**Title of Article:** A critical examination of consumer behavior in Nigerian Mobile Phone Market.

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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, Nigeria government under President Olusegun Obasanjo granted license to telecommunication operators in 1999. As a result, cellular phones are now as writing pens. In spite of this development, mobile phone usage is yet to gain prominence in academic literature. This exploratory study therefore attempts to examine consumer-purchasing motives in cellular-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 to 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.

**KEYWORDS:** consumer behaviour, mobile phone usage, Nigeria.