Comparative Analysis of Android and iPhone Smartphones

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Introduction

Android phones and iPhones operate on two entirely different operating systems, i.e., Android and iOS. These two operating systems are responsible for ensuring the smooth functioning of the different features and apps installed on the phone as well as the proper working of the different hardware such as camera, microphone, other sensors, etc. Android is a Linux-based operating system that is partly open source as well and is more customizable. In contrast, users of iOS often regard this as more friendly due to its unique design elements. As a whole, these two operating systems are the main difference between iPhones and Android phones (Jamalova and Milán). Furthermore, iOS is only owned by Apple, while all other small and big mobile phone brands, such as Samsung, Oppo Vivo, etc., use Android as their operating system with support from Google.

Statement Of The Problem

The essay compares and contrasts Android and iPhones to explore the different features and functions that attract their respective customers. Moreover, a detailed analysis is made of how these two brands are positioned globally in terms of their sales and revenues.

Comparison

The two different models of phones running on Android and iOS can be compared in various aspects. Some of these are outlined in the following paragraphs.

The first feature that is common in both operating systems is continuous software updates. Both Android and iOS devices have received updates for the last five to six years to improve functionality and user interaction (Cunningham). However, Apple provides relatively faster and smoother updates because it also owns mobile devices compared to Android, which is run on mobile devices of many other brands that have their own policies for updates for different devices.

The second factor is the value and the reliability. Apple phones that run on iOS are generally considered more reliable and secure than Android devices. The main reason for this is, again, the sole owner of both the operating system and the mobile devices by the same company (Cunningham). So, Android users are more likely to have a different opinion regarding the security of their mobile

devices based on which brand they belong to.

Customer support is also a similar factor that attracts users to purchase Apple devices instead of Android devices. Getting help changing the hardware or solving any software issue from the company is easier for iPhone users than it is for Android users. However, repairing Apple products is relatively costly and locally unavailable for iOS users, giving Android users a comparative advantage in getting their phones easily repaired in their local markets.

When it comes to having more features in the mobile by installing different apps, Apple's devices through the App Store provide a better selection than Android's Play Store. However, most of the apps available in the App Store are not free, while users can install a variety of apps on the Play Store to spend any amount of money. However, there are more security risks when installing random apps from the Play Store.

Lastly, the prices of Android phones vary widely, from the cheapest to the most expensive. Therefore, Android phones as a whole have a relatively higher share in the mobile market. In contrast, the prices of iPhones roughly start at $700, and there is a significant price hike for every new model. The latest model, i.e., iPhone 12, costs around $1100 while the Android phone can be purchased at a price as minimum as $40 (Leswing). In addition, there is very limited hardware customization in iPhones. At the same time, Android phones come with a large range of hardware options to provide users with the flexibility to choose the phone that best meets their requirements of memory, camera processor, etc.

However, the iPhone still holds a competitive position in the market, with its demand increasing every coming year. According to Insider Intelligence Editors, iPhone users in the United States are projected to increase to 116.3 million from the previous usage of 113.4 million in the last year. This shows that the price is not the only factor that determines the growth and the competitive position of these two different mobile phones based on different operating systems. In the following section, the historical economic development and current market share of Android and iOS are explained.

Economics Application

The iPhone has been a huge success since its first launch in 2007. In a single year, the company managed to sell over 1.4 million headsets in the world (Jamalova and Milán). The primary reason for such a remarkable entry is Apple's operating system, which provides users with a unique experience when interacting with any mobile device. Introducing the touch screen was the other factor that helped the company to grow tremendously. The company is introducing new mobile technologies every year, therefore, better known as the pioneer of the advancement and innovation in the mobile phone industry. Therefore, an exponential increase in sales can be observed from 1.4 million headsets in 2007 to 217 million headsets in 2018.

By analyzing Apple's market share, it can be realized that the iPhone is one of the most highly sold mobile devices in almost all regions of the world. For instance, according to Jamalova and Milán, Apple

products rank among the top 5 smartphones in Asia, Europe, Africa, and North America, which makes them one of the highest-mobile devices in the world. The net profit and the revenue of the company are other factors that help understand the company's market competitiveness. In 2018, the iPhone sales were 166 billion USD, which has been further increased in recent years (Jamalova and Milán).

In comparison, Android was launched by Android Inc., which was later acquired by Google. Later, in 2007, it announced the establishment of the Open Handset Alliance, allowing different mobile manufacturers to use Android as their operating system. Google uses a strategy different from Apple's, removing any restrictions on content and applications. However, both companies allow third-party app development and earn a commission on every purchase. Apple's App Store was launched in 2008, which provided an opportunity for an independent developer to create apps and sell them on this platform (Jamalova and Milán). Now, apple receives a 30% commission on each app that is sold through the App Store. It is further expected that global spending on these two application platforms will increase to $171 billion in 2024. However, Apple earns more on such app purchases than Android. The same case applies to the users of these phones, where an average iPhone user earns 40% more than an average Android user.

Conclusion

Both Android and iPhone are widely known phones in the world that share the whole mobile phone market. iPhone runs on Apple's iOS, which is significantly different from Android's operating system in Android phones. With respect to features and user interface, both phones have different characteristics. However, pricing is the most differentiable factor that makes Apple's iPhones the most expensive and highly profitable company.

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