

針對不同族群會購買的智慧型手機付費行動應用程式類型之分析—以IOS 為例

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### 摘要

In recent years, the smart phone substantially replace traditional phone, the raise of smart phones had made the phone functions become more and more diversified. The applications for smart phone (APP) plays an important role, in addition to the phone has Internet functionality. The types of applications can be briefly divided into social, financial, books, news, games and small tools, etc. Those applications are making the phone more functional, and thus make life more convenient and interesting. Smart phone platform can be divided into Windows, Android and IOS. According to the National Applied Research Institute of Science and Technology Policy Research and Information Center reported in December 2012, the market share of Android is more than 50% and is the largest one. Then, IOS is the next one and Windows system is the following. Regardless of the platform, the application can be divided into two categories: free download and pay to download. Although, there are some applications for free download. But the paid applications have more diversity and uses are willing to buy them. In Taiwan, the market of paid applications of IOS (APP Store) applications is more than Android (Google Play) system. In this study, we will use statistical analysis techniques and use SPSS software to explore Taiwan IOS users. To examine why they were willing to pay to download the application and who will like to pay to download. We hope that the research can provide some useful outcome for smart phone vendors.

**關鍵字：**smart phone applications, IOS systems (APP Store), pay to download, statistical analysis, SPSS software