

A Research on Strategy Selling in Mobile Applications (With Special Reference to Instructional Applications)

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Abstract The selling strategy may be a arrange developed for achieving the selling objectives of the organization. It provides a layout for attaining their selling objectives simply. The strategy is that the building block of a selling arrange. A selling strategy helps a company to arrange their scarce resources on the most effective opportunities so that they will increase their sales. Meantime mobile applications play an important role during this digital world. They increase the users by adapting the selling methods to extend their main objective (profit). During this study the training mobile apps area unit taken, to search out however these app developers area unit victimisation the MS to boost their business and increasing the numbers of users for these mobile apps. These applications area unit offered in google play store, apple store, black berry store to transfer the applications in their mobile. This study reveals that the developers victimisation totally different strategy to sustain their applications within the market.

Keywords: Developers, Mobile Applications (app), selling strategy (SS), Organization.

I. INTRODUCTION

The selling strategies are used to introduce the product in the market place. It is mainly used to achieve the selling objectives of the business / organization. The mobile applications are playing a vital role in the market. The app developers use many strategies to sell the app to the customers and to sustain in the competitive business world.

They use different ways to sell the applications, they are: May introduce a new blog page , Advertise in the websites, Play ad in between the other videos and use teasers.

The mobile applications which are mainly used in the android mobile, for this study the instructional applications are taken. The mainly used instructional applications are Kahoot, Additio, Class tree, Teach learn lead, and Slack.

The educators and students use these types of applications to improve their knowledge and to learn where ever they are. They provide many facilities to the users. They instruct the learners and give many innovative thinking to them.

This study reveals the selling strategy used by the developers to sustain in the market. And what are the strategies their mainly using to sell these applications in the market.

II. OBJECTIVES OF THE STUDY

To know the selling strategy of the developers
To find the various strategies used by the app developers
Limitations of the study

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It is used to find the selling strategies alone.
Mainly used instructional applications only.
Statistical tools used
Percentage analysis
Rank analysis

III. REVIEW OF THE LITERATURE

Evaluating app bundling strategy for selling mobile apps: an ambivalent perspective, jinlin wang , (2017), this study reveals that this study identifies the specific attributes of app-bundles using exploratory study. Second, this study addresses the challenges involved in examining bundles using ambivalence theory. In doing so, it characterizes attitude as positive and negative and treats them as separate constructs. Third, as called forth by previous studies, this study establishes the co-existence of positive attitude and negative attitude.

Mobile application market: A developer's perspective, adrain & jan ondrus (2011), this study says that the newcomers have caused significant structural changes in the market by imposing and enforcing their own rules for the future of mobile application developments. The implications of these changes do not only concern the mobile network operators and mobile phone manufacturers but also bring additional opportunities and constraints for current mobile application developers.

IV. ANALYSIS AND INTERPRETATION & RESULTS

Table 1: Targeted Age group of the customers to sell the applications

S.No	Particulars	Number of Respondent	Percentage
1	below 20	9	9
2	21 to 30	32	32
3	31 to 40	30	30
4	41 to 50	14	14
5	51 to 60	15	15
	Total	100	100

Interpretation: From the above table it is clear that 32% of the respondents are in the age group of 21 to 30 years, 30% of the respondents are in the age group of 31 to 40 years, 15% of the respondents are in the age group of 51 to 60 years, 14% of the respondents are in the age group of 41 to 50 years and only 9 % of the respondents are in the age group of below 20 years. Majority of the respondents are between the age group of 21 to 30 years.

Chart 1:

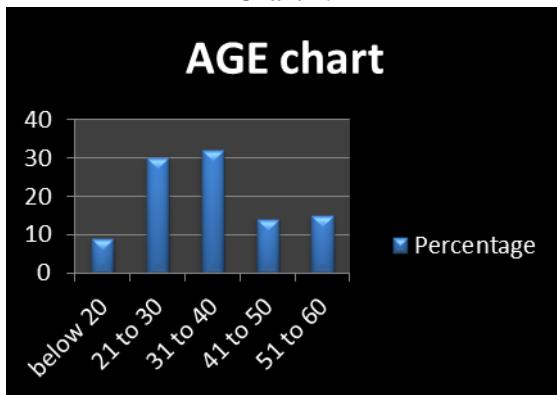


Table 2: The main app store used to sell the applications for free

S.No	Particulars	Number of Respondent	Percentage
1	Google app	68	68
2	IPhone app	32	32
	Total	100	100

Interpretation: From the above table it is clear that 68% of the respondents are says that google app store sell for free, and 32% of the respondents are says that IPhone app store sell for free . Majority of the respondents are saying google app store gives free applications.

Chart 2:



Table 3: Do you have a smart phone?

S.No	Particulars	Number of Respondent	Percentage
1	Yes	72	72
2	No	18	18
	Total	100	100

Interpretation: From the above table it is clear that 72% of the respondents are having smart phone, and only 18% of the respondents are having smart phone. Majority of the respondents are having smart phone.

Table 4: different selling strategies used by the app developers?

S.N o	Particulars	Number of Respondent	Percent age
1	Uses video to advertise	35	35
2	Create a blog page	22	22
3	App stores	15	15
4	Friends	18	18
5	Advertisement in TV	10	10
	Total	100	100

Interpretation: From the above table it is clear that 35% of the respondents are says that uses video to advertise, 22% of the respondents are says that creating a blog, 18% of the respondents are says that through app stores, 15% of the respondents are says that through freinds and only 10 % of the respondents are says that through advertisement in TV. Majority of the respondents are says that through using video to advertise the applications.

Chart 3:



Rank Analysis

Table 5: Rank the following mobile phone usage:

S.n	Factors	Fully aware		Partially aware		Not aware		Total
		No	%	No	%	No	%	
1	Use friendly	66	66	24	24	-	-	100
2	Secured	18	18	52	52	30	30	100
3	Privacy	50	50	40	40	10	10	100
4	cost	28	28	72	72	-	-	100
5	reliability	32	32	56	56	12	12	100

Interpretation: From the above table it is understood that 66% of the respondents are fully aware of the enhanced user friendly facility, 52% of the respondents are not aware of the secured facility, 50% of the respondents are fully aware of the privacy facility, 72% of the respondents are partially aware of the cost facility, 56% of the respondents are partially aware of the reliability facility .

Majority of the respondents are fully aware of the user friendly services.

V. CONCLUSION

The selling strategies are varies from product to product in the market, like wise the mobile applications instructional app are commonly used by the learners to learn more from their palm tabs. From the study its understood that the app developers uses many strategy to sustain their product in the market. They commonly uses video to advertise their application in mobile while using you tube and its users friendly apps. They providing it for free of cost to the users delight fullness. They fully satisfies the customers by introducing new technology in the mobiles app.

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