

Factors Influencing the Selection of Mobile Phone among University Students in Kenya

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Abstract

Mobile phone technology has reached unprecedented level leading to unconstrained selection nightmare. This study investigates the selection priorities of mobile phone among university students in Kenya. A total of 310 undergraduate students participated in the study. A survey research design was used in this study. Questionnaire was employed in collection of data and the collected data was analyzed using descriptive and inferential statistics. The findings from this study revealed that university students yearn for the latest technology phones which come with numerous features although not all features are actually used. The study established that the phone appearance, technology used in the phone, accessibility and connectivity are the most important considerations when selecting a mobile phone. The information obtained from this study will provide a baseline understanding of the factors influencing the selection and hence usage of mobile technology among university students in Kenya. Furthermore, the study shows how mobile features can be used as indicators of mobile phone selection.