PAID AND NON-PAID APPLICATIONS: A study of Content and Perception of Audience

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ABSTRACT

The following Analysis is about **content and perception of PAID AND NON-PAID APPLICATIONS**. Moreover, normally undertaken about supply "free" applications of digital gadgets are placed with price as concerns buyers' seclusion, which shell out about applicants may provide shoppers shielding via activity of commercial & lengthy-run following. Tasks through empirical observation assess rationality about supposition via investigation level to that "free" applicant's additionally with similar payable category disagree about each other's piled up rules. Specifically, forty eighth about the payable variety exercised each one about an equivalent mediator library like each other's unconfined category, whereas fifty-six about payable category transmitted each one about unbound variety' golem Authorization for entering tactful gadget software's to boot, the vigorous scrutiny disclose about thirty-eighth about applications which are payable manifest each one about an equivalent knowledge assortment and mediation behaviours like one's unconfined analogue. This study relies on each primary and secondary knowledge. This study was conducted with the assistance of a closed complete form. the assorted chapters of the study area unit Introduction to the paid and non-paid applications. Second chapter is on Review of Literature, Third Chapter is Objectives and Fourth is that the analysis Methodology followed. Fifth chapter is that the Analysis of the information collected and last 2 chapters area unit findings and conclusions. This study compares sets about unconfined & applications which are payable employing a union about figures in addition to zestful exploration & investigate variations within isolated strategy inside sets. In total tend to analyse one five hundred and five sets about unconfined golem applicants along with payable parallels, in the company of unbound applicants at random picked through the Store of GOOGLE classified size prime columns.

INTRODUCTION

Applications in mass generally gave voice to identity of Nursing application, conceivably technique of an applicant code map out to sprint on digital gadgets, such as mobile telephone, personal computer etc. Whereas approaches oftentimes be in the service in order to supply customers along with undistinguishable assistance about who acquire connecting through personal computers. Applicants' area unit customarily small, separate code component along constricted handle. The applicant's area unit proceed out of the way starting the non- segregated code structure predominantly established at length of digital gadgets. Uncomplicated digital applications lay hold of personal computer-grounded apps and roadstead it to smart software. Moreover, digital applications look right on a set about learning, hence procedure is a little bit need.

The unconfined representation increases receipts primarily starting to inside applicants' purchases acquired, whereas applications as such is liberated to put in place. Mechanical man makes it terribly simple to make apps and unharness them on the Play Store. The mobile apps that area unit liberated to install sometimes work on the freemium model. you'll become AN mechanical man developer for complimentary. you only want a laptop which may handle mechanical man workroom, and hence start structured application. Not a thing differently stopping coming to an end. Developers of free apps believe strategies to come up with revenue besides directly aggregation cash from paying shoppers, The freemium model for apps will work some alternative ways however the fundamental plan is that some core of the merchandise is free (often with ads), then further content, or further services, cost money.

DETAILS ABOUT THE MEDITATION APPLICATION

Smiling Mind is a contemplation app for immature people. It has been developed by a platoon of psychologists and uses awareness to boost calmness, pleasure and clarity. Awareness contemplation has been shown to help manage stress, severity, anxiety, depression and meliorate general health and good. It is a guided contemplation app offering bite-sized sessions to help you train your mind to be calmer and more balanced in everyday life. There's also a range of content that helps you use awareness to attack stress, erratic sleep schedules, and other common issues. Still, with a free trial and a posterior hefty price marker of$69.99 per time, the subscription- rested model makes this app monstrous for newcomers who are just getting into the basics of contemplation practices. It is said to be a better thing for those who have formerly

profited an understanding of guided contemplation and would like to further develop their chops. Smiling Mind was created as an Australian not-for- profit association devoted to perfecting the awareness and internal well- being of immature people. Its free online contemplation sessions are great for children and teens, but the library of contemplations is available to anyone — immature or old, new or educated.

VPN APPLICATION

DETAILS ABOUT THE VPN APPLICATION

It's equipped with important AES service- grade encryption and tunnelling protocols. All their apps are open- source so everyone can check their law to corroborate that it's safe to use. When you use Proton VPN to browse the web, your Internet connection is translated. It also allows you to pierce websites that might be blocked in your country. Surf shark has a marvellous annually plan, but further than hence proves its worth with the large collection of sequestration tools, and an excellent application, and unlimited device connections. VPNs help to ameliorate your sequestration by routing all your web business through a translated connection to a remote garçon, but that protection can come at a price in the case of Surf shark, in factual bones and cents. Surf shark is our rearmost Editors' Choice winner for VPNs, but it's also one of the most precious. When using a VPN, it's important to find a service that offers the features you want and the pricing plan that stylish fits your budget. Surf shark is a secure VPN that offers several features, great comity, and good performance. It also unites modern security with pets that are presto to handle streaming as well as freeing geo- confined content. Moreover, It permits for an without limit amount of bias on 1 account. Upset about online or dispatch account breaches? The VPN provides point that does the heavy lift for you by securing your personal information. Not only that, but the Clean Web announcement blocker also blocks trackers and vicious websites for you. On the other hand, if you are looking for commodity more provident, ProtonVPN provides unlimited data for free druggies without immolating speed or security, as well as a strict no-logs policy. The free league works fine but has a limitation of a single device, limited tunnelling protocols, and only three countries to choose from.

RESEARCH METHODOLOGY

The re- searching refers to administration about stuff, idea about sign of aim about concluding in order to increase, accurate or acknowledged mastery, moreover which is or not about that learning assistance to build the thesis & to follow of Associate in Nursing technique". analysis technology technique consists of types of ventures to represent. These are assembled in right order about wordly property concerning control.

Data Analysis

It is appropriately topped up opinion poll which is accumulated from 100 answerers. Furthermore, details about feedback are examined with the help of software of EXCEL which is Microsoft Word. The proportion of feedback about accurate ratio of people has been totalized & squeezed out in the percentage method. The illustrative arithmetical technique has been further handed down to evaluate details.

A. **DEMOGRAPHIC DETAILS OF RESPONDANTS**

HOW OFTEN DO YOU USE APPLICATIONS(APPS)?

100 responses

- FREQUENTLY
- OCCASSIONALLY
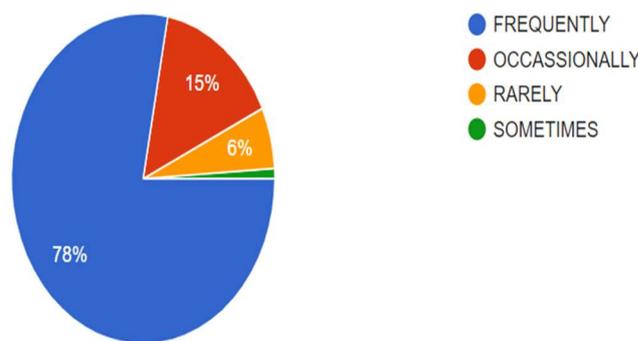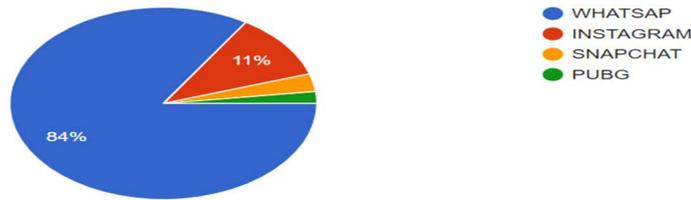- RARELY
- SOMETIMES

15%

6%

78%

FIGURE 1.1

INTERPRETATION: -

The world today has made its increase in the technology so far that the works are done in seconds. Most of the human population uses the applications most frequently. As it is seen in the above pie chart that 78% of people uses the apps frequently

WHICH AMONG THESE POPULAR APPLICATIONS YOU USE THE MOST?
100 responses

F

INTERPRETATION: -

WhatsApp is the first choice of most of the people as it is very convenient to use. Is crystal clear in the above pie chart that majority of people uses the WhatsApp app mostly. About 84% of population uses the WhatsApp the most.

HOW MUCH TIME YOU SPEND IN A DAY USING APPLICATIONS?
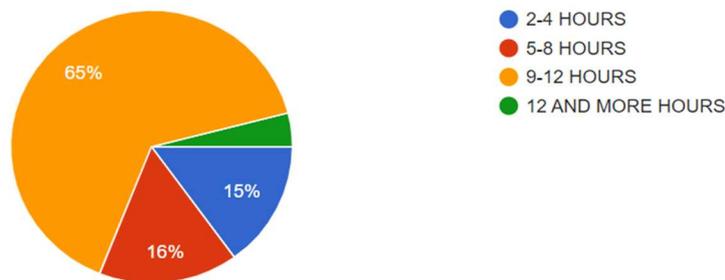100 responses

FIGURE 1.3

INTERPRETATION: -

As we know the world is full of advanced technologies and can be seen as bane and blessing. As shown in the pie chart majority in number of humans with 65% spends time around 9 to 12 hours using the applications and even 4% of people are fully engaged in using application spending 12 hours in a day

FINDINGS AND RESULTS

- The world today has made its increase in the technology so far that the works are done in seconds. Most of the human population uses the applications most frequently with 78% of votes followed by figure 1.1.

- WhatsApp is the first choice of most of the people as it is very convenient to use with 84% of votes in figure 1.2

- As we know the world is full of advanced technologies and can be seen as bane and blessing. As following figure 1.3 we can see that 65% of population spends time around 9 to 12 hours using the applications.

- Applications can be differentiated into plethora of genres and in figure 1.4 the 85% of human population uses the applications for interaction.

- The paid application follows with figure 1.5 with 88% had already paid for the different applicants to use them.

- As the following results from the respondents in the figure 1.6 around 78% of people are engaged in using the Netflix App.

- As in figure 1.7 there seems to be quite a mixed response with 31% of people has paid more than 3 times to watch Netflix whereas 30% had paid already at least 2 times with 23% has got their payment done once till date.

- The Tubi TV app is a free application as an alternative of Netflix. As following figure 1.8 majority of people with 90% is unaware about this application which if made awareness could save the money of majority.

- Following the response of respondents in the figure 1.9 56% of population is well aware about the VPN application which is monitored and is totally free.

- In the figure 1.10. 59% of population is aware about the online shopping apps. Still half of the population are still not aware about it which could easily had saved the time, money and energy of people.

- As we know that the with the technology the world is growing smart too and people are finding smart ways to make profit. Similarly, the content provided by the paid has same features as in free version which is agreed by majority with 56% can be seen in figure 1.11 above in the data analysis chapter.

- In the figure 1.12 around 98% of population would suggest the others to use more similar free versions rather than paid versions.

- As can be seen in the figure 1.13 the chart with 82% of people thinks that spending much on paid applications is wastage of money. As we all know that government plays a major role in the lives of people.

- As following the result in figure 1.14 the chart with 94% of population agrees that government should take a step forward to make awareness about the application which are free and available in paid form too.

- In the figure 1.15. 97% of population agrees with using the free version of application rather than installing the paid version.

- As the vote among the paid version and free version can be seen in figure 1.16. The population agreeing to free version is 94% rest which is 6% goes for the vote to paid version

Conclusion

The following exploration come up to analysis & the dissertation of PRECEPTION AND CONTENT OF PAID AND SIMILAR NON-PAID APPLICANTS. The research locating come up with an abundant footing for additionally hypothesis expansion in these measurements. We live a world which has become so modern and advanced with the new gadgets getting introduced in the world. The youth now a days are so involved with their mobile phones and laptop. What are they doing in them? They are surfing on various platforms of applications such as Instagram which is widely used all over the world. Even includes the promotion option which is obviously paid. Whereas instead of paying them the people can also use the tags options and hashtags to be seen by majority of users around the world and further can be shared as a post or story in the pages which a good engagement. The apps monitored by me were around 20 and in my questionnaire, there were 20 questions including the demographic details. Additionally, as the vote of the free version were 94% which is a lot from 100 respondents in total. If we see the paid version are just for making profits. From my personal experience i don't find the features which are not similar with free version everything needed is already in the free version the ads play again an important role but save your money by watching an ad and you are able to use the feature for which you are paying for a whole app to be used. Further world has become smart enough to find the different ways to make the

money and as from the researcher point of view. I would like to **conclude** by saying and make this **suggestion** that better research before buying anything like we try different outfits before buying a particular one and even we search the same things from different stores in search of discounts and sales similarly why to waste energy, time and money by paying of the paid version when you can get the similar thing free just by researching for what you need and desire to accomplish.

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