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## **Innovative Features Driving Mobile Phone Usage By Students In Kenya**

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### **Abstract**

Mobile phone adoption and usage enjoyed drastic and exponential success as far as the history of technology adoption goes. However, there are indications that users are becoming overwhelmed by the unconstrained addition of features and services to the mobile phone guided by the assumption that “more is better”. Currently, mobile phone features present a range of innovations that are rarely useful to majority of users. The result is that many mobile phone features are never used and yet these features significantly contribute to power consumption and cost of the mobile phone. This study investigated innovative phone features that influence mobile phone usage patterns amongst university students in Kenya. In this descriptive analytical study 310 students were selected. Data was collected using a questionnaire and interviews. An average of 24% of respondents indicated that they used most of the features provided by their mobile phones. Provision of appropriate educational programs about beneficial use of mobile phone is quite crucial.

**Keywords-**Mobile phone features, usage patterns, feature clusters