



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

Ms.Anitha.A<sup>1</sup>, Dr.S.Subbulakshmi<sup>2</sup>

Research Scholar<sup>1</sup>, Associate Professor<sup>2</sup>

Research Department of Commerce,

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chennai -44

[anthaashoksudha6@gmail.com](mailto:anthaashoksudha6@gmail.com)<sup>1</sup>, [subbupetchi72@gmail.com](mailto:subbupetchi72@gmail.com)<sup>2</sup>

### 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.

### INTRODUCTION

Most used application among Millennial and Generation Z in Chennai city has been studied in this research. This generation of people, defined in the report as 22-38 years old are millennial and 6- 21 years old are generation Z, they are known to used different digital behaviour than the general population. “This is the time where it is called the Digital era with the effects of different development in technology and the adopted of smart phones has been occurred worldwide in the last decade” (Sarwar, Muhammad & Soomro, Tariq (2013). The number of people using smart phones is growing tremendously and users are eager to download a variety of application that are being popularly developed in today’s tech-world. It is worth exploring that which mobile application do millennial and generation Z is using rather than the rest of the population.



## **NEED OF THE STUDY**

To observe the technological level of increase in today's generation and to know the scope in the future mobile applications and about the mobile app developers. As this generation is a digital native, who hang out online a lot and developing a product they would like is a great chance to earn millions.

## **SCOPE OF THE STUDY**

This might have a huge growth and a big opportunity for the mobile app developers. It makes the generation to understand the post –privacy world. In this digital era, future generations will know everything about the communication culture through Internet and usage of Mobile application.

## **IMPORTANCE OF THE STUDY**

The major statement is that today everyone is using different mobile application widely in their mobile phones. Most of them are the people at the age between 13 – 38 who are called as Millennial and Generation Z.

## **STATEMENT OF THE PROBLEM**

In this study, we are dealing with some of the most used mobile application among millennial and generation Z. The future is the mobile phones with millennial and generation Z have written on the wall according to the tech-world in current century. Both are the most attracted audience to target with the mobile application introduced by the app developers.

## **NEED OF MOBILE APPLICATION**

- ✓ Mobile application offers better personalization.
- ✓ New branding experience to users.
- ✓ Application can work faster than websites.
- ✓ Make your presence felt
- ✓ Save money and earn money



## **REVIEW OF LITERATURE**

(Aron Levin, Charles Edward Heath and Kristie LeVangie 2015) tried to analyse various segments of people with reference to technology and app usage. The study also discussed about the technology development and its influence in nutrition. The study revealed that young age people were using mobile device for ordering thereby recommending digital marketing campaigns focusing the age group would develop software applications and business units.

(Ozkan, M., & Solmaz, B. 2015) aimed to study the “Addiction towards mobile usage among Gen Z” and to analyse the impact in their way of living. The conceptual paper showed that the frequent use of smartphone would lead to addiction and it would have significant impact in mental well being of youngsters. The paper also conveyed that despite of negative effects, smartphone has been playing an important role in everyone’s life in the digital era.

(Puiu, Silvia Nov2017) tried to investigate the important role of career education among gen Z and emphasized the expectations of management towards the Gen Z people. The study discussed the importance of education and career strategies as well as the bridged the gap by focusing on the perspective of HR crew in this competitive world.

(Bagirath Iyer 2019) discussed the segmentation of users inclined towards food ordering apps. The increased usage of internet driven towards the food ordering apps especially among urban landscape. The research showcased the demographic segmentation of smartphone users and their usage pattern towards food ordering apps.

(McCoy, B. R. 2020) focused the important aspect in the digital technology dependency is the digital distractions among Gen Z students in the classroom. The technology has facilitated multi-tasking or the use of multiple apps at a time, thereby inhibits distractions for the users. The research instigates the need of emotional control among students to avoid distractions in the usage of apps for classroom purposes.

## **OBJECTIVES OF THE STUDY**

- To study about the most used mobile applications among Millennial and Generation Z in Chennai city.
- To analyse the overall satisfaction level of respondents towards the various mobile application.
- To offer valuable suggestions based on the study.



## **RESEARCH METHODOLOGY**

This is a descriptive and analytical study based on primary data and secondary source. Primary data was collected through a well- structured questionnaire through convenient sampling method distributed with a sample size 120 people in and around Chennai city Secondary Source like websites, books, journals etc., Analysed using percentage analysis, Fried man test and weighted average method.

## **LIMITATIONS OF THE STUDY**

- ✓ The scope might be limited as it is conducted only in Chennai city with 120 respondents.
- ✓ The study is based on the people's preference, satisfaction and frequent usage level so, it may differ in each one's opinion.

## **ANALYSIS AND INTERPRETATION**

**TABLE : 1 (DEMOGRAPHIC PROFILE)**

<b>Particular</b>	<b>Dominant Group</b>	<b>Percentage</b>
<b>Gender</b>	Female	75%
<b>Age</b>	20- 30	75%
<b>Educational qualification</b>	Under Graduate	70%
<b>Occupation</b>	Student	88.3%
<b>Income</b>	Less than 25,000	50%

**Source: Questionnaire**



**Most used application among millennial and generation Z in Chennai city.**

Particular	Dominant Group	Percentage
Devices you own	Android phone	94.2%
Application you use	Whatsapp	75%
Downloaded application for	Yes-always free	85%
Purpose of app usage	Requirement	43.4%
Usage timing of your application	Daily	59.16%

**Source: Questionnaire**

**RANK REGARDING THE RATING OF APPLICATION**

H0: There no significant difference between the respondent's ranks regarding the rating for app features.

H1: There is a significant difference between the respondent's ranks regarding the rating for app features.

**TABLE: 2 (FRIEDMAN RANK TEST RESULT)**

<b>N</b>	8
Chi-square df	25.200
Asymp.Sig.	4
	.000

Since, the asymptotic value of Friedman Rank 0.000 is less than 0.05, hence the null hypothesis is rejected. Hence, there is a significant difference in the respondent's Rank regarding the rating for app features. (Rigdon, E. E. 1999).



**TABLE: 3(RANKING THE FEATURES OF APPLICATION)**

PARTICULARS	N	MEAN	STD.DEVIATION	FRIEDMAN MEAN	RANK
Reliability	120	25.88	13.076	3.25	3
New content	120	58.25	12.826	4.88	1
Data usage/ Speed	120	25.13	12.241	3.63	2
Easy usage	120	6.88	6.468	1.88	4
Real- time information	120	3.88	3.871	1.38	5

Table 3 shows that rating for features of application by the user through” Friedman Test”. **1<sup>st</sup> rank was given to New Content**, **2<sup>nd</sup> rank** was given to Data usage/ Speed, **3<sup>rd</sup>** given to Reliability, **4<sup>th</sup> Rank** was given to Easy usage and **5<sup>th</sup> rank was given to Real –time information** for rating for features of application.

**TABLE: 4 (RANK THE OPINIONS OF RESPONDENT AS REGARDS APPLICATION)**

Weighted Average method used to rank various opinions of respondent as regards application

OPINIONS	SA	A	N	DA	DSA	W <sub>x</sub>	W <sub>x</sub> /X	Rank
Recommend your application	220	264	28	4	8	524	34.93	1
Willing to pay for your app	15	188	123	34	12	372	24.8	8
Addicted to your app	110	128	129	32	7	406	27.07	7
Satisfied with stability of app	85	288	69	14	1	457	30.47	5
Guarantee for the app	95	236	90	16	4	441	29.4	6
Happy installation	165	260	57	4	1	487	32.47	3
Enjoyable after update	180	256	51	4	1	492	32.8	2



App is likely to use	165	244	63	4	3	479	31.93	4
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Table 4 shows that ranks for opinions of user through “**Weighted average method**”. **1<sup>ST</sup> Rank (34.93)** is given for **Recommendation of application**, **2<sup>nd</sup> Rank (32.8)** is given for Enjoyable after update of application, **3<sup>rd</sup> Rank (32.47)** is given for Happy installation of application, **4<sup>th</sup> Rank (31.93)** is given for Likely usage of application, **5<sup>th</sup> Rank (30.47)** is given for Satisfied with app stability, **6<sup>th</sup> Rank (29.4)** is given for Guarantee of application, **7<sup>th</sup> Rank (27.07)** is given for addiction of application and **the last ie., 8<sup>th</sup> Rank (24.8)** is given for **willingness of paying for application**.

## SUGGESTIONS

- Twitch app used has to create more awareness in Asian countries compared to foreign countries which make them get a large hype in the gaming field.
- It is not so worth taking for the companies which promotes their app for money has paid application, as it won't reach large no of people.
- Mostly everyone today needs unique and new content in their mobile application.
- Everybody prefers an easy usage app in their mobile phones rather than complicated setting in it.
- New promotional offers can be introduced to create awareness about application.

## CONCLUSION

The study mirrored that WhatsApp has become the most habituated app among the millennial and generation Z with 75%. It has been used on daily basis and this communication app is playing an important role in today's lifestyle of both millennial and generation Z. Therefore, app developers are having a great opportunity for developing more unique application as these groups of generations are very much interested in it (Marques, S. M. E. 2018).

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#### **WEB RESOURCES**

<https://www.researchgate.net/>