

An Empirical Investigation of Home Service Mobile Apps

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Abstract: *The conduct of buyers towards home services mobile application programming is progressively as a center of showcasing examination. Specifically, shopper's conduct in Smartphone industry, from reception inspiration to post-use conduct it has turned into a noteworthy center of examination in the field of promoting, particularly inside purchaser conduct. The aftereffects of the examination affirm that administrative center has an impact on customer conduct towards home administration buy choice by influencing their observation, inspiration and way of life. As, India is one of the quickest developing economies on the planet, the Smartphone business in India is developing quick and for shopper's in business sector Smartphone has gotten to be crucial parts of individual and business life. The symbols on the Smartphone make life of individuals less demanding and helpful. There is a persistent increment in discretionary cash flow; there has been a noteworthy movement in the state of mind and desires of the purchasers. This examination is to investigate the outside and inward calculates which are affecting a buyer in requesting of home administrations online on portable applications. The examination additionally concentrates on shopper mentality for the hyper neighborhood home administrations and impact of online patterns on purchasers in purchasing choices. The late development of Smartphone utilization is a recognizable truth that crosses all age and sexual orientation limits. Consequently, this exploration investigates through quantitative examination a portion of the key variables accepted to influence buyer's states of mind and practices towards Online buy of home administrations.*

Keywords: Smart Phone, Consumer Behaviour, Demographics.

1. Theoretical Background

1) What is an App?

An application is a kind of programming that permits you to perform particular errands. Applications for desktop or smart phones here and there called desktop applications, and those for cell phones are called portable applications. When you open an application, it keeps running inside the working framework until you close it.

2) What is a Mobile App?

A portable application is a product application grew particularly for use on little, remote processing gadgets, for example, advanced mobile phones and tablets, instead of desktop or PCs.

Portable applications are outlined with thought for the requests and limitations of the gadgets furthermore to exploit any specific abilities they have. A gaming application, for instance, may exploit the iPhone's accelerometer.

Portable applications are once in a while ordered by they are electronic or local applications, which are made particularly for a given stage. A third class, half breed applications, consolidates components of both local and Web applications. As the advances develop, it's normal that portable application improvement endeavors will concentrate on the formation of program based, gadget rationalist Web applications.

3) What are Home Services Mobile Apps?

Portable applications which is introduced in the cell phones orders online home administrations comprehensively delegated Electrical, Plumbing, Carpentry, Repairing administrations, House Cleaning, Maid-on Demand, At-

home Beauty administrations, Drivers, Fitness and significantly more to it. This administrations Just a tick away.

2. Literature Review

Customers can base their advanced cell buy choices on a scope of item traits, for example, value, remote bearer, telephone capacities, telephone outline, brand, utilization, telephone size, transporter adaptability and buy area (Harter et al., 2007). Nonetheless, a Finnish study found that despite the fact that shopper basic leadership in the information transfers business sector is influenced by particular telephone qualities, decision is frequently made without a comprehension of the properties and elements that new models have (Karjaluo et al., 2005). The scientists of this study noticed that purchaser basic leadership was not entirely judicious, and typical measurements, for example, brand, were viewed as critical among numerous study members in settling on their telephone decision.

Purchaser's inclusion level has beforehand been found to direct the impact of encircling

(i.e., a gathering of accounts and generalizations that people depend on to comprehend and react to occasions) on cell phone dispositions (Martin and Marshall, 1999). The level of buyer contribution is not just characterized by the item being acquired, rather it is likewise characterized by components, for example, the apparent level of procurement significance to the individual purchaser, and the customer's experience and saw aptitude in managing the sort of item or item class. In existing studies on shopper association, it has been found that, when contrasted with low contribution customers, high inclusion purchasers utilize more criteria for decision

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making, hunt down more data and procedure applicable data in more noteworthy subtle element (Mitchell, 1989).

Objectives of the study

- To understand the utility & ownership of smart phones due to Demographic*.
- To explore the adoption level of different application in the smart phones & influence of gender
- To measure the awareness of the customers about the home service apps or hyper local consumer service apps. (* age & gender)

3. Research Methodology

Primary Data has been collected through a structured questionnaire suitably divided to check the awareness level about smart phone utility .Sample size includes 120 customers from Mumbai .With the aid of Statistical Package for Social Sciences (SPSS), both descriptive statistics including frequencies, percentages, mean, and standard deviation as well as inferential tests such as Pearson chi-square test performed to check the impact of demographics on awareness and acceptance level of smart phones.This research is based on multi-methods, using both quantitative and qualitative techniques, in data collection with more emphasis on quantitative methods. It must be noted that the questionnaire survey was used as main data collection instrument of this study because the questionnaire survey enables researchers to examine and explain relationships between constructs, in particular cause-and-effect relationships.

Data Analysis

Impact of gender on ownership of a Smartphone

		Do you own a Smartphone?		Total
		yes	no	
gender	male	57	3	60
	female	54	6	60
Total		111	9	120

This table allows us to understand that both males and females have same ration of owning the smart phones.

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.081 ^a	1	0.298		
N of Valid Cases ^b	120				

We can conclude here that $\chi(1) = 1.081, p = .298$. This tells us that there is no statistically significant association between Gender and owning the smart phones; that is, both Males and Females equally prefer smart phones.

		Value	Approx. Sig.
Nominal by Nominal	Phi	0.095	0.298
	Cramer's V	0.095	0.298
N of Valid Cases		120	

Phi and Cramer's V are both tests of the strength of association. We can wind up that the strength of association between the variables is very weak.

Impact of gender on apps installed in your Smartphone

		Do you have apps installed in your Smartphone?		Total
		yes	no	
gender	male	57	3	60
	female	54	6	60
Total		111	9	120

This table allows us to understand that both males and females have same ration apps installed in your Smartphone.

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.081 ^a	1	0.298		
a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 4.50.					
b. Computed only for a 2x2 table					

We can conclude here that $\chi(1) = 1.081, p = .298$. This tells us that there is no statistically significant association between Gender and apps installed in your Smartphone; that is, both Males and Females equally prefer apps installed in their respective Smartphone.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.095	0.298
	Cramer's V	0.095	0.298
N of Valid Cases		120	

Phi and Cramer's V are both tests of the strength of association. We can wind up that the strength of association between the variables is very weak.

Impact of gender on how many apps are installed in your Smartphone.

		How many apps are installed in your Smartphone?			Total
		one	two	more than 2	
gender	male	18	15	27	60
	female	12	15	33	60
Total		30	30	60	120

This table allows us to understand that males have installed more application as compared to females in their smart phones.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.800 ^a	2	0.407
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.00.			

We can conclude here that $\chi(1) = 1.800, p = .407$. This tells us that there is no statistically significant association between Gender and apps installed in your Smartphone; that is, both Males and Females equally prefer apps installed in their respective Smartphone

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.122	0.407
	Cramer's V	0.122	0.407
N of Valid Cases		120	

Phi and Cramer's V are both tests of the strength of association. We can wind up that the strength of association between the variables is very weak.

Impact of gender on awareness about the home service apps or hyper local consumer service apps

		Are you aware about the home service apps or hyper local consumer service apps?		Total
		yes	no	
gender	male	36	24	60
	female	39	21	60
Total		75	45	120

This table allows us to understand that females are more aware about home service apps or hyper local consumer service apps as compared to males.

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.320 ^a	1	0.572		

We can conclude here that $\chi(1) = 1.800, p = .407$. This tells us that there is no statistically significant association between Gender and apps installed in your Smartphone; that is, both Males and Females equally prefer apps installed in their respective Smartphone.

		Value	Approx. Sig.
Nominal by Nominal	Phi	-0.052	0.572
	Cramer's V	0.052	0.572
N of Valid Cases		120	

Phi and Cramer's V are both tests of the strength of association. We can wind up that the strength of association between the variables is very weak.

Impact of age on ownership of a Smartphone

		Do you own a Smartphone?		Total
		yes	no	
age	30-Oct	54	6	60
	30-50	42	3	45
	above 50	15	0	15
Total		111	9	120

This table allows us to understand that both males and females have same ration of owning the smart phones.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.802 ^a	2	0.406
Likelihood Ratio	2.879	2	0.237
Linear-by-Linear Association	1.695	1	0.193
N of Valid Cases	120		
a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.13.			

We can conclude here that $\chi(1) = 1.081, p = .298$. This tells us that there is no statistically significant association between Gender and owning the smart phones; that is, both Males and Females equally prefer smart phones.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.123	0.406
	Cramer's V	0.123	0.406
N of Valid Cases		120	

Phi and Cramer's V are both tests of the strength of association. We can wind up that the strength of association between the variables is very weak.

Impact of age on apps installed in your Smartphone

		Do you have apps installed in your Smartphone?		Total
		yes	no	
age	30-Oct	54	6	60
	30-50	42	3	45
	above 50	15	0	15
Total		111	9	120

This table allows us to understand that both males and females have same ration apps installed in your Smartphone.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
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Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.123	0.406
	Cramer's V	0.123	0.406
N of Valid Cases		120	

Phi and Cramer's V are both tests of the strength of association. We can wind up that the strength of association between the variables is very weak

Impact of age on how many apps are installed in your Smartphone

		How many apps are installed in your Smartphone?			Total
		one	two	more than 2	
age	30-Oct	21	6	33	60
	30-50	6	21	18	45
	above 50	3	3	9	15
Total		30	30	60	120

This table allows us to understand that males have installed more application as compared to females in their smart phones.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.500 ^a	4	0
Likelihood Ratio	20.669	4	0
Linear-by-Linear Association	0.684	1	0.408
N of Valid Cases	120		

We can conclude here that $\chi(1) = 1.800, p = .407$. This tells us that there is no statistically significant association between Gender and apps installed in your Smartphone; that is, both Males and Females equally prefer apps installed in their respective Smartphone

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.413	0
	Cramer's V	0.292	0
N of Valid Cases		120	

Phi and Cramer's V are both tests of the strength of association. We can wind up that the strength of association between the variables is very weak.

Impact of age on awareness about the home service apps or hyper local consumer service apps

		Are you aware about the home service apps or hyper local consumer service apps?		Total
		yes	no	
age	30-Oct	39	21	60
	30-50	27	18	45
	above 50	9	6	15
Total		75	45	120

This table allows us to understand that females are more aware about home service apps or hyper local consumer service apps as compared to males.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.320 ^a	2	0.852
Likelihood Ratio	0.32	2	0.852
Linear-by-Linear Association	0.256	1	0.613
N of Valid Cases	120		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.63.

We can conclude here that $\chi(1) = 1.800, p = .407$. This tells us that there is no statistically significant association between Gender and apps installed in your Smartphone; that is, both Males and Females equally prefer apps installed in their respective Smartphone.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.052	.852
	Cramer's V	.052	.852
N of Valid Cases		120	

Phi and Cramer's V are both tests of the strength of association. We can wind up that the strength of association between the variables is very weak.

4. Conclusion

The major purpose of this study is to analyze consumer behavior towards usage of home service apps in smart phone in Mumbai by finding the factors which influence consumer of purchase of services online. The result in this study shows that demographics have the influence on people's utility, which echoes to the literature that whether the services can satisfy people's needs, appearance, branding and cost of the services on demand can affect consumer behaviour. With regards to the first research question which was to find out the effect of attitude and subjective norms of consumers, the finding shows that consumers in Mumbai have very positive attitude toward home service apps use as smart phone as maximum respondents uses smartphone in their daily lives and they are mostly satisfied with their smart phone as it satisfies their need.

5. Limitation

- 1) While conduction the research time management can be a limitation as this was an analysis of the home services on mobile apps. It is a vast sector and the market is very huge so, in order to complete the research on schedule time management was very important. The time taken to conduct the paper including preparation, research, analyzing findings and drawing conclusions was excessive.
- 2) The questioner part was also challenging as selecting a group of 100+ people with different background was essential for the research and analyzing the market from different viewpoints. It was felt that the sample size was needed in order to get a broad understanding of the area would be, if this was not achieved the sample may become insufficient.
- 3) There was some difficulties because of the language barrier but as most of the Indian people understand and speaks English language that was not that difficult.

6. Recommendations

Hyper Local Startup companies in India should focus on their service quality and brand image as consumer is mostly influenced by these factors while purchase home services on mobile apps. Companies should spend more on advertisement and promotion which should be interactive and connects to consumer on emotional level that will help them to reach wider audience and this will also help as external factor to consumer in decision making process. Companies should also launch more services with standard quality for lower classes as this will help company to reach more consumer as lower classes population in country is high.

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