

## **A CASE STUDY IN THE APPLICATION MARKET: BEHAVIOR OF PLAY STORE CUSTOMERS**

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### **Abstract**

Google is one of the key players in the mobile market. With its mobile operating system, which is called as android, many of the cell phone manufacturers have been sold billions of products to the mobile device market customers. One of the key embedded applications in the Google's Android operating system is the Play Store. Play Store is a program for the users of the mobile devices that gives opportunities to the customers download application from its rich application content. With a customer's Google account, millions of applications have been ready to be downloaded to these mobile devices. In the Play Store, these applications are categorized under twenty-eight different categories based on a simple tagging mechanism. In each category, applications are listed in three top lists, Top Paid list for the applications with the price tags; Top Free applications without price tags, however users could charge with the application's run time buying mechanism; and Top Grossing, the applications listed based on revenues. Based on the country of origin of the customer's Google Accounts, the market application content is changing. In this study, the main purpose is to see the connection between the environmental changes, such as starting of education semester in the schools and universities, migrant's actions, exams that are coordinated by higher education authorities etc... in a specific country application market. In this study by using an Android based cell phone the monthly changes in these top lists have been investigated by looking at only the top 10 of the applications. The changes in these top 10 applications discussed with looking the possible environmental factor changes. This study is focused on the Turkish market in the period of July 2015 and November 2015. This four-month period also reflects the Turkish Google's Play Store market behaviour after the June 7th and October 31st 2015 Turkish parliamentary elections.

**Keywords:** Application Market, Google Play Store, Top 10 Applications