Title of Article: Consumer Purchasing Motives in Nigerian Cellular Phone Market: An Empirical Investigation

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Abstract The adoption of mobile phones in most part of the world has been exceptionally rapid over the last three decades. In response to this new wave in technology, Nigerian government under President Olusegun Obasanjo granted license to telecommunication operators in 1999. As a result, mobile phones now abound like staple food in most homes. In spite of this development, mobile phone usage is yet to gain prominence in academic literature. This exploratory study therefore attempts to examine consumer behavior in the mobile phone markets. The study surveyed 297 Nigerian consumers to identify their motives for purchasing new mobile phones on one hand, and factors affecting operator choice on the other. The results indicate that price and properties were the most influential factors affecting the purchase of a new mobile phone whereas price, availability and friends’ operator were regarded as the most important in the choice of the mobile phone operator. Based on this, contributions are discussed and suggestions for future studies in this under researched area are made.