

Evaluation of Impact of App based entertainment on Youth with respect to Thane City

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ABSTRACT

Innovation in e-entertainment sector has brought tremendous changes in production, distribution of movie, music, sports. E-entertainment is now becoming buzz word in the service sector. This study focuses on entertainment apps like News, Sports, Music, TV Shows etc. Data were collected from college youths who are in the age between 15-28. This study provides some practicable recommendation in area of mobile entertainment.

Keyword: Apps, Entertainment, Mobile, Smart Phone,

INTRODUCTION

"Shopping, Video and Games Categories of Apps in India are going through an explosive growth as data prices have crashed and data speeds have increased considerably in the last few quarters. We will continue to see this growth in 2019 with a jump of 60 per cent users in this segment according to our study," Momagic Technologies Founder and CEO Arun Gupta told PTI.

As per statistic given by Statista Research Department on 24 Oct 2019, the smart phone users in India from 2015-2022 estimated near about 299.24 million. With this given statistics we can say that the tremendous increasing in smart phone users. It will not only create market for online shopping but also in the Entertainment area also. Using Smart phone uses, apps are fast becoming part of the daily routine. For various purposes we have to depend on mobile apps only. Rightly said it is becoming one of the necessities.

Mobile phones' core function is being telecommunication but now mobile apps made many things possible which were previously unimaginable. Years before two-three families have together shared a single phone or land line connection. But now the things have changed with the upcoming of smart phones, each person today owns their own mobile phone. The main advantage of mobile phones are its portability, you can carry them in your pockets wherever you go. Smart phones gave a new face to service sector with the invention of mobile apps. Mobile apps are applications designed to perform a specific task. Time consumption has been reduced with the popularity of mobile apps and now goods and services are at fingertip. The services that mobile apps and smart phone provide are plenty.

REVIEW OF LITERATURE

Gupta (2013) found that 82 % of the users spend time to use mobile app and the remaining 18 % used mobile for e-mailing and texting. This study further focused that users used Google Play, App Store and Windows Phone Store to download mobile apps. This study also focused on mobile development technology web mobile applications. Author concluded that there is no distinct result if users were to use either of the two types of mobile apps.

Kucirkova, Messer, Sheehy, & Fernández Panadero (2014) conducted study on the comparative features of iPads with mobile phones. Authors found that the use of apps in the iPads produced high engagement among the learners. Their engagement was shown when they were required to do a coloring task. It was evident that they were selective in pressing on specific colors and coloring formats to complete the task. They could make their own decisions in determining how the objects they were coloring would appear. This was unlikely observed when they were required to complete an iPad puzzle in that they only chose simple puzzle to solve.

Zuraina Ali, et.al. (2015) conducted a study to identify students' views on the use of apps for learning and/or entertainment. Their study pointed that learning can take place at any time and place when learners install a mobile app into their smart phones. The research has also shown that apps could not be used for entertainment alone. Some of the students in the current study believed that integrating movie clips for a particular lesson may make apps to be more interesting and thereby minimizes students' tense in learning. Their responses showed that learning and entertainment should not be separated. There should be a balance between usage of mobile phone for entertainment and education.

The above literatures focus on

- 1) Comparative study on Mobile based and Web application
- 2) Uses of iPads in study
- 3) Entertainment vs. Education Students' Perspectives on the Use of Apps

On the other hand, a search of the literature identifying use of mobile app for solely for entertainment cannot be found. This study aimed to address the following research questions

1. What are the views of youth on the use of apps for entertainment?
2. What are the various criteria to select mobile app for entertainment ?

The findings from this study should make an important contribution to the field of app based entertainment.

Research Objectives

- 1) To study the widely used entertainment mobile app by the youth.
- 2) To evaluate the criteria for selection of mobile apps by the youth.

RESEARCH METHODOLOGY

a) Sampling Method: Convenience Sampling Method

b) Sample Size: 100

c) Data Collection:

- 1) Secondary Data: To get in-depth information, knowledge researcher read many books, Papers which were published in reputed journals & magazines, local & national newspapers.
- 2) Primary Data: To get the opinion from youth standard questionnaire was prepared to collect data. The respondents were college youth from age group 15 to 28 from Thane area. To save time and for the convenience of youth, online questionnaire was also prepared with the help Google docs application. All respondents responded through online questionnaire data filling. They filled data through e-mail id, using WhatsApp application.

DATA COLLECTION AND FINDINGS

1) Mobile News App used by the youths

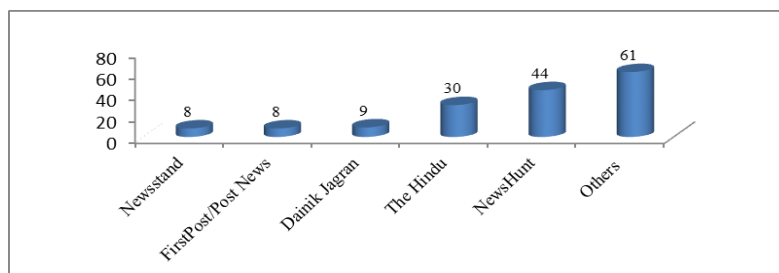


Fig 1

As shown in Fig 1, 30 youth uses The Hindu , 44 uses NewsHunt and 61 youth uses Other Apps to watch news . In others option it is included devnagri news app.

2) Mobile Music App used by the youth:

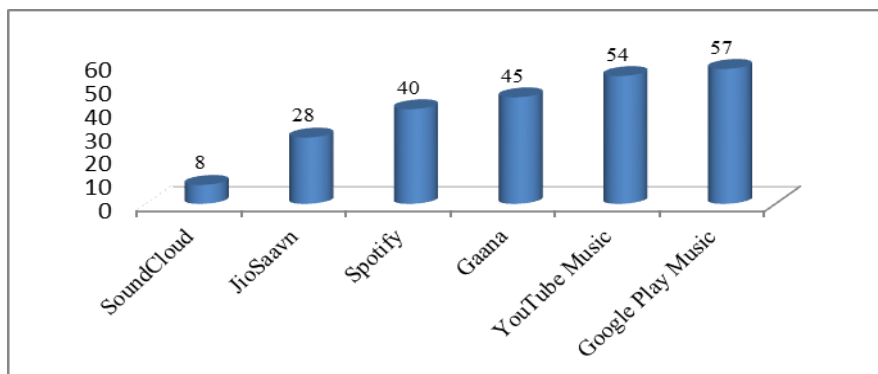


Fig 2

Connecting our old Indian Melody songs to modern youth is perfectly through Internet medium. As shown if Fig 2, youth are using various combinations to listen music 57 for Google Play Music app, 54 for YouTube app, 45 for Ganna.com app by the youth. So this can create revolutionary change in the field of music apps.

3) Mobile Sports App used by the youth:

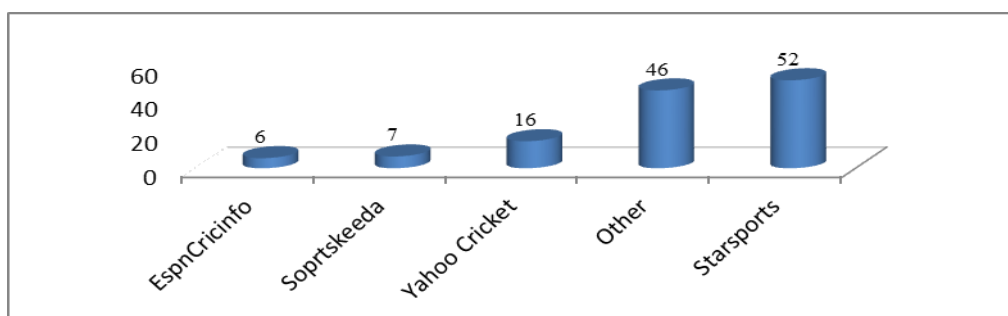


Fig 3

As shown if Fig 3, 52 youth' preference for Star sports, 46 for Other, 16 for Yahoo Cricket. Youth is enjoying sports watching at their convenient places, it may be college, tuition or travelling. If they missed any sport live match or wanted to view repeat match they have mobile apps. We can say that they can more focus on study if they will get chance to watch their favorite sports after their study.

4) Widely watched Mobile App(as per TRP Shows)

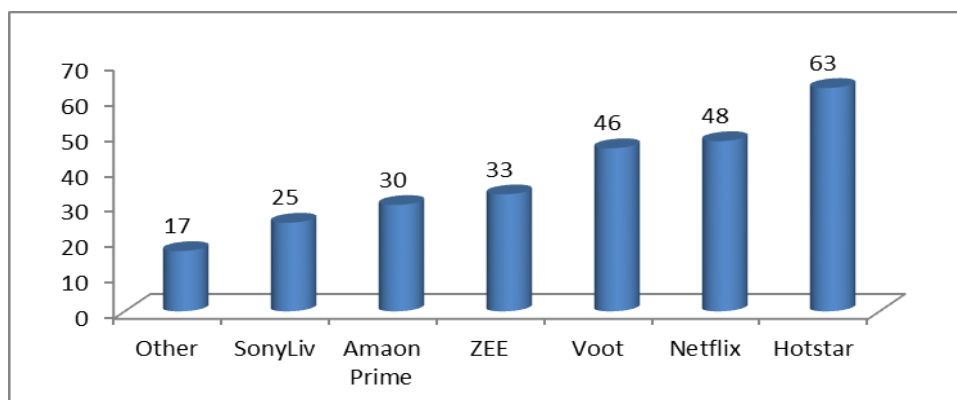


Fig 4

In India as per TRP many shows watched by the youth for this their choices are 63 for Hot star, 48 for Netflix & 30 for Amazon Prime which are purely Web based platforms , 40 Voot, 33 for Zee app.

5) Purpose to use Mobile App Entertainment :

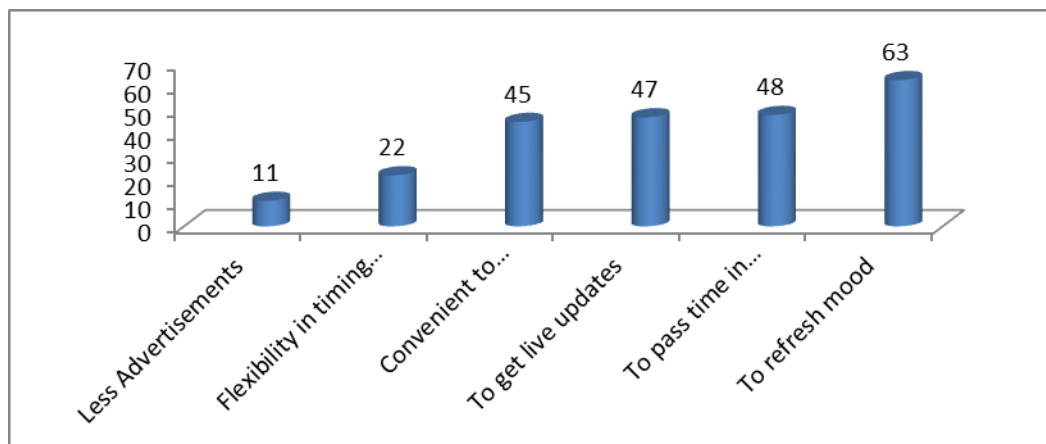


Fig 6

There was a question in the questionnaire what the purpose to use Mobile App Entertainment is? In to answer to this, 63 youth watch to refresh mood, followed by 48 youth to pass time in travelling the reason is that for colleges or tuition youths have to travel long distance through bus, local or metro so this could be the best option instead of gossiping. 47 youth need live updates so this is the reason to use mobile app and 11 youth watch due fewer advertisements?

6) Various criteria to select Mobile App Entertainment :

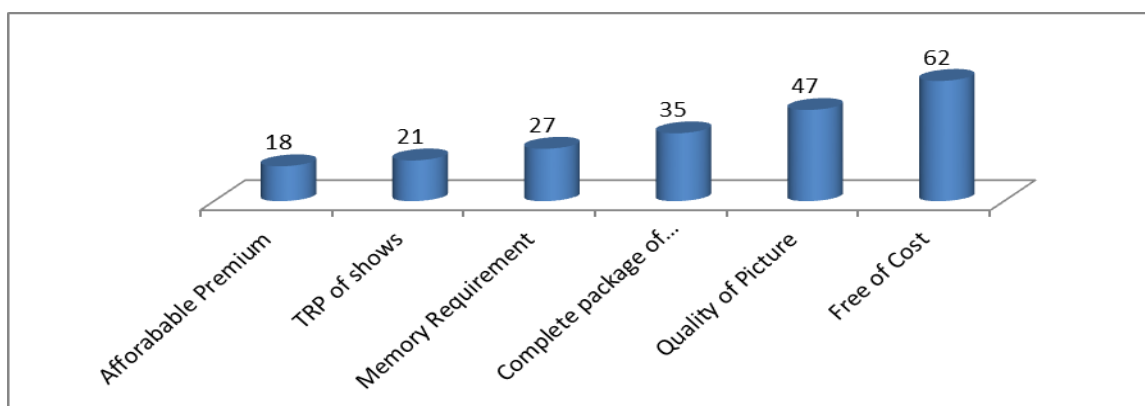


Fig7

To select Mobile app entertainment 62 youth opined that they watch app because it is free of cost, 47 youth watch because of quality of picture may be the quality in app much better than TV, 35 youth said that it's a complete platform for Music, Movie, News, Shows and more.

7) Time spent by youth per day for Mobile app entertainment:

35 youth spend near about 1 hr – 2 hr daily to watch mobile app, 32 youth spent maximum 1 hr to watch mobile app and 16 youth spend more than 4 hours per day to watch mobile app this is quite serious because they have to focus more on studies.

8) Is Mobile App takes more loading time?

For this question 58 youth answered that it takes more loading time as expected. So mobile entertainment should focus on this problem.

9) Money Spent for the Mobile Entertainment App:

59 youth watch mobile app because it's free of cost means only 41 youth are paid subscribers for apps.

CONCLUSION & RECOMMENDATIONS

- 1) **Mobile App Design:** Home page of App should be properly user friendly. Many times viewers have to search information. There should be option for Voice or audio login and search options.
- 2) **Premium or Subscription:** Cost of subscription should be reduced so that the number subscribers can be increased. Still we have parallel payments done for TV as well as Mobile apps. Like this the cost or budget for entertainment get increases. This is the reason viewers give priority to free apps.
- 3) **Revenue Generation:** Through advertisements revenue is generated by the Apps. But if the advertisements can become customized or as per the choice of subscribers than it can be become more effective from both sides.
- 4) **Authenticity regarding information and Censorship control:**
 - a) This is one of the limitations for e-entertainment. The news broadcasted or telecasted by mobile app has to face authentication issue. It's get viral very fast. So many times fake information, wrong picture spread very fast. This can created many problems. So for authenticate news we have to depend on particularly national channels.
 - b) In many web series there is a lack of Censorship Control. Internet is known for information super highway, but there is no control for where to flow, what contents should flow, in what form is should flow i.e. audio, video, use of abuse language, Porn movies etc. To avoid these types of problems interference of Censorship board should be there.
- 5) **Focus on Demographics parameters:** As per demographics criteria apps can be designed. We have educational apps for youths like this as per age, gender; language can be focus to get popularity. For examples we can see different YouTube channels for various purposes, different mobile apps again as per the specialty. E.g. Gender based preference program
- 6) **Affordable Premium:** Like IRCTC some sort of Lite app version can be introduced to solve loading or buffering time. The root cause is network issue. We are not having proper networking system for internet. So subscribers have to pay for Internet connection as well as for subscription. To pay premium for each app is not possible for each family. Suppose in one family if there are three smart phones so other than home(generally at home we have router). If they have watch mobile apps they have to pay for individual net pack. This point should be taken into consideration.
- 7) **New Innovation can be possible :** By observing statistics given by various agencies the number of mobile apps viewers are increasing day by day. And in addition there is a boom in the field of Web series. Web series can be generated in low budget. So combination of creative innovation can create affordable TV shows, good censored series.

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