SMARTPHONES AND APPLICATIONS AMONG THE USERS OF MANGALORE CITY

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ABSTRACT:
In the year 2019, 158 million top Chinese smartphones brands like Xiaomi, Realme, OnePlus, Oppo and Vivo were shipped to India. These products are made taking the natural resources which is obtained for free from countries like Tibet, Mongolia and other countries inheriting 65% of landmark and the availability of Chinese labourers are available at low costs, by using inferior quality the prices of Chinese products are usually low. The Indian mentality is such that Chinese products are very minimal in cost, they are not really concerned about the low quality which they produce; this kind of mind set should be changed. In a recent incident which took place on 15th June at Galwan valley in eastern Ladak were 20 soldiers were killed in a violent clash with the Chinese troops.By using their products and apps we are indeed helping their economy to grow. We are buying from China and reselling in India our money goes to China; that money is used to bring in their soldiers at the Indian borders and even feed Pakistan with our money. Entire world is in the urge to boycott Chinese products before we fall completely dependent on Chinese products we have to switch to make in India or Swadeshi products/Apps and produce high quality and better products.

The main objectives of the paper is to emphasis the usage of people who have either purchased Chinese smartphones or installed Chinese Apps. To determine factors relating to preference of people in choosing substitute apps instead of Chinese apps. To give adequate suggestions relating to complete ban on Chinese mobile phones and apps. The study is based on primary data collected through online survey and secondary data through web search, newspapers, magazines and blogs. The data collected through survey went through statistical analysis and suitable recommendations were provided.

Key Words: Boycott Chinese products, Indian mentality, Swadeshi products/apps.

INTRODUCTION:

Chinese understand the wallet better than the bullet was rightly said by Sonam Wangchukhas suggested Indians to ban any kind of products which is made in China in response to the recent border problems which has occurred, we have even lost 20 soldiers at the border of Ladak.It isn't an impossible task to give up all Chinese software within a week period and all Chinese hardware in a year. Our Honourable Prime Minister NarendraModi's said **'vocal for local'** campaign started when he had announced it during his speech while addressing the nation about Lockdown 4.0. The main reason to initiate on the project vocal for local campaign started with an aim to make India self-reliant. As a citizen of the country we should take an initiative to Boycott Chinese services and products, currently many hashtags have become popularised relating to Boycott China, Boycott Chinese products, Boycott Chinese Apps. Few hashtags such as TikTokBan and IndiansAgainstTikTokone of the most popular Chinese App in India which enables people to do a short video. Mainland China has banned using youtube, google, twitter and few other popular apps and have created substitute apps, we Indians can implement the same by substituting Chinese apps and create advanced apps than China.

Mobile phone in India

India is ranked second largest mobile market in the world, whereas China ranks number one in the world. As per the research, around 33% of phones sold range between the price Rs11,000 to Rs 18,000 which is the fastest growing segment. Most of the popular brands are imported from China accounts for over 72% of the sales in the country. Improvements in the quality of connectivity, fast internet speeds,

larger screens, flexible cameras, and long battery life, mobile phone is the best smartphone that everyone has within the reach of their palms. Whether the need requires to browse a webpage, shop for something, book tickets, hail a cab, order food, keep up with the news or entertain yourself by playing games or by watching videos, a modern-day mobile phone can get almost anything done without much effort. Mobile phones are central part of almost everyone's lives these days when it comes to keeping up with communications.

Top 10 India Mobile Brands:

- Micromax Informatics
- YU Televentures
- Karbonn Mobile
- Lava International
- Xolo
- Intex Technologies
- I-Ball Mobile
- Reliance LYF
- Spice Telecom
- Celkon

Chinese Smartphone companies in India

- Xiaomi (Redme) largest Chinese mobile in India
- Oppo, Realme, OnePlus, Vivo, IQOO,Huaweiare the popular brands in India

Non-Chinese Mobile companies in India

- Samsung is from South Korea
- Apple and Google are from US
- Sony is from Japan
- HTC and Asus are from Taiwan

Reasons of Chinese smartphones cheap

- **Low profit margin**: As we all know the price of a Chinese smartphone brand is quiet cheap when compared to other smartphone brands, this is because the profit margin is kept low.
- **Availability of labour at low cost**: China is one among the country having the highest population in the world, therefore availability of labourers at low cost is easily available. Which has indeed lead to most of the manufacturers to manufacture their products in China.

- **Product quality being used in smartphones:** Chinese manufacturers never prefer packing of phones with the greatest and the latest hardware. They are more focused on balancing price with performance. The websites which display Chinese smartphones with high-end specs at reasonable price, but when u compare the prices the cost is a lot less than a Samsung Galaxy S7.AsSamsungprefer using high-quality parts such as Samsung's Exynos units which expensive in the market while most of the Chinese manufacturers use Mediatek processor. MediaTek is a Chinese company which has its local manufacturers producing different parts at a very low price.Chinese manufacturers never use the latest DDR4 RAM and instead use DDR3 modules. The display chosen by Chinese brand smartphone is usually from Japan and Korea which is very cheap and are of low quality.

- **Advertising through E-Commerce**: Popular brands like Samsung and apple own a physical store, when we purchase their brands we are indirectly paying for distribution and its cost of running and maintaining the store. WhileChinese manufacturers sell their products throughe-commerce websites instead of maintaining an offline store spending on the building their own store. They do not have any physical store and are not of a specific brand.

- **Produce Limited quantities:** The sale method which China has adopted is producing limited quantities by increasing the demand for the product. They usually offer discounts and sale which changes the mentality of the people to purchase the product. One of china's brand Redme Mi4 was sold out within 37 seconds when it was uploaded in Flipkart.

- **R&D(Research and Development):**Tech giants like Apple, Google, and Samsung spend a lot on R&D which is not the case for Chinese phone manufacturers. While compared to Chinese smartphones they don't spend on R&D, neither anything new nor innovative apart from high specs in Chinese smartphones.

Top Indian Applications

The smartphone industry is growing at a rapid pace with India becoming the world's fastest growing mobile app market. The country has more than hundred million mobile data consumers and the number of smartphone sales has always been on the hike. Mobile app developers have managed to keep up with the latest trends creating apps for Indian consumers. Below are top 25 apps listed as per the ratings mentioned in playstore:

- Online Marketplace Apps
  a) Flipkart (Rating: 4.5)
  b) Myntra (4.4)
  c) Snapdeal (4.2)
  d) Bigbasket (4.2)
- Music and Entertainment Apps
  a) Gaana (4.5)
  b) Wynk Music (4.3)
  c) Hotstar (4.1)
  d) Saavn (4.1)
  e) Bookmyshow (4.0)
- Online Food Apps
  a) Swiggy (4.2)
  b) Zomato (4.2)
  c) Faasos (4.1)
- Transportation Apps
  a) RedBus (4.5)
  b) Jugnoo Autos (4.2)
  c) Zoomcar (4.0)
  d) Ola Cabs (3.6)
  e) Meru Cabs (3.6)
- Other Utilities
  a) Inshorts (4.6)
  b) Paytm (4.5)

  c) m-indicator (4.5)
  d) 1mg app (4.5)
  e) Hike messenger (4.4)
  f) Quickr (4.3)
  g) CouponDunia (4.3)
  h) NewsHunt (4.2)
  i) IRCTC Connect (4.2)
  j) MapMyIndia (4.1)

Alternative for popular Chinese apps

It isn't an impossible task to uninstall using Chinese apps in your smartphones as there are many other alternative apps available. Below is the list of popular Chinese apps and their alternatives:

Sl. No.	Chinese Apps	Alternative Apps
1.	TickTok	Bolo Indya, Roposo
2.	PUBG Mobile	Call of Duty, Garena Free Fire
3.	Helo	ShareChat
4.	ShareIt	Files by google
5.	UC Browser	Google Chrome
6.	CamScanner	Adobe Scan, Microsoft Lens
7.	BeautyPlus	B612 Beauty, Filter Camera
8.	Club Factory	Flipkart, Amazon India, Koovs
9.	VivaVideo	KineMaster, Adobe Premier Rush

Objectives

1. To know the usage of people who have either purchased Chinese smartphones or installed Chinese Apps.
2. To determine factors relating to preference of people in choosing substitute apps instead of Chinese apps.
3. To give adequate suggestions relating to complete ban on Chinese smartphones and apps.

Hypothesis

H_0 : There is no significant difference in the preferences of respondents in choosing substitute apps instead of Chinese Apps.

H_0 : There is no significant difference Boycotting Chinese apps.

Alternative Hypothesis

H_a : There is significant difference in the preferences of respondents in choosing substitute apps instead of Chinese Apps.

H_a : There no significant difference Boycotting Chinese apps.

Methodology

Researcher has used both primary data and secondary data to reach out to findings and conclusions. Primary data was collected through online survey among which a total of 500 respondents took the survey, among them 310 were male respondents and the remaining 190 were female respondents. Convenience sampling method was adopted by the researcher and selected the sample from Mangalore city region. The data collected from respondents are coded, tabulated and analysed into logical statements using percentage analysis and chi-square test. Secondary data was collected from the available web search,newspapers, magazines and blogs wherever required.

Statistical tools used

The following are the statistical tools used to arrive at specific results:

Percentage= (No. of respondents/Total No. of samples) ×100

Chi-square = $(O_i - \Sigma i2)/E_i$

Limitation of the study

1. Due to time constraint Respondents were restricted to a total of 500 respondents.

2. The data has been collected only from Mangalore City.

Data Analysis and Interpretation

Among the total 500 respondents, it was determined the maximum respondents belonged to the age group 20-30.

It was determined that 1% had education qualification below matrix, 8% had education qualification up to PU, 50% were Graduates, 6% were diploma, 35% were Post Graduates.

From Table 3, respondents provided multiple responses, using different Chinese smartphones at least once; among them 21.67% have purchased Redmi, 16.67% have purchased Vivo, 10.83% have purchased OnePlus, 9.17% have purchased Lenova, 8.33% have purchased Oppo, 3.33% have purchased Realmi, 30% have never purchased Chinese mobile phones.

From Table4, it was determined that there were multiple reasons for respondents for choosing Chinese mobile brands, among them 26.46% revealed that it is low in price, 22.57% felt that it is easily available, 18.69% have mentioned that the operation of mobile phone was easy, 12.38% revealed sufficient storage space, 11.77% are using due to the Camera clarity and 8.13% have said that they have had a bad experience using Chinese mobile phones.

From Table 5, it was determined that respondents provided multiple responses by downloading Chinese Applications, of which 20.05% respondents have downloaded ShareIt, 14.14% of the respondents have downloaded TikTok, Likee, hello, 8.76% have downloaded Zoom,12.75% have downloaded PubG Mobile,11.89% have downloaded Club Factory, 13.15% have downloaded UC Browser, 9.69% have downloaded CamScanner, 2.59% have downloaded Viva video, 2.79% have downloaded Beauty Plus, 4.19% have never installed any Chinese Apps in their mobile phones.

At 5 % Level of Significance Table value is $(x^2=3.841)$ (df=1), since the calculated value is $(x^2=8.0638)$ which is greater than the table value the hypothesis is rejected. Hence there is significant difference in the preferences of respondents in choosing substitute apps instead of Chinese Apps.

At 5 % Level of Significance Table value is (x^2=5.991) (df=2), since the calculated value is (x^2=0.3749) which is lesser than the table value the hypothesis is accepted. Hence there is no significant difference in Boycotting Chinese Apps.

Findings

- Through the above analysis it was determined that among the total 500, maximum respondents belonged to the age group 20-30.

- It was determined that 1% had education qualification below matrix, 8% had education qualification up to PU, 50% were Graduates, 6% were diploma, 35% were Post Graduates.

- There were respondents using different Chinese smartphones at least once; among them 60% have purchased either Redme, Vivo, OnePlus, Oppo, Lenavo whereas 30% have never purchased Chinese mobile phones.

- It was revealed that there were multiple reasons of the respondents for choosing Chinese mobile brands, among them 26.46% revealed that it is low in price, 22.57% felt that it is easily available, 18.69% have mentioned that the operation of mobile phone was easy, 12.38% revealed sufficient storage space, 11.77% are using due to the Camera clarity and 8.13% have said that they have had a bad experience using Chinese mobile phones.

- Respondents provided multiple responses by downloading Chinese Applications, of which 95.81% have downloaded at least one Chinese app like ShareIt, TickTok, Zoom, PubG mobile, Club Factory, UC Browser, CamScanner, Viva video Beauty Plus; while 4.19% have never installed any Chinese Apps in their smartphones.

- It was revealed that 66% of them feel that substitute applications of Chinese apps have been useful, while 34% have felt that they were a duplicated.

- Preference of respondents towards boycotting Chinese apps, 50% have uninstalled using Chinese Apps, 47% have mentioned that they still use few Chinese apps, 5% have revealed that they still prefer using Chinese apps since they are addicted to them.

Recommendation

- Complete boycott by not using Chinese smartphones could be difficult, because there are many users who have already purchased these phones, but while purchasing a new smart phone never opt for Chinese brands. Whereas initiative could be taken on uninstalling Chinese apps as there are many other alternative apps.

- The need of the hour for most of the professionals would be to come up with more advanced smartphones/apps so that the addiction to Chinese apps can be automatically reduced.

- Promote and improve the features of Indian mobile smartphone and give adequate advertisements relating to significance of Swadeshi products.

- Creating an exact duplicate smartphone wouldn't be helpful, it would be better if we started from scratch. It is essential for Indians to invest in proper raw materials and infrastructure to become independent.

- Government should promote boycott Chinese apps to spread awareness among the people regarding the use of alternative apps.

- By boycotting Chinese smartphones/apps it can provide opportunity for entrepreneurs to come up with innovative ideas which would indeed be helpful to provide job opportunities for many.

Conclusion

As a citizen of India we should promote and support using "Made in India" products/apps.Why should we even help the economy of our enemy country to grow? It is high time we realise that we Indians do have the potential to innovate high tech with the best quality and durable products. Let's take an initiative to start boycotting Chinese products now which will eventually lead to reducing the use of Chinese products completely in the future.

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Table 1: Gender and Age Group of Respondent's

Gender	Below 20	20-30	30-40	40-50	Above 50	Total
Men	3	221	50	6	30	310
Women	2	154	15	4	15	190
Total	5	375	65	10	45	500

Table 2: Educational qualification

Gender	Less than Matrix	PU	Graduate	Diploma	Post Graduate	Total
Men	3	25	144	16	122	310
Women	2	15	106	14	53	190
Total	5	40	250	30	175	500
%	1	8	50	6	35	100

Table 3: Number of Respondents who have purchased Chinese Smartphones

Sl. No.	Chinese Mobile Phones	Total	%
1.	Xiaomi (Redme)	130	21.67
2.	Vivo	100	16.67
3.	OnePlus	65	10.83
4.	Lenova (Motorola)	55	9.17
5.	Oppo	50	8.33
6.	Realmi	20	3.33
7.	Non-Users	180	30
	Total	600	100

Table 4: Reasons for choosing Chinese Mobile Phone

Sl. No.	Reasons for choosing Chinese Mobile Brands	Total	%
1.	Low in Price	218	26.46
2.	Easy Availability	186	22.57
3.	Easy mode of operation	154	18.69
4.	Sufficient storage space	102	12.38
5.	Battery life of smartphone	97	11.77
6.	Bad experience using Chinese mobile brands	67	8.13
	Total	824	100

Table 5: Number of Respondents who have installed Chinese Application in their phone

Sl. No.	Chinese Application	Total	%
1.	ShareIt	302	20.05
2.	TikTok,Likee, Hello	213	14.14
3.	Zoom	132	8.76
4.	PubG Mobile	192	12.75
5.	Club Factory	179	11.89
6.	UC Browser	198	13.15
7.	CamScanner	146	9.69
8.	Viva video, Vigo video, V-mate	39	2.59
9.	Beauty Plus	42	2.79
10.	Non-Users	63	4.19
	Total	1506	100

Table 6: Reveals that among the total 500 respondents, 66% of them feel that substitute applications of Chinese apps have been useful, while 34% have felt that they were a duplicated version.

Gender	Yes, It has been very useful	No, It's the duplicated version	Total
Men	190	120	310
Women	140	50	190
Total	330	170	500
%	66	34	100

Table 6.1: Do respondents prefer Substitute Apps instead of Chinese Apps

(By applying Chi-Square Test)

Gender	Observed Frequency		Expected Frequency	
	Yes, It has been very useful	No, It's the duplicated version	Yes, It has been very useful	No, It's the duplicated version
Men	190	120	203.16	105.4
Women	140	50	125.4	64.6
Total	310	190		

Table 7: Reveals that among the total 500 respondents, 50% have uninstalled using Chinese Apps, 47% have mentioned that they still use few Chinese apps, 5% have revealed that they still prefer using Chinese apps since they are addicted to them.

Gender	Uninstalled Chinese Apps	Few Chinese Apps	Addicted to using Chinese apps	Total
Men	152	149	9	310
Women	98	86	6	190

Total	250	235	15	500
%	50	47	3	100

Table 7.1: Respondents boycotted using Chinese Apps

(By applying Chi-Square Test)

Gender	Observed Frequency			Expected Frequency		
	Uninstalled Chinese Apps	Few Chinese Apps	Addicted to using Chinese apps	Uninstalled Chinese Apps	Few Chinese Apps	Addicted to using Chinese Apps
Men	152	155	9	155	145.7	9.3
Women	98	95	6	95	89.3	5.7
Total	250	235	15			