

Browser Wars on iPhone: Who is the User-acknowledged Winner in App Store?

Bozhou(Peter) Tan Leng Seong Che

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Abstract:

GitHub link: <https://github.com/petertbz/Final-Project-727.git>

Introduction

The browser war is quite fierce in desktop systems: Google Chrome, Microsoft Edge, Safari, Mozilla Firefox, and some other browsers are still battling to attract more users. But what is the scenario in mobile systems, such as iOS and Android? Recent data show that Safari, which can only be used on Apple devices, has the largest market share with 52.73%. Chrome follows with a share of 40.18%. Other browsers, such as Mozilla Firefox and Microsoft Edge, only account for a small percentage (StatCounter, 2023). The providers of Safari and Chrome are also the developers of the most popular mobile systems, iOS and Android. If we look into the relationship, we can see that it is not a coincidence.

Method

Result

Discussion

Reference

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Table 1: Rating, Number of Positive Reviews, and Number of Negative Reviews by Browser

Browser	Rating	Number of Positive Reviews	Number of Negative Reviews
chrome	2.782	264	236
edge	3.752	397	103
firefox	3.046	300	200
safari	2.852	258	242
opera	4.000	422	78

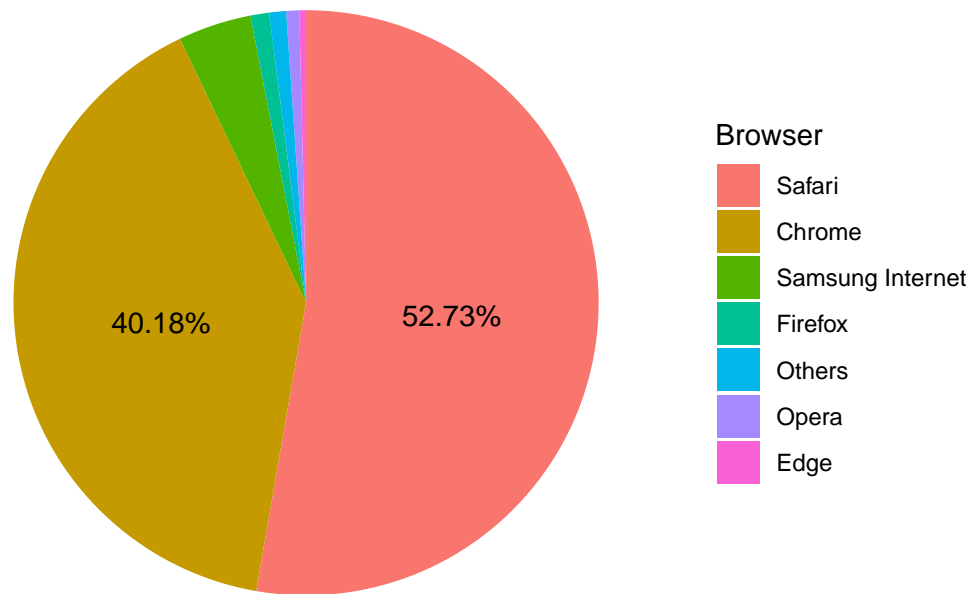


Figure 1: Market Share of Each Browser on Mobile Platform in 11/2023 (Source: StatCounter Global Stats)

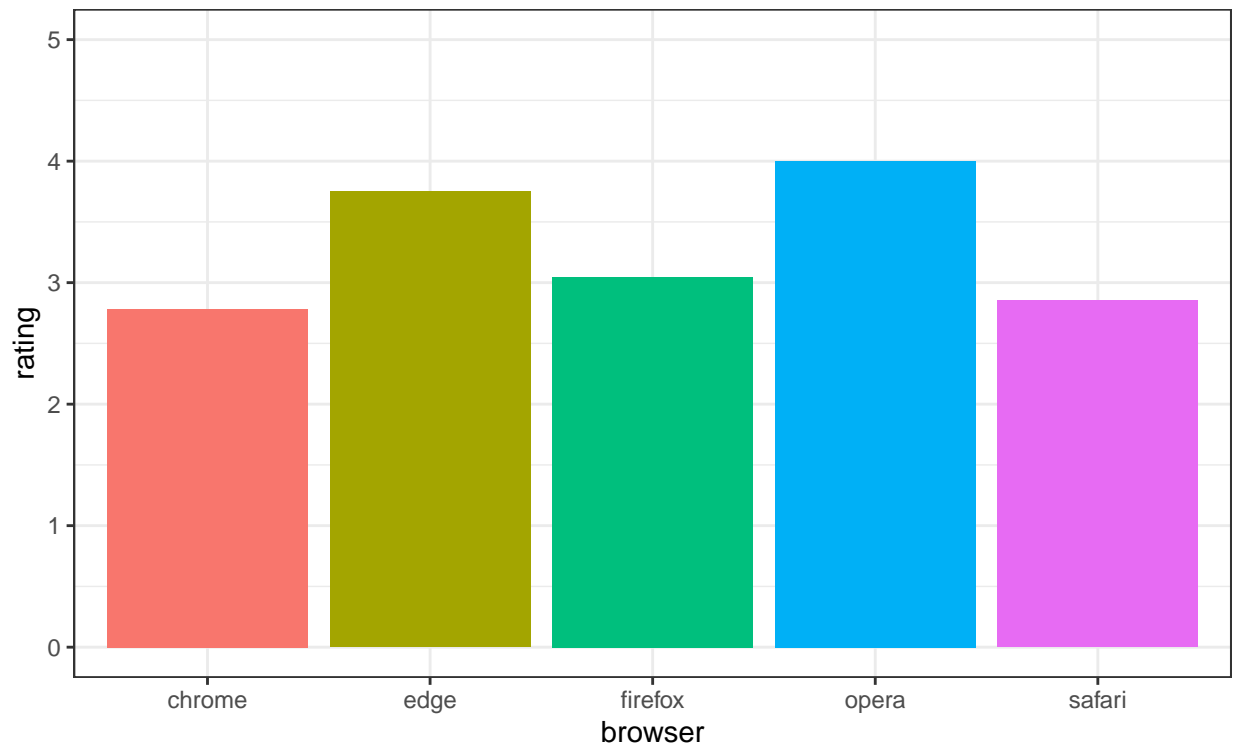


Figure 2: Ratings of Each Browser

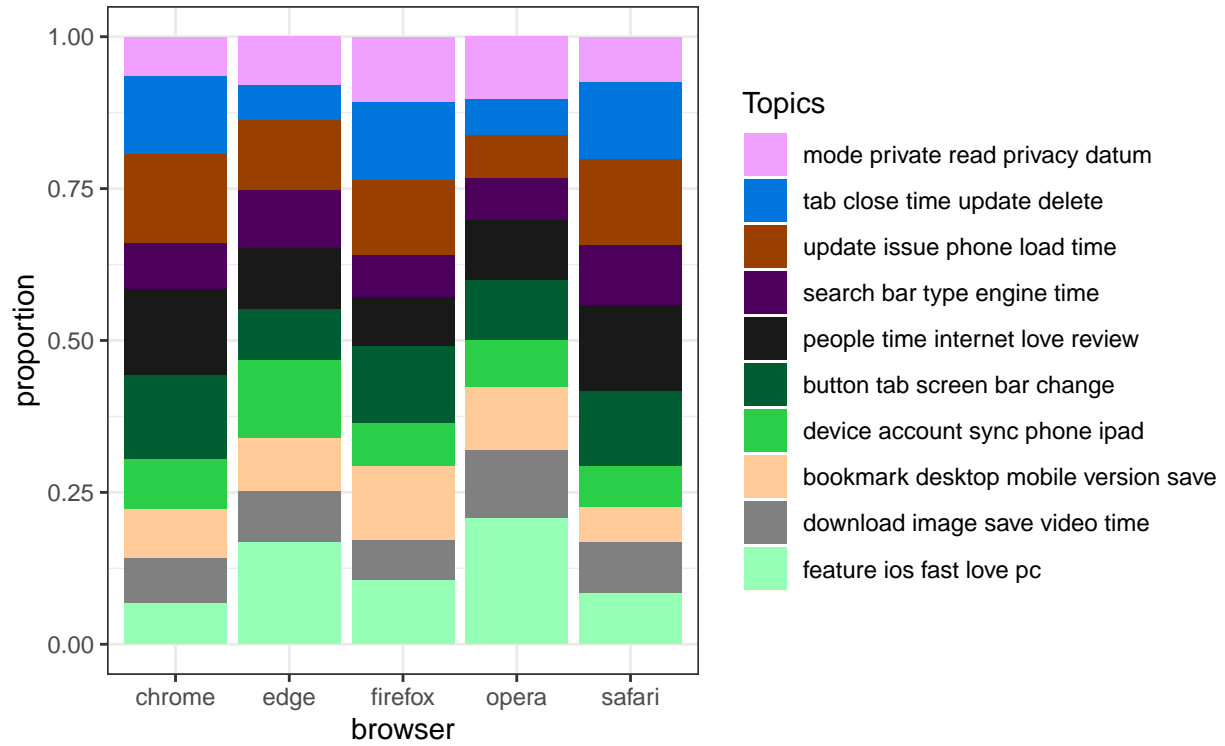


Figure 3: Top 10 Topics for App Store Reviews by Browser

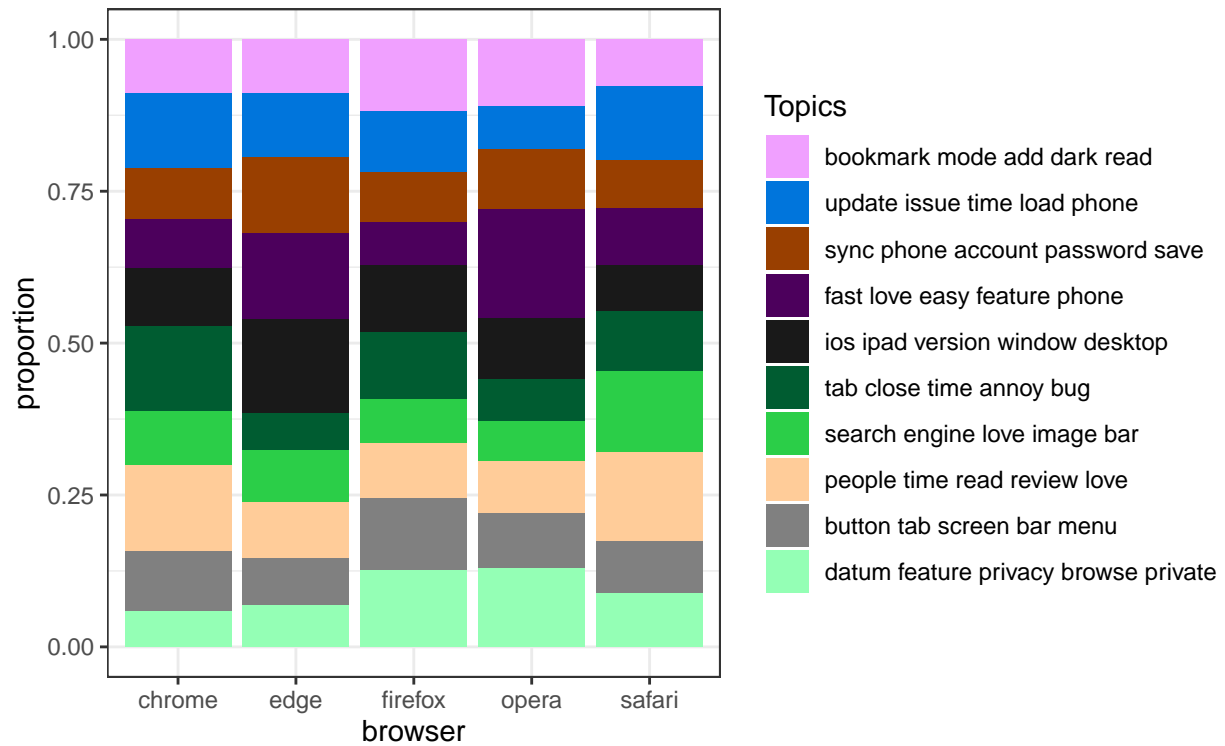


Figure 4: Top 10 Topics for Positive App Store Reviews by Browser

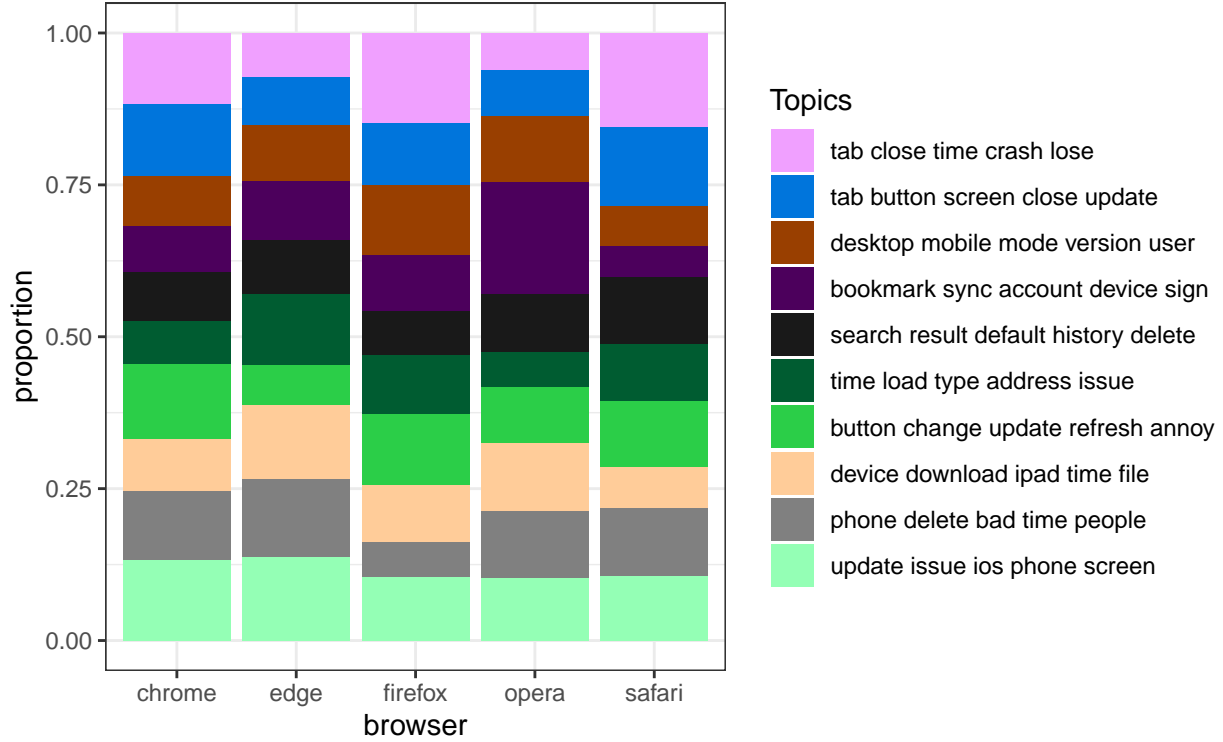


Figure 5: Top 10 Topics for Negative App Store Reviews by Browser

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