

**An Analytic Hierarchy Process (AHP)  
Study on Smartphone Selection Criteria  
among University Students**

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## ABSTRACT

**Purpose:**with today's fierce competition in mobile industry, especially smartphones, and with the huge selection of various smartphones, it's very hard for customers to choose the best smartphone for themselves. Also for the companies that are competing with each other to gain more market share it's very important to know which options are more important to the customers when they are selecting a smartphone, so they implement those options in their smartphone and gain more market share. This paper is taking analytic hierarchy process (AHP) approach to find out which options are more important to university students when they are consider to buy a smartphone. This will help the students to know clearly which options are more important to them in their next smartphone, as well as help companies to understand which options are more important for their customers.

**Design/Methodology/Approach:**the design methodology and approach is based on AHP model. This paper has two questionnaires; one is usage behavior of smartphone users in university, which is analyzed by SPSS. Second is AHP questionnaire, which is analyzed by SuperDecisions program.

**Findings:**The alternatives for this research are Apple, Nokia, and Samsung. Results indicate that Apple is by far more appealing to university students, while Samsung and Nokia are very close to each other. The main criteria that are important to students are performance, features, and operating system. Also the sub-criteria that are more important to the students are CPU speed, battery

life, and phone responsiveness.

Also this research contains usage behavior of smartphone owners in UCSI University.

**Research Limitations/Implications:**

Like all of the researches this research has some limitations. The limitation of this research is the sample size that is students in UCSI University.

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