

HOW MOBILE APPLICATIONS REDEFINING THE SERVICE INDUSTRIES

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ABSTRACT

In the recent years, the diffusion of mobile applications has risen significantly and different strongly emerging in to service industries by enhancing productivity, satisfaction of both employees & customers. These mobile apps can increase the flexibility of accessing information about the firms from everywhere. Therefore, mobile apps can increase the efficiency and competitive advantages on a large scale. The usage of mobile applications has a strong influence on the way of conducting business. The newly obtained possibilities to communicate and access to information are being taken up by the end-users and directly affect the communication behaviour of consumers and employees. This creates new benefits and challenges for enterprises. In this emerging era, all kind of industries need to struggle very hard to stay ahead of competitors.

Keywords

Diffusion, mobile applications, enhancing productivity, Information, competitors, flexibility.

INTRODUCTION

The mobile application is a computer generated program designed and developed to run on iPhone, Smartphones, tablets and many other mobile devices. The service industries involves, facilities of services to business as well as consumers.

Recently the smartphones have become powerful computers similar to the desktops, pc that are used in business world. By now, 31% of downloaded mobile apps are used for businesses. Moreover, the mobile technologies, particularly mobile applications, are massively invading enterprises. Organizations are adapting mobile technologies and applications increasingly for dispersed internal communication and for collaboration among business partners and customers.

From social media apps such as whatsapp, Facebook to the job search app, including LinkedIn, a range of advantages gained by different service industries using mobile application to connect their global audience with an aim to promote their products and offer prompt services to their customers.

LITERATURE REVIEW

According to recent reports it says that around 1.9 billion smartphones are enabled worldwide and for 2020 Ericsson predicts a more than 5.5 billion smartphones. The growth rate of smartphones is five times the rate at which personal computers were adopted in the 1980s. By now, 31% of downloaded mobile apps are used for businesses.

According to Traxler, this transformation period is called as mobile era. The mobile devices with its technology influenced all the fields which includes, buying vegetables through mobile. He further said that these mobiles are not designed for education or training but for personal usage, mainly one-to-one communication.

According to Flurry, company collects software-data and provide services to concerning software developers. In the future smart phones can replace the present using desktops, pc's in industry & users spend their usual time more on mobile application than on internet.

According to Ana Musa marketing manager FACTORY, based on the purchasing and searching, every app will give you only items you prefer and similar ones which we already bought. By finding patterns in past consumer purchases amazon already uses this feature.

According to Vishal Bhatia founder and CEO of Dedicated Developers, says that in app development for 2020 these include seeing 5G rise into the mainstream, an increase in usage of remote control with apps on devices and more integration of augmented reality in mobile apps. If this situation arises the total service industry will be set in to new era where the physical work is totally reduced to bottom level.

According to Alexander Arabey Co-Founder, QuilixSystems says that Hyperautomation will help better visualize function, processes and KPIs to discover new business opportunities.

OBJECTIVES

The main objective behind this study is to

- Finding how the transformation occurs in service industries.
- To find How the customer gets engaged with industry.
- To find how these changes in technology reshaping the industries.
- To discover new business opportunities.

RESEARCH METHODOLOGIES

The research has been done considering the data on several journals, textbooks, online websites, magazines and views delivered by different managements heads of several industries.

SERVICE INDUSTRIES WHICH USING MOBILE APPLICATIONS

TYPE	USE	EXAMPLE
EDUCATION	For personalize education of students	VEDANTU, COURSEERA, MICROSOFT TEAMS
GAMES	Engages all types of people to experience it.	Pubg, candycrush, templerun
ENTERTAINMENT	Current scenario or trend which works	Amazon prime, netflix

	successfully to attract to target global audience	
TRAVEL AND TOURISM	Plan the trip efficiently and it is cost effective	Yatra, redbus
HEALTH CARE	To provide health care through online	Medisafe, careconnect
MANUFACTURING	Automation	Equipment inspection sample app
BANKING	To make online transactions & home banking	Sbiyono
PAYMENTS	To make fast payments	Googlepay, phonepe
FINANCE	For balancing and keeping track of usage of money	YNAB, mint.
TRANSPORTATION	To transport easily, Tracking and many more	Transit, uber
SHOPPING	Personal uses	AMAZON, Flipkart
JOBS	Can search for various jobs	Naukari, linkedin
FOOD	Can get food directly to home	Swiggy, Zomato
CONSULTING SERVICES	Helps people to search for services	Pipe drive, Urbanclap

ANALYSIS

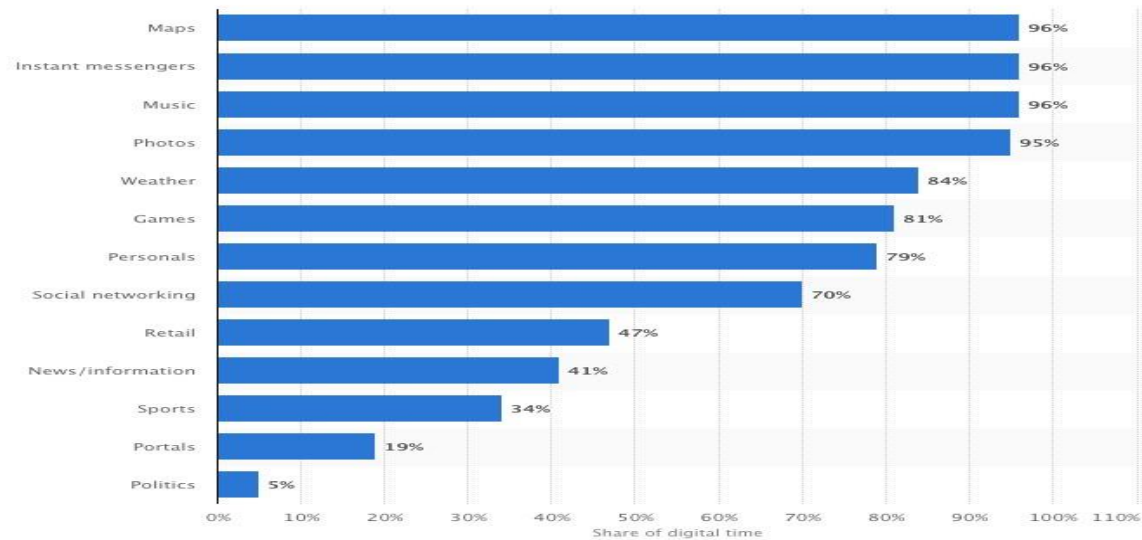
An analysis has been conducted usage of smartphones, tablets, and other devices which have usage of mobile apps. The more we use apps the more we people give profit to the concerned company. The rise and fall of the company can be decided on the base of usage and number of downloading applications.

Companies offers free and paid mobile apps. Mostly people prefer only free apps but at some situations people pay for using app. Lastly, there are apps where we have to pay for downloading it.

There are,

- 2.7 billion smart phone users. Worldwide.
- 1.35 billion tablet users worldwide.
- For every 4 minutes every person checks their phones and 90% of mobile time is spent on apps.
- 2.8 million applications are available in google play store for download.
- 21% of adults open a app 50 times a day.
- 49% of people open an app 12 times a day.
- 57% of all digital media usage is from mobile apps.
- On an average a smartphone user uses maximum 50 mobile apps in a month.

The following graph is the analysis of types of apps and their time of usage



LIMITATIONS

- For consumers, Less Knowledge in technology leads to complexity in understanding.
- If there is any mistake then we have to reconstruct it fully.
- Due to these apps people are becoming totally dependent.

CONCLUSION

This study shows that different groups of service industries require different types of mobile technology and applications for their daily work. Smartphones gave a new face to service sector with the invention of mobile apps. Time consumption has been reduced with the popularity of mobile apps and now goods and services are at fingertip

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