Most Used Application (APPS) Among Millennial and Generation Z in Chennai City

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ABSTRACT

In the digital era of technological and varying communication advancement, mobile applications are rapidly approaching in the path of development. In this study, the most used mobile application by millennial and generation Z are examined. The "Natives of Technology" are the millennial and gen Z so the research sample was narrowed to young adults aged 15-38 years. Using Quantitative research approached and structured questionnaire 120 samples were collected. Convenient sampling method was used in the descriptive data analysis. Analytical tools like percentage analysis, fried man test and weighted average method were explained with the IBM SPSS statistics 23. As a result, Whatsapp was considered as the most used app among these people.The communication application are more needed these days and the app developers must concentrate in developing more unique featured application to reach the destiny of technology in this tech-world.

KEYWORDS: Digital Era – Communication Technology - Millennial - Generation Z - Generation Y and Mobile Application.