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Does the use of smart phone affect other businesses?

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ABSTRACT

The following report details the impact of smart phones on the Indian, American and Chinese economies with a brief look on the global scale impact. It examines how smart phones have led to technical developments, fluctuating employment and global connections created through the use of these devices.

Keywords: Smart Phones, Usage, Health

The impact of smart phones has affected people from all walks of life; countries such as China and America, as well as my country, India, resulting in problems such as disconnection from the world and rising unemployment. Unless measures are taken by countries to prevent damage, these problems will rise. Alternatively, phones have had positive impacts in various countries, like Iran and Israel, where there was once no network to connect to the world.

Smart phones are essential in every sector of society; information is now available through a web search! The “paper” industry (books, newspapers) is in danger as their digitalization is decreasing sales (Development, 2018). Statistics show that e-books are practical and reduce environmental issues; statistics say that on average, out of 100 people, 73 people chose e-books (FRANCO, 2013). These statistics are probably accurate as they have been conducted by Waseda University Environmental Research Institute, a reputable source based in Shinjuku, Tokyo, but may be biased due to experimental errors or personal biases as exact details of the research are not available (Hiro, 2012). However, as publishers are considering e-books, the public is outraged as support for paperbacks increases. On the contrary, the food industry has benefitted through smart phones. According to Forbes World, platforms such as Swiggy have made delivery faster. Research conducted by Unilever Food Solutions show an expected rise of 15.4% in sales through fast food, with over 570 million dollars generated. Ironically, many hospitality industries like restaurants are suffering losses as businesses lose to quick delivery services who offer discounts, decreasing economy (Waseda University)

In America, smart phones have transformed the way Americans function. According to a report by the **Ericsson Consumer Lab**, nearly 1/3rd Americans check various sites like Instagram prior to leaving their beds! The application industry has grown through mobile ads and pop-ups, which draw attention to the apps. This has had dire consequences as increasing scams ruin the advertisement industry. I believe America has massively benefitted from the smart phone epidemic.

Conquering the electronics market with brands like Xiaomi, China has been able to grow economically. Studies by **Counterpoint Research** show that China has multiple smart phone companies (e.g. Nokia) playing a major role in the economic status; low sales negatively impact the economy due to competition from businesses like Apple. **Moneycontrol.com** reports that China has made around 424.5 million yen in phone sales. This opinion could be biased as there is no verification on the data collection.

India, my home country is dependent on smart phones; they have helped many start-up businesses. Websites such as **GoDaddy.in** have helped Indians find jobs; these websites are commonly viewed through smart phones as stated by an online survey. Smart phones are also able to connect local businesses. For example, a clothing shop owner in New Delhi is able to send clothing to a vendor based in Karnataka. I feel that smart phones have aided in recognizing local businesses in India and generated employment. The Indian electronics market has flourished, with increasing sales caused by more phone users. Business Insider, a financial news website reported an overall 44% increase in phone sales (May, 2010). I believe smart phones have impacted my country more positively; using technology helps aid Indian society, bringing them at par to a global nation.

By evaluation of the above data provided for Global and National perspectives, we can see that smart phones have helped in improving India's economy; however increase in smart phone sales has led to monetary leaks all over the economy; money is lost through supermarkets as more people prefer online ordering (more convenient) in contrast to China where both methods of shopping are balanced; more revenue is lost in India (Ideas, 2020). In comparison with America, the Indian economy seems to benefit more greatly, as smart phones have become one of the main industries, while the American economy isn't as reliant on their phone sales. As the world becomes more digitalized, smart phones have created problems such as unemployment causing a decline in economic growth. Due to access to various illegal sites, phones are also used to run illegal businesses (e.g. black-markets) Criminal activity and piracy are other common issues. Private information such as passwords, photos and bank information can also be leaked through these hackers targeting unsuspecting phone users.

To prevent safety issues, the government can collaborate with celebrities and sports icons to increase awareness among the public. Mobile safety is the biggest issue, and through upgraded security, businesses can prevent their information from online leakage (Cells, 2018). Instead of fighting the smart phone epidemic, business owners can harbor the technology to benefit them. (Lean Methods Group, 2019). A good example of this is 21st Century Fox Studios who moved their platform to the Internet and have successfully increased customer contact and improved services. Small brands and phones can collaborate to help increase the revenue for both sectors. I would try to prevent data loss like hacking (Lowe, 2011). I would also raise awareness amongst my classmates of how smart phones can be misused to leak information and encourage them to practice the safety measures, by putting up displays of information with the help of my school, and sharing articles on various mobile threats to my friends through social media, and informing them about how personal information can be used, and warn them to refrain from sharing their personal pictures and sensitive data through smart phones.

After my research I have understood that mobiles have had a strong impact on the business sector. I was under the impression that smart phones had no impact on my country, but I was wrong as I will continue to use smart phones to help my country grow economically, while taking safety precautions wherever needed. India has benefitted from the mobile epidemic as we take our shops to the digital world through online payments; various technological aid like Paytm in small villages has helped my country as well as other countries become an advanced society.

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