

# A STUDY ON IMPACT OF MOBILE APPLICATION

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## ABSTRACT

In today's digital world, each and every one are familiar with mobile applications. Mobile applications are considered as an essential part of our life. From social networking and entertainment to business, mobile apps have its initiative role. A mobile application can be pre-installed or downloaded from an app store or mobile web browser. This brings out the results of how far it is useful for the customers while using the mobile application.

**Keywords:** mobile application, social networking, technology.

## INTRODUCTION

Mobile applications are a software application which is developed for the use on small, wireless computing devices such as smartphones and tablets rather than using desktop or laptop computers. In the updated world digitalization is a process for it. When a mobile app is downloaded and installed on a device, it is stored in the device's memory and is launched using the device's operating system. When a user opens a mobile app, the app communicates with the device's operating system and other built-in software components to access the device's hardware and services such as the camera, GPS and internet connection. The app then uses this information to provide its specific functions and services to the user.

## LITERATURE REVIEW

**Haridimos kondylakis (2020)**, COVID-19 Mobile Apps: A Systematic Review of the Literature, this study focuses on shed light into studies found in the scientific literature that have used and evaluated mobile apps for the prevention, management, treatment, or follow-up of COVID-19. this study concludes on Mobile apps are considered to be a valuable tool for citizens, health professionals, and decision makers in facing critical challenges imposed by the pandemic, such as reducing the burden on hospitals, providing access to credible information, tracking the symptoms and mental health of individuals, and discovering new predictors.

**Ailie K.Y.Tang (2019)**, A study on A systematic literature review and analysis on mobile apps in m-commerce: Implications for future research, A comprehensive and succinct review is needed that would help scholars and practitioners understand (a) the adoption of current mobile apps and (b) consumers' motivations, attitudes and behavior towards mobile apps. This study aims to organize and classify literature on mobile apps in m-commerce and assess the state of the art in order to facilitate future research.

**S. Jagadeesan, Vinayak A. Drave , Priyanka C. Bhatt (2019)**, this study focuses on on accumulating a vast academic literature in a time frame of the last ten years. A comprehensive and systematic literature review was done in the emerging area of mobile application development. This paper titled as Mobile Application Development: A comprehensive and systematic literature review, With the aim to assess the current state of practice for the mobile application development

we are developing a leave management system app. The proposed leave management system app will make the whole leave management process efficient.

## **MOBILE APPLICATIONS AN OVERVIEW**

Mobile application is an innovative and fast emerging division of the global Information and Communication Technology(ICT). Mobile application is easy to use, low-cost, downloadable and run able in most of the mobile phone including inexpensive and entry level phone. The mobile application has wide uses for its vast functioning area like calling, messaging, browsing, chatting, social network communication, audio, video, game etc. In large number of mobile application some are preinstalled in phone and others user can download from internet and install it in mobile phone. This large number of mobile application market served by increasing no of mobile application developer, publishers and providers.

## **MOBILE APPLICATION PLATFORMS**

Most mobile applications are developed for two main smartphone platforms - the Android operating system and Apple's iOS. While Apple creates its iOS exclusively for its own iPhones and other mobile devices, Google develops the Android system so that it can be used on devices other than their own. Each of these platforms requires different **Software Development Kits (SDKs)** and each uses different development tools. It is common for developers to develop mobile applications to be compatible with both Android and iOS.

## **CATEGORIES OF MOBILE APPLICATION**

**Communications:** Internet Browsing, email IM client, Social Networking

**Games:** Puzzle/ Strategy, Cards /Casino, Action/ Adventure

**Multimedia:** Graphics /Image viewer, Presentations viewers, Video Players, Audio players

**Productivity:** Calendars, Calculators, Diary, Notepad /Memo/Word Processors, Spreadsheets

**Travel:** City guide, Currency converter, Translators, GPS/Maps, Itineraries / Schedules, Weather

**Utilities:** Profile manager, Idle screen/Screen saver, Address book, Task manager, Call manager, File manager.

## **GROWTH OF MOBILE APPLICATION**

Mobile applications are the different types of software applications that are designed to run on various smartphones, tablets, and computer tablets. Mobile applications frequently serve to provide users with similar services to those accessed on PCs. The primary goal of mobile application is to help users to connect them to internet services by enabling them to use the internet on their portable devices. The mobile application market trends include increase in the adoption of variable devices and rise in customer base for the e-commerce industry, which are the major factors driving the growth of the market. In addition, continuous growth in enterprise apps, increased focus on apps specifically used for health & fitness as well as high downloads and in app purchases for gaming apps fuel the growth of the market.

## **ADVANTAGES OF MOBILE APPLICATIONS**

**Convenience.** Mobile apps can be downloaded and installed on a device, allowing users to access the app's functions and services at any time, from anywhere.

**Personalization.** Mobile apps can be customized to meet the specific needs of individual users, providing a personalized experience.

**Offline access.** Many mobile apps can be used offline, providing access to important information and features even when an internet connection is not available.

**Push notifications.** Mobile apps can send push notifications to users, providing real-time updates on important information and events.

## **LIMITATIONS OF MOBILE APPLICATIONS**

**Limited functionality.** Mobile apps are designed to provide specific functions and services, and they might not be able to provide the same level of functionality as a desktop application.

**Limited compatibility.** Mobile apps are designed to run on specific mobile operating systems, and they might not be compatible with all devices.

**Security concerns.** Mobile apps can access sensitive information on a device, and they might not have the same level of security as a desktop application.

**Limited updating capability.** Some mobile apps might not be easily updated, and users might need to download a new version of the app to access the latest features and bug fixes.

## CONCLUSION

The mobile application has continued to increase in its population. According to market research firm Gartner, 102 billion apps were downloaded in 2013 (91% of them are free) but they will still generate \$ 26 billion, increasing by 44.4% from \$ 18 billion in 2012. The Analysis Report estimates that the app business generates more than € 10 billion in revenue per year in the European Union, while more than 529,000 jobs have been created in 28 EU countries due to application market growth. To conclude, mobile application paves its own way to sustain in the market. Everyone can use mobile application but it has to be used in with proper guidelines to evade from fraudulent activities.

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