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Consumer-purchasing Motives in Nigerian Cellular Phone Market: An Empirical Investigation

RE Worlu

Abstract

This exploratory study attempts to examine consumer-purchasing motives in cellular-phone markets. The study surveyed 607 Nigerian consumers to identify their motives for purchasing mobile...

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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.

Keywords: Consume motive, mobile phone, usage,

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