

**SURVEY ON MOBILE PHONE USERS IN THE
BATTICALOA DISTRICT**



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ABSTRACT

The mobile phone has become a "social object" present in every aspect of our daily lives. The study of mobile phone usage is key issue in this modern business life. It is essential for users to understand the profile of users' characteristics and attitudes. Therefore this study was intended to survey on mobile phone users in the Batticaloa District to find out the profiles of user.

This survey states the main objective of the survey is to identify and study the profile of users of mobile phones in the Batticaloa District and it has sub objectives are to identify the user characteristics regarding the mobile phone usage, to identify the standard and advanced features of mobile phones influencing the user profiles and to identify the patterns of usage and telecommunication requirements of the mobile phone users.

The conceptualization of this survey has three main factors which are mobile phone features, user characteristics and mobile communicational requirements. And the methodology of this survey states convenience sampling to data collection. Data on variables were collected through the sample of 200 mobile phone user in the Batticaloa District.

The result of the survey reveals the current usage of mobile phone in the Batticaloa District. It concerns the trends regarding usage of mobile phone. The factor user characteristics are mainly considering the usage and it influence.

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