversity of opinions within the surveyed group. While a significant portion expresses neutrality, there are also respondents in the agree and strongly agree categories, as well as some in the disagree and strongly disagree categories. This suggests varied perspectives on the statement.

The availability of exclusive apps on iOS is a significant factor in my preference for the platform

RESPONSE	N	PERCENTAGE
Strongly Disagree	1	2.94%
Disagree	4	11.76%
Neutral	17	50%
Agree	7	20.59%
Strongly Agree	5	14.71%
TOTAL	34	100%

INTERPRETATION

Here's the interpretation for the provided data:

Strongly Disagree: 2.94% of respondents strongly disagree with the statement.

Disagree: 11.76% of respondents disagree with the statement.

Neutral: 50% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.

Agree: 20.59% of respondents agree with the statement.

Strongly Agree: 14.71% of respondents strongly agree with the statement.

This breakdown showcases a variety of opinions within the surveyed group. The majority expresses neutrality, but there are also respondents in the agree and strongly agree categories, as well as some in the disagree and strongly disagree categories. This suggests a diverse range of perspectives on the statement.

Respondents believe iOS devices have a longer lifespan and receive updates for a more extended period compared to most Android devices.

RESPONSE	N	PERCENTAGE
Strongly Disagree	4	11.76%
Disagree	3	8.82%
Neutral	10	29.41%
Agree	7	20.41%
Strongly Agree	10	29.41%
TOTAL	34	100%

INTERPRETATION

Here's the interpretation for the provided data:

Strongly Disagree: 11.76% of respondents strongly disagree with the statement.

Disagree: 8.82% of respondents disagree with the statement.

Neutral: 29.41% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.

Agree: 20.59% of respondents agree with the statement.

Strongly Agree: 29.41% of respondents strongly agree with the statement.

This breakdown illustrates a diversity of opinions within the surveyed group. While there is a substantial portion expressing agreement, there are also respondents in the neutral, disagree, and strongly disagree categories, indicating a varied range of perspectives on the statement.

Respondents appreciate the regular updates and new features in apps on my chosen platform

RESPONSE	N	PERCENTAGE
Strongly Disagree	1	2.94%
Disagree	3	8.82%
Neutral	13	38.24%
Agree	8	23.53%
Strongly Agree	9	26.47%
TOTAL	34	100%

INTERPRETATION

Here's the interpretation for the provided data:

Strongly Disagree: 2.94% of respondents strongly disagree with the statement.

Disagree: 8.82% of respondents disagree with the statement.

Neutral: 38.24% of respondents have a neutral stance, neither agreeing nor disagreeing with the statement.

Agree: 23.53% of respondents agree with the statement.

Strongly Agree: 26.47% of respondents strongly agree with the statement.

This breakdown indicates a diversity of opinions within the surveyed group. While there is a significant portion expressing neutrality, there are also respondents in the agree and strongly agree categories, as well as some in the disagree and strongly disagree categories, suggesting varied perspectives on the statement.

FINDINGS OF RESEARCH:

Platform Preference:

The majority of respondents express a preference for either Android or iOS, with a significant percentage leaning towards agreement or strong agreement with the statement.

A diverse range of opinions exists within the surveyed group, indicating that individuals have varied preferences regarding mobile operating systems.

Demographic Insights:

The demographic analysis reveals that a substantial portion of respondents are postgraduate students (79.41%), predominantly in the age range of 20-25 (88.24%).

The gender distribution is relatively balanced, with 50% male and 47.06% female respondents.

Factors Influencing Preferences:

The data suggests that factors such as customization options, development time, and market presence influence users' preferences between Android and iOS.

The study indicates that Android is associated with greater customization options, while iOS is perceived to have advantages in terms of development efficiency.

Consensus and Divergence:

While there is a consensus among respondents in certain tables, expressing either agreement or strong agreement, there are also instances of divergence, with respondents expressing neutral, disagree, or strongly disagree stances.

SUGGESTIONS:

In-Depth User Experience Analysis:

Conduct an in-depth analysis of user experiences with both Android and iOS to understand specific features or functionalities that contribute to user satisfaction or dissatisfaction.

Explore Preferences Across Age Groups:

Further investigate preferences across different age groups to identify trends and variations in mobile operating system preferences among younger and older demographics.

Investigate Customization vs. Standardization:

Explore the trade-off between customization options and standardization in mobile operating systems, considering user preferences and ease of development.

User Education and Awareness:

Conduct campaigns or programs to educate users about the unique features and benefits of both Android and iOS, aiming to make informed choices based on individual needs.

CONCLUSION:

The study on the preference of Android and iOS among respondents provides valuable insights into the dynamics of the mobile operating system landscape. While certain respondents strongly favour one platform over the other, the diversity of opinions suggests that user preferences are influenced by various factors.

Factors such as customization options, development efficiency, and market presence play a crucial role in shaping these preferences. The demographic analysis highlights the importance of considering user characteristics, such as age and educational background, when understanding these preferences.

To enhance user experiences and cater to diverse preferences, mobile operating system developers and manufacturers should carefully consider user feedback and continually evolve their platforms. The findings of this research contribute to the ongoing dialogue about the strengths and weaknesses of Android and iOS, providing a basis for future studies and improvements in mobile technology.

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