

A study on mobile phone preference of graduates of University of Kelaniya, Sri Lanka

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Nowadays, a mobile phone is not just a communication device, but also a device that performs multiple tasks. As a result of changing needs and the preferences of customers, the mobile phone market is highly competitive and dynamic. This study explores factors associated with mobile phone preferences of graduates of the Faculty of Science, University of Kelaniya, Sri Lanka. An online survey was conducted and data were collected through a questionnaire. To identify the factors associated with mobile phone preferences, factor analysis was carried out and seven factors were identified; namely, basic features, camera features, performance and updated technology features, durability with safety standards, marketing strategy, pricing strategy and brand. The same procedure can be extended to find the factors associated with the mobile phone preferences of the graduates in Sri Lanka. Furthermore, a Latent Class model was fitted for the attributes of each factor revealed, and it showed that a majority of the respondents are highly interested in special offers and methods of payment. Performance and updated technology related features also influenced the graduates of University of Kelaniya when selecting a mobile phone. Awareness of the fact that consumers are looking for value for the amount paid, with durable and branded phones, is important for mobile phone vendors in enhancing the sales of mobile phones.

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