



## A Study on Price Difference in E- Commerce Mobile Platform's: A Consumer Perspective on Android and IOS

Dr.SUMATHI S

Assistant professor,  
Department of Commerce(Corporate secretaryship)  
PSG College of Arts and Science,Coimbatore

Ms.SANDHYA M

II M.Com (CS),  
Department of Corporate secretaryship  
PSG College of Arts and Science,Coimbatore.

Date of Submission: 29-03-2025

Date of Acceptance: 08-04-2025

**ABSTRACT:** The rise of e-commerce has transformed consumer shopping habits, with mobile platforms playing a crucial role in online purchases. However, price difference between Android and iOS applications have raised concerns about platform-based pricing strategies. This study investigates the factors contributing to these differences from a consumer perspective, analyzing aspects such as platform fees, user purchasing power, maintenance costs, exclusive promotions, user behavior, third-party payment models, and regional pricing variations. The findings highlight key reasons behind price difference, potential pricing strategies adopted by retailers. The study provides valuable insights for both consumers seeking transparency and businesses aiming to optimize pricing models..

**Keywords:** E-Commerce, Price Differentiation, Brand Influences , multi-platform, digital Market .

### I. INTRODUCTION

The evolution of e - commerce has significantly shifted consumer shopping behavior, offering convenience, variety, and competitive pricing. However, an emerging concern among online shoppers is the potential price variation between different mobile platforms, particularly between Android and iOS. Consumers often report instances where the same product is priced differently depending on the operating system they use to access e-commerce apps. This study seeks to explore the reasons behind these price discrepancies and analyze their impact on consumer perception and purchasing behavior. Consumers need to be aware of potential differences to make informed purchasing decisions, while businesses must evaluate whether such pricing strategies affect customer trust and brand loyalty.

### SCOPE OF THE STUDY

It examines major e-commerce apps that operate on both platforms, highlighting variations in

pricing across different product categories. The study considers geographical factors by focusing on a specific region or country where these platforms are widely used, taking into account local market dynamics. It explores various price elements, including base prices, discounts, promotional offers, taxes, and hidden charges such as platform fees and delivery costs. The impact on consumers is also analyzed, particularly in terms of purchasing decisions, trust in platforms, and brand loyalty.

### OBJECTIVES OF THE STUDY

- To analyze the price difference of similar products across mobile shopping apps on android and ios platforms.
- To investigate the role of brand loyalty and consumer trust in influencing purchasing decisions on android and ios.
- To assess the influence of promotions, discounts, and deals on consumer decisions and price sensitivity across android and ios shopping apps.

### STATEMENT OF THE PROBLEM

With the increasing reliance on mobile applications for online shopping, consumers often experience price variations between Android and iOS e-commerce platforms. These differences can be influenced by factors such as platform policies, algorithm-driven pricing, user behavior tracking, and vendor-specific strategies. While some consumers may not be aware of these discrepancies, others may feel that they are being charged unfairly based on the device they use. The problem arises from the lack of transparency in pricing strategies, which can impact consumer trust and purchasing decisions. Additionally, there is limited research on whether these price differences are consistent across various product categories and geographical locations. Understanding the extent of these variations and their potential causes is crucial for consumers, regulators, and e-commerce businesses to ensure fair pricing practices.



## II. RESEARCH METHODOLOGY

**Geographical area of the study:** The selected region is chosen based on Tamil Nadu in the district of India. The area offers a representative mix of urban and semi-urban consumers.

**Source of data:** Primary data collects real-time price data from various e-commerce platforms by consumer surveys are conducted to understand user experiences and perceptions regarding price differences on both Android and iOS apps. Secondary source were collected through Information from, existing literature, news articles, and e-commerce policy documents is analyzed to support findings and provide context.

## III. RESEARCH GAP

While e-commerce pricing strategies are widely studied, limited research explores price variations between Android and iOS mobile applications. Existing studies focus on dynamic pricing and consumer behavior but do not address whether retailers intentionally set different prices based on the platform. Additionally, the impact of platform commissions, payment methods, and app-based promotions on pricing differences remains unexplored.

There is also a lack of research on consumer awareness of these discrepancies and how they influence purchasing decisions. This study aims to fill these gaps by analyzing systematic price variations and their implications for both consumers and retailers.

## IV. REVIEW OF LITERATURE

Lichtenstein and Johnson's (2017) In his research, "Consumer Behavior and App Pricing: A Cross-Platform Comparison," delves into the varying price sensitivities between iOS and Android users. The study reveals that iOS users exhibit a greater willingness to spend on apps and in-app purchases than Android users. This disparity is largely attributed to the higher average income levels of iOS users and the premium branding of the Apple ecosystem. Additionally, a 2017 study analyzing digital purchases on Apple devices found that 61% of all spending was on in-app purchases, with the top 1% of users accounting for 59% of the total expenditure. These high spenders were typically older, predominantly male, and less likely to be from the US, highlighting significant demographic distinctions within the iOS user base. In conclusion, The research finds that the propensity of iOS users to spend more on apps and

in-app purchases is influenced by their higher average income and the premium branding of Apple's ecosystem. This insight is crucial for developers and marketers aiming to tailor their pricing strategies and marketing efforts effectively across different mobile platforms.

- Chang and Wang (2018) study titled "Platform Loyalty and Spending Behavior in Mobile App Markets," The study investigated the relationship between income levels and platform preferences among mobile app users. Their research revealed that iOS users exhibit significantly lower price sensitivity compared to Android users. This reduced sensitivity allows developers to justify higher prices for iOS applications. Moreover, the study found that iOS users are more inclined to make in-app purchases and subscribe to paid apps than their Android counterparts. These findings suggest that iOS users' spending behaviors are influenced by their income levels, leading to a preference for platforms that offer premium applications and services. Consequently, developers targeting higher-income demographics may find iOS to be a more lucrative platform for monetization strategies. This research highlights a clear correlation between income levels and platform preference, with iOS users demonstrating a greater willingness to spend on mobile applications. This insight is valuable for developers and marketers aiming to tailor their offerings to specific user demographics, optimizing both user engagement and revenue generation.

## V. DATA ANALYSIS AND INTERPRETATION

### TABLE 1 PERCENTAGE ANALYSIS

Percentage analysis is calculating and comparing two quantities. It helps in comparing and reviewing the results and progress. It plays a crucial role in comparing and contrasting various topics. Hence, it helps draw a comparative analysis of various subjects or issues.

### PRIMARY MOBILE DEVICE

The table describes Primary mobile device of the respondents selected for the study.

The Primary mobile device is classified as Android, IOS(iphone), Both equally.

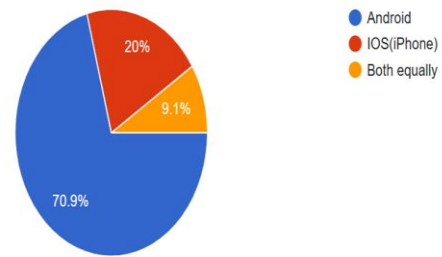


S.No	Primary Mobile Device	Frequency	Percentage
1	Android	78	70.9%
2	IOS(iphone)	22	20%
3	Both equally	10	9.1%
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

(SOURCE: Primary Data)

**INTERPRETATION**

It is evident from the table that out of total respondents taken for the study, 70.9% of the respondents use Primary mobile device on Android, 20% of the respondents use Primary mobile device on IOS(iphone), 9.1% of the respondents use Primary mobile device on Both equally.



**It is concluded that majority (70.9%) of the respondents use Primary mobile device on Android.**

**CHART**

**TABLE 2**

**RANKING ANALYSIS**

Ranking analysis is a method used to identify the order of importance or preference among different items, based on respondent feedback or survey data. It helps you understand which factor is most important and which is least important to your audience.

**CONSUMER BELIEF RETAILERS INTENTIONALLY SET DIFFERENT PRICES FOR THE SAME PRODUCTS ON ANDROID AND IOS**

Particular	1	2	3	4	5	Weighted Mean	Average Mean	Rank
Platform fees	56	22	23	3	6	339	3.1	I
User purchasing power difference	21	51	28	8	2	250	2.27	VII
Maintenance costs vary by platform	30	28	38	11	3	263	3.4	VI
Exclusive promotions	26	37	27	17	3	286	2.6	III
User behaviour and shopping history	31	26	33	12	8	280	2.54	V
Third-Party Payment & Subscription Models	24	37	32	12	5	283	2.6	IV
Regional Pricing Differences Influenced by OS Market Share	38	25	32	12	3	303	2.75	II

(Source: Primary data)

**INTERPRETATION**

FACTORS	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM	SIGNIFICANTS
Gender and How often consumer shop online	2.41	7.815	3	0.05%



It is inferred that Platform fees as rank 1, Regional Pricing Differences Influenced by OS Market Share as rank 2, Exclusive promotions as rank 3, Third-Party Payment & Subscription Models 4, User behaviour and shopping history as rank 5, Maintenance costs vary by platform as rank 6, User purchasing power difference as rank 7.

It is concluded that most consumer believe retailers intentionally set different prices for the same products on android and ios for platform fee.

**GENDER AND HOW OFTEN CONSUMER SHOP ONLINE**

Gender	Frequency Of Consumer Online Shopping				TOTAL
	Daily	Weekly	Monthly	Occasionally	
	Male	2	3	27	
Female	3	1	17	17	38
TOTAL	5	4	44	57	110

**INTERPRETATION**

The table shows the Gender and how often consumer shop online, the majority of the respondent are Male.

The chi square is applied to find How often consumer shop online is significantly associated with gender of the respondents. The table value (7.815) at 0.05% level has revealed that how often consumer shop online. The respondents has **no significant relationship** between **gender and how often consumers shop online**. Hence the null hypothesis has been rejected with respect to "Gender".

**FINDINGS:**

**PERCENTAGE ANALYSIS**

- ❖ Majority (65.5%) of the respondents are Female.
- ❖ Majority of the respondents (73.6%) belong to the age group of 19 – 30.
- ❖ Most (43.6%) of the respondents earn Below 12000.
- ❖ Most (50%) of the respondents are students.
- ❖ Majority (70.9%) of the respondents use Primary mobile device on Android.

**RANKING ANALYSIS**

It is inferred that Platform fees as rank 1, Regional Pricing Differences Influenced by OS Market Share as rank 2, Exclusive promotions as rank 3, Third-Party Payment & Subscription Models 4, User behaviour and shopping history as rank 5, Maintenance costs vary by platform as rank 6, User purchasing power difference as rank 7.

It is concluded that most consumer believe retailers intentionally set different prices for the same products on android and ios for platform fee.

**TABLE 3  
 CHI-SQUARE ANALYSIS**

Chi-square analysis is a statistical method used to determine if there's a significant difference between observed data and expected data, particularly when dealing with categorical variables, helping to assess relationships or distributions.

**CHI-SQUARE ANALYSIS**

The chi square is applied to find How often consumer shop online is significantly associated with gender of the respondents. The table value (7.815) at 0.05% level has revealed that how often consumer shop online. The respondents has no significant relationship between gender and how often consumers shop online. Hence the null hypothesis has been rejected with respect to "Gender".

**LIKERT SCALE ANALYSIS**

$$\begin{aligned} \sum FX / \text{Total number of respondents} \\ = 361 / 110 \\ = 3.28 \end{aligned}$$

As a result of Likert scale analysis the value is 3.28 is higher than mid value (3). It was determine that respondents somewhat agrees to comparison of price difference before making a purchase.

**VI. SUGGESTIONS**

To ensure fairness and transparency in e-commerce pricing, platforms should maintain uniform prices for the same products across Android and iOS apps. It is important to avoid hidden platform-based charges and offer consistent discounts regardless of the operating system. Retailers should be transparent in their pricing strategies and avoid discriminating between user bases, which can help build trust and long-term customer loyalty. Developers must focus on optimizing app performance equally on both platforms and ensure that maintenance costs do not lead to price disparities. Regular updates and user-friendly features can help provide a balanced



experience. For future researchers, it is recommended to explore consumer awareness of platform-based pricing, include variables like app version or brand loyalty, and compare these findings with pricing behaviors in other app-based industries such as travel or food delivery. These suggestions can help reduce assumptions, improve user satisfaction, and enhance overall digital commerce experiences.

## VII. CONCLUSION

This study highlights the noticeable pricing differences between Android and iOS e-commerce platforms, as experienced by consumers. Through data analysis and user perception surveys, it was found that factors such as platform fees, user purchasing power, maintenance costs, and exclusive promotions influence these disparities. Consumers tend to understand iOS platforms as slightly more expensive, possibly due to the brand's premium positioning and associated app policies. Retailers might also adapt their pricing strategies based on user behavior and regional market share of each operating system. Understanding these differences is crucial for both consumers, who aim for fair pricing, and retailers, who strive for optimized platform-specific strategies. The findings suggest a growing need for transparency in digital pricing practices and more awareness among consumers when shopping across platforms.

## REFERENCE

- [1]. Wang Y, & Liu H (2021), Consumer behavior in digital platforms: Price sensitivity across mobile operating systems. *Journal of Consumer Research*, 48(2), 215–230.
- [2]. Forrester Research (2023), Consumer mobile shopping behavior and platform preferences.
- [3]. Sharma, V., & Bhatia, T. (2021). Consumer trust in e-commerce pricing strategies. *Journal of Business and Technology*, 18(2), 112–125.
- [4]. Kapoor, R., & Sengupta, M. (2020). Analyzing dynamic pricing in Indian e-commerce. *Indian Journal of Marketing*, 50(6), 20–30.
- [5]. McIntyre, K. (2022). Cross-platform pricing: Do app prices vary by device? *Mobile Commerce Review*, 7(3), 52–61.
- [6]. Smith, L. (2020). Mobile app pricing and user perception: An analytical study. *Marketing Insights Journal*, 9(4), 78–89.
- [7]. Kumar, A., & Sharma, N. (2023). Platform-based pricing strategies in e-commerce apps:

Android vs iOS. *International Journal of E-Commerce Studies*, 11(1), 35–50.

- [8]. Narang, R., & Puri, R. (2023). Consumer perception towards differential pricing in mobile commerce. *Journal of Retail and Consumer Studies*, 14(3), 101–113.
- [9]. Jain, R., & Singhal, S. (2022). The influence of digital platforms on pricing transparency: A comparative analysis. *International Journal of Business Research*, 18(2), 55–64.
- [10]. Anderson, C., & Simester, D. (2019). Pricing across digital platforms: Friction, loyalty, and bias. *Management Science*, 65(3), 1189–1206.
- [11]. PwC. (2022). The future of e-commerce: How personalization and device targeting affect pricing.
- [12]. Nandini, P., & Yadav, M. (2022). Mobile operating system influence on customer trust and pricing fairness. *International Journal of Management Studies*, 9(1), 101–115.
- [13]. Kumar, R. (2020). App store commissions and their influence on retail pricing. *Indian Retail and E-Commerce Journal*, 5(3), 45–53.
- [14]. Rakuten Insights. (2023). Survey on consumer awareness of platform-based price variation.
- [15]. TechCrunch. (2023). Why you pay more on iOS: An in-depth look at platform pricing strategies.
- [16]. Chatterjee, S. (2021). Exploring dynamic pricing algorithms in mobile commerce apps. *Journal of Digital Business Innovation*, 8(2), 72–85.

## BIBLIOGRAPHY

- [17]. <https://scholar.google.com/>
- [18]. <https://www.researchgate.net/>
- [19]. <https://www.wikipedia.org/>
- [20]. <https://www.google.co.in/>
- [21]. <https://www.emarketer.com/>
- [22]. <https://www.statista.com/>