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# APPS USAGE IN ASIA & U.S.

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In this decade, we cannot refuse that the applications have become a fundamental part of our daily digital interactions. From our daily life since waking up until going to bed, the applications are related to all our activities including social media apps for connecting with other people, messaging apps for chatting with colleagues, friends, or family, shopping apps for making more convenient in buying products, banking apps for simplifying all transactions, up until gaming apps or music apps for relaxing.

Even though the applications are an important part of people's way of living, there are also various attitudes towards those applications in both positive and negative ways. Based on the survey through 6,300 adults aged 16 years old and above through online panels across Asia and the U.S. including China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, United States, and Vietnam, the result shown that Philippines' consumers have the positive attitudes towards the applications the most with 84% of the apps consumers and Indonesia and Vietnam are the 2nd and the 3rd respectively at 78% and 75%.



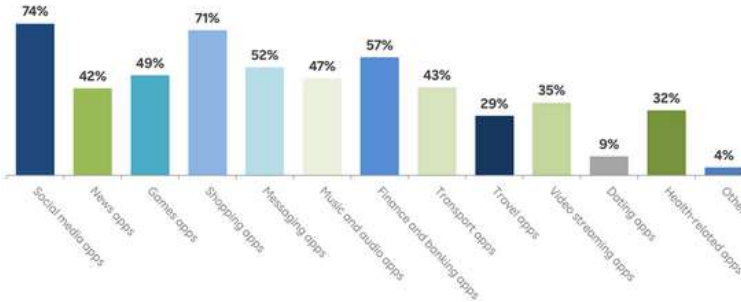
Meanwhile, there are also some negative attitudes towards the apps with around 6% in average of consumers in the 13 surveyed countries. These consumers mainly concern about the storage space on phone (37%), which can consider that if the device can handle the apps, they will install more apps.

***"Philippines' consumers have the positive attitudes towards the applications the most with 84% of the apps consumers"***

Also, there are some other reasons of negative attitudes such as the unsure of apps to use (31%), the preference of human interaction (27%), and the preference of traditional business interaction (23%). These reasons may be beneficial for the apps developers to develop the applications to minimize the concerns for consumers.

**"The result shown that the applications that the consumers installed the most are Social Media apps."**

Next, we go to the applications that the consumers installed the most; Social Media apps such as Facebook and YouTube are installed the most at 74% among the consumers in these 13 countries following by Shopping apps (71%), Finance & Banking apps (57%), Messaging apps (52%), and Games apps (49%) respectively.



Even though social media apps are the most popular to install among all 13 countries, in daily use, consumers in each country have different lifestyle of apps usage in their daily life. Consumers in 11 countries use social media apps the most which Philippines and China are the top of social media apps usage at 87% and 81% respectively while Thailand have social media apps usage at 71%. On the other hand, consumers in South Korea use messaging apps in their daily life the most at 42% and consumers in Indonesia use shopping apps the most at 41%. We can see that the consumers in these 2 countries have different lifestyle of apps daily usage from other countries' consumers.




**"Even though social media apps are the most popular to install among all 13 countries, in daily use, consumers in each country have different lifestyle of apps usage in their daily life."**



**Let's go deeply in each favorite application in each country.**

The favorite of each application are various in each country, which can summarize for the most 3 favorite applications in each country as followings:

China	 42%	 11%	 3%
Hong Kong	 23%	 10%	 9%
Indonesia	 22%	 9%	 10%
India	 22%	 15%	 11%
Japan	 13%	 7%	 8%
South Korea	 17%	 13%	 9%
Malaysia	 23%	 18%	 10%
Philippines	 47%	 10%	 7%
Singapore	 19%	 14%	 11%
Thailand	 26%	 18%	 10%
Taiwan	 35%	 7%	 7%
Vietnam	 31%	 12%	 8%
United States	 20%	 9%	 8%

From the survey result above, it is obviously seen that YouTube is the most favorite social media app which is appeared in one of the top 3 in 10 countries, but Facebook is considered as the top rank in 4 countries. And WhatsApp is the most favorite messaging app which is in the top rank of 5 countries. Meanwhile, China, Japan, and South Korea favorite apps are different from other countries because they have their own apps developed by their countries' apps developers.



***"The applications are considered as powerful marketing tools to approach the consumers with various strategies to touch their needs."***

The applications, which are related to people's daily life around the world and received the positive attitude towards apps from those consumers, is considered as powerful marketing tools to approach the consumers with various strategies to touch their needs. We hope this survey shall be useful for marketers to create the marketing strategies further. However, the development of applications and the changes of applications popularity are the key things to keep an eye on closely to assure that our marketing strategies are launched in the proper apps.

Survey conducted and reported by Rakuten Insight Global.

You can find the full report via <https://insight.rakuten.com/apps-usage-in-asia-the-u-s/>.

