

Why Android OS is Dominating the Mobile Operating System Market: A Look into its Marketability

The mobile operating system market is fiercely competitive, with several players vying for dominance. Among them, Android OS has emerged as a clear leader with its market share steadily growing over the years. So, what sets Android OS apart from its competitors and makes it such a marketable operating system? Let's delve into the world of Android and explore its marketability.

1. Wide Range of Hardware Options

One of the key factors contributing to Android OS's marketability is the extensive range of hardware options available to consumers. Unlike its main competitor, iOS, which is restricted to Apple devices, Android OS can be found on a multitude of smartphones and tablets from various manufacturers.

This wide range of options enables consumers to choose devices that meet their specific requirements in terms of budget, features, and design. Whether you want a high-end flagship phone or a more affordable option, Android OS offers something for everyone, making it a highly marketable platform.



Android OS: Marketability of Android Operating System by Sherwyn Allibang(Kindle Edition)

★★★★★ 5 out of 5

Language	: English
File size	: 3784 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 47 pages
Lending	: Enabled



2. Customization and Flexibility

Android OS is well-known for its customization options, allowing users to personalize their devices to suit their preferences. From changing wallpapers and themes to installing custom launchers and widgets, Android OS offers a level of flexibility that is unmatched by its competitors.

Furthermore, Android OS allows users to install apps from third-party sources, giving developers the freedom to distribute their apps without going through strict app store guidelines. This flexibility attracts both users and developers, making Android OS a highly marketable platform that fosters innovation.

3. Integrations and Ecosystem

Android OS seamlessly integrates with several Google services, forming a cohesive ecosystem that aims to enhance the user experience. The integration with Google services like Gmail, Google Maps, YouTube, and Google Drive provides users with a seamless experience across different apps and platforms.

Moreover, Android OS also supports various third-party integrations, allowing users to connect their devices with a wide range of services and products. This integration potential expands the functionality of Android devices, making them even more marketable by catering to a broader range of user needs.

4. App Availability

The Google Play Store, the default app store for Android OS, boasts a vast collection of apps available for download. With millions of apps covering

categories like productivity, entertainment, gaming, and more, users have access to a plethora of applications to enhance their mobile experience.

This extensive app availability attracts users to the Android platform, knowing that they can find apps to fulfill their specific needs. Additionally, the availability of popular apps on Android OS makes it more marketable for users who rely on specific applications for their day-to-day activities.

5. User Base and Global Reach

Android OS's marketability is further strengthened by its massive user base and global reach. As of 2021, Android holds the largest market share in mobile operating systems worldwide, with over 72% of the market share.

This wide user base creates a network effect, where developers are incentivized to create apps for Android OS due to the large potential user base. Consequently, this leads to more app availability and innovation on the platform, making it even more marketable.

Android OS's marketability is undeniable, thanks to its wide range of hardware options, customization and flexibility, integrations and ecosystem, app availability, and large user base. These factors contribute to its dominance in the mobile operating system market and make it an attractive platform for both users and developers.

As Android OS continues to evolve and innovate, it is expected to maintain its market dominance and further solidify its marketability in the ever-competitive mobile operating system landscape.

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Keywords: Android, Android OS, Operating System, Mobile System, Android System, Mobile OS, Mobile Operating System.

This book is carefully formatted to be a kindle friendly book.

This book is an example of a research study with regards to the marketability of Android Operating System. It comprise of a thesis format that follows ACM and APA standard covering five major sections including the background of study, review of literature, methodology, presentation of findings, and s and recommendations. The book study covers a complete research sample output of Marketability research of Android OS. The objective of the study is to determine the marketability of Android OS to the people of Prontera City. Relative to the aim, the study sought to answer the questions, what is the profile of the Android Operating Systems users; and what is the level of acceptability of android Operating Systems?. This is a complete reference and example of a research output for computer science, information technology, and business research study majoring in enterprise track.

The topics covered are:

Background of the study

Rationale

Statement of the Problem

Scope and Delimitation

Review of Related Literature

Profile of the android Operating Systems users

Features of Android Operating Systems

The level of acceptability of android Operating

Methodology

Research Design

Sources of Data

Instrumentation and Data Collections

Tools for Data Analysis

Presentation, Analysis, and Interpretation of Data

Awareness of small and medium enterprises in ERP Systems

Factors involved in determining ERP System Implementation

Readiness of small and medium enterprises in ERP Systems implementation

Summary, and Recommendations

Summary

Findings

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Recommendations

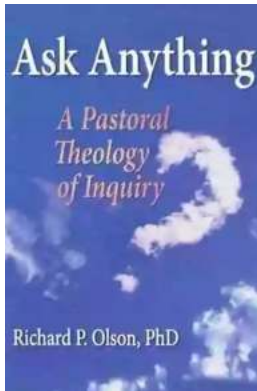
The purpose of the study is to look into the factors which keeps people preferring the use of Android Operating System for mobile devices and how Android OS makes it possible for people to realize a genuinely ubiquitous life in a variety of areas such as business, education, social interaction, and leisure. The research aimed to discuss the marketability of the Android OS that will relay some findings made already by other researchers and from the result of data gathered through a survey from a distinct end users of Android OS. The study also determines the degree of acceptability of the Android OS and uses statistical tools to treat the gathered data.

Statement of the Problem

This study aimed to look into the factors related to the marketability of Android OS Phones in Prontera City. Specifically, this study sought to answer the following sub-problems:

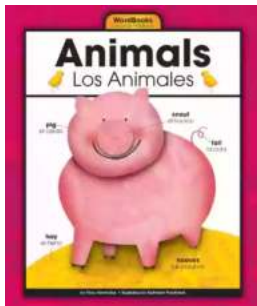
1. What is the profile of the android Operating Systems users in terms of the following:
 - a. Educational Attainment
 - b. Occupation
 - c. Income
2. What is the level of acceptability of Android Operating Systems in terms of the following:
 - a. Ease of use
 - b. Communication

- c. UI Customizability
- d. Value for Money
- e. Applications
- f. Security



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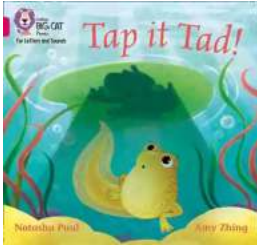
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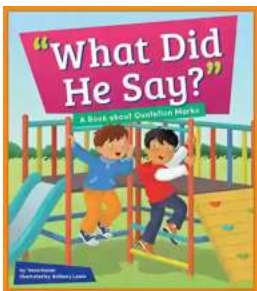
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