Mobile Phone Usage and Consumption Motivations in Ota, Nigeria

KobloweObono, University of Ibadan, Nigeria

Abstract

Studies in mobile telephony have shown their relevance for Africandevelopment but little is known about the usage patterns andconsumption motivations of different groups in Nigeria. The study examinedthe phenomenon among University staff and students in Ota, with a view to describing the consumption motivations and patterns of mobile phone use. Survey, focus group discussions (FGDs) and in-depth interviews (IDIs)were used to generate data that explained the study problem. While the quantitative approach highlighted the usage patterns, qualitative methodsdescribed the factors that motivate mobile consumption. Findings show that mobile phones are mostly used for oral communication and social networking by adults and youths, respectively. Usage is predicated on the need for information, accessibility, connectivity, interactivity, networking, entertainment and cost efficiency whileconsumption is motivated by economic incentives, social benefits and convenience of use. Because mobilesnavigate sociocultural, economic and spatial boundaries, they providea ready platform for the dissemination of development messages in Nigeria.andpoint to the need for more attention in explaining the behavioural aspects of mobile technology in the developing countries of sub-Saharan Africa.

Keywords: Mobile phone usage, Consumption motivations, Entertainment, Social interaction, Communication.

.

Introduction

Several studies on mobile technology have concentrated on their uses for different purposes in Africa. They examined the use of mobiles for agriculture (Muto &Yamano, 2009; Aker, 2010), health (Granot, Antoni & Boris, 2008; Aker, 2010; UNAIDS, 2011), politics (Jidaw, 2009; Aker, 2010; Ofulue, 2011), literacy and nomadic education (Iro, 2006; Aderinoye,Ojokheta&Olojede, 2007; Muto &Yamano 2009), marketing (Gillenson& Stafford, 2004; Buys, Dasgupta, Thomas, & Wheeler, 2009), socioeconomic development (Gillenson, *et al*, 2004; Aker, 2010; Obono, 2012) as well asthe gratifications obtained (Leung & Wei, 2000; Gillenson, *et al*, 2004; Wei, 2006; Ramirez *et* al, 2008; Obono, 2012). Although these studies have provided preliminary insights into the uses of mobiles in the developing nations of Africa, little is known about their usage patterns and motivations for use in Nigeria. Hence, much still remains to be understood about mobile usage among different strata of the Nigerian population. The paperexamines the patterns of mobile phone use and consumption motivations of University staff and students in Ota, Nigeria. This is important because mobile telephony is a rapidly growing segment of the telecommunication industry and adequate knowledge of its operations would enhance development communication in Nigeria.

The emergence of mobiles has revolutionized information and communication technology (ICT), leading to the gradual shift from wired to wireless telephone. This shift is not, however, proportionate as the telephone experiences of the developed world differ from those of developing nations. For instance, most Africans leapfrogged landlines to mobiles relative to the West, where telephone companies first invested in traditional fixed lines before the adoption of mobiles (Aker, 2010). Accordingly, while Americans are minimising landlines partly because mobiles are useful in emergencies, developing countries of Africa have nothing to minimise but are maximising mobile technology, leading to an upsurge in wireless communication (Rainie&Keeter, 2006; Interlandi, 2007;Aker, 2010; Akpe, 2011).

The growth of mobile telephony in Nigeria is alarming. Global Systems of Communication (GSM) subscriber-base has continued to rise from about 1.6 million in 2001 to 62 million in 2008 and over 83 million in 2010 (Ndukwe, 2006; ITU, 2009; Akpe, 2011),spread across MTN (38,683, 520), Globacom (19,627,415), Airtel (15,834,243) and Etisalat (6,791,986). This high level of growth placed Nigeria 24th among 222 countries using cell phones in 2007

and positioned 7th in current world ranking but first in Africa with a total of 167,371,945 number of mobile phones (CIA Factbook, 2009; NCC, 2013a). Teledensity also increased from 32.8% to 81.8% between 2003 and 2013 (NCC, 2013b). This has contributed to the description of Nigeria as "one of the fastest growing GSM markets in the world" (Jidaw, 2009) and the technology has improved the nation's socioeconomic development.

The continual growth of telecommunication in Nigeria is linked to diverse factors, including increased subscription, promotional activities, emerging networks, multiple cell phone usage, lowering cost of mobile communication and connectivity (Aker, 2010;Obono, 2012). Accordingly, there are ten times as many mobile phones as landlines in sub-Saharan Africa and 60 percent of the population have mobile phone coverage because, having a mobile phone tower in a geographical location is strongly and positively associated with potential demand factors (Buys *et al,* 2009; ITU, 2009; Aker, 2010). This rapid increase calls for examination of the factors that propel mobile use ina country that could not boast of 120,000 wired lines before the emergence of GSM. The paper therefore describes how and why mobile technology is used, with a view to unravelling its communication pattern and motif for usage in Nigeria.

Developments of Mobile Telephony in Africa

Telephone operations in Nigeria have passed through different phases. It began with traditional telephones, which were only available to a few people but not the masses. During this phase, telecommunications was monopolised by the federal government through the Nigerian Telecommunications Company (NITEL). The sector wasunable to provide wired telephone services to most Nigeriansthat desired these services but deregulation of the industry in 2001 ushered in GSM, which changed the face of information and communication technology (ICT). At the inception of this new phase, the Nigerian Communications Commission (NCC) gave four wireless licenses to MTN Nigeria, Econet Wireless Nigeria Limited (now Airtel), Communication Investment Limited (CIL) and NITEL at a determined fee but the license of CIL was revoked due to her inability to pay the dues (Ndukwe, 2003). The emergence of these operators broke down the monopoly of NITEL, makingMTN, the first GSM network and Globacom, the first indigenous network and fourth GSM provider. Globacom won multiple licenses in 2002 and commenced operations in 2003. Since then, the

industry has witnessed continual growth of subscribers and network providers, whose services arego beyond a few rich individuals to diverse Nigerian publics.

The competitive market environment movedmobile telephony from an uncommon and expensive information and communication technology to a ubiquitous part of modern social life. While subscriptions worldwide increased to over 4.6 billion, those in Africa rose from 16 million in 2000 to 376 million in 2008 (Aker, 2010; ITU, 2010). Access to and use of mobiles in the developing countries of sub-Saharan Africa also increased by 49 percent annually between 2002 and 2007 relative to subscriptions in Europe, which grew by 17 percent (ITU, 2008). Mobile usage has grown significantly, covering most populations and rising by 100-400% in five years (Orbicom, 2007).

The increase in use may be associated with modern ICT trends, which makemobile phones to be more accessible than traditional media in terms of cost, geographical coverage and ease of use. Mobiles influence agricultural markets, leading to a significant reduction in grain dispersion and fish prices, increase market participation of farmers, and improve trader and consumer welfare (Muto &Yamano 2009; Aker, 2010). They promote adult literacy (Muto &Yamano 2009), nomadic education (Iro, 2006; Aderinoye*et al*, 2007) and post-election report via voice, text message and the Internet (Jidaw, 2009; Aker 2010; Ofulue, 2011).Cell phones also enable health management in that the professionals use mobiles as development tools in the collection, measurement and monitoring of health data (Granot, e*tal*, 2008). In Kenya, Malawi, and South Africa, cell phones are used to send reminders to HIV-positive patients about their anti-retroviral therapy schedule and enable community health workers to send information about HIV patients' status (Aker, 2010). The United Nations Children Emergency Fund (UNICEF) also used mobiles to launch HIV and AIDS campaign in Nigeria (UNAIDS, 2011).

Mobile technology has developed. It emerged from machine-assisted interpersonal communication to a mass media channel,but the inclusion of media content to its operation has increased the relevance of mobiles. News, videogames, horoscope, TV content and advertising have led to their status as the Fourth Screen (after Cinema, TV and PC) or the seventh of mass media (after Print, Recordings, Cinema, Radio, TV and Internet). Increased

capacity, larger coverage area, reduced power usage and interference from other signals have made mobile networks very important in Nigeria and sub-Saharan Africa (Ndukwe, 2003).

The growth of mobile telephony is associated with user motivations, which include the reasons, incentives, enthusiasm, interests or forces that influence human behaviour. Motivation results from the interaction of internal and external forces such as individual expectations and rewards. Consumption motivationthereforerefers toideas or services that enhance the decision to consume a product based on behavioural intentions and desired goals to satisfy a need. While intrinsic consumption motivation suggests that the individual's motivational stimuli comes from within, extrinsic motivation implies that consumer performances are controlled by an outside source. The paper, therefore, describes the factors that compel mobile phone usage among different people in the university community.

Theoretical Framework

Some propositions of Uses and Gratifications (U&G) and Motivation Theories were used to situate the uses, intentions and motivations of mobile phone use in the University. These theories complement each other in defining, examining and explaining the phenomenon.

Uses and Gratifications Theory

Uses and Gratifications (U&G) concentrates on how and why people use media, explaining the motivations and behaviours of media users. It is interested in why audiences engage in various forms of media behaviour,focusing on the consumer rather than the message by asking "what people do with media" rather than "what media does to people" (Katz, Blumler, &Gurevitch, 1974:12). The theory assumes that audience members are active in seeking media that best gratify their needs. At the heart of U&G is the ability of the consumer to be in control of media usage and the objective is to explain how individuals use media and discover underlying motives. The theorytherefore provides a user-centred perspective to evaluate motivations.

This approach arose out of the functionalist perspective and has been used to study motivations for using general media applications and choice of mass media and communication (Eighmey& McCord 1998; Gillenson& Stafford 2004). U&G is suited for explaining why media are used, assuming that an individual will seek out different

information and use them uniquely (Wei and Lo, 2006). The theory presents four basic tenets: the audience is actively consuming media, the choice of media lies with the individual, media compete with other sources of human needs, and individuals are able to articulate their needs and recognize them. U&G focuses on individual preferences in media use, hence, its relevance in explaining mobile phone usage and consumption motivations of individuals in the Ota university community.

Although the rigorous nature of the theoryhas been challenged, current research has used this theoretical framework to explain the uses of new media. The emergence of computer-mediated communication has revived the significance of U&G, providing cutting-edge theoretical approach in the initial stages of new mass communication medium (Ruggiero, 2000; Wei and Lo, 2006). Proponents argue for the suitability of U&G for studying new communication technologies and audience analysis since people are presented with an increasing number of media choices, motivations and satisfactions. The theory remains a popular technique for studying emerging media like cell phones (Wei, 2006; Leung, 2007; Ramirez *et al*, 2008), social media (Raacke & Bonds-Raacke, 2008) and YouTube (Haridakis & Hanson, 2009). It is suited for exploring the uses and gratifications of interactive technologies (Ruggiero, 2000).

The primary strength of U&G lies in its ability to permit investigation of mediated communication situations via sets of needs, motives, communication, channels, content and gratifications within cultural contexts. Based on the newness of mobile technology in Nigeria, the theory is relevant for examining its usage and the underlying reasons for that. As media continue to provide people with a wide range of communication platforms, the theory is appropriate for investigating reasons for audiences' use of mobile and communication forms.

Motivation Theories

Several theories have attempted to explain how motivation works and the factors that propel use of specific media. In addition to U&G, Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB) help explain mobile phone consumption motivations in the study community.

Theory of Reasoned Action was formulated as an attempt to examine consistency in studies of the relationship between behaviour and attitudes (Fishbein & Ajzen 1975; Werner 2004). It posits that volitional behaviours are influenced directly by behavioural intensions, which are the result of attitudes towards performing the behaviour and subjective norms relayed to the behaviour.The theory aims at explaining this volitional action, excluding spontaneous, impulsive or habitual behaviours. The main concepts of TRA are "principles of compatibility" and "behavioural intention" while its components are behavioural intention, attitude and subjective norm (Fishbein & Ajzen 1975). Behaviour intention is determined by attitudes and subjective norms, which are individual judgment regarding preference and support for a behaviour (Fishbein & Ajzen 1975; Werner, 2004). The theory was however criticized for neglecting the importance of social factors that could determine individual behaviour (Werner 2004), hence, the proposition of Theory of Planned Behaviour (TPB)to cater for this gap and expand the range of behaviours (Ajzen, 1991).

Theory of Planned Behaviour explains and predicts actions that are not completely under the volitional control of the actor, stating that behavioural achievement depends on both motivation (intention) and ability (behavioural control). The theory predicts deliberate and planned behaviour. It is considered an extension of TRA because their main assumption is that individuals are rational in considering their actions and implications (Werner, 2004). The theories have been used to explain Information Technology (IT) adoption process from individual perspectives, including voice-mail technology and WAP service (Hung, Ku & Chang 2003). Consumption motivation is anchored on the proposition that individuals are rational in their mobile phone behavioural intentions and actions. U&G, TRA and TPB provide a useful framework for explaining mobile phone uses, communication and motivations in the university community.

Methods

Quantitative and qualitative research approaches were used for in-depth examination of mobile phone use and motivations among staff and students of Covenant University, Ota, Nigeria. The combination of survey, focus group discussion (FGD) and in-depth interview (IDI) provided data that explained the study phenomenon. While the quantitative method examined usage patterns, qualitative methods uncovered consumption motivations.

Stratified and available sampling techniques were used in selecting the survey participants. The university was first stratified into students and staff, comprising management, administrative, teaching and unskilled staff before samples were drawn from available persons fromall the colleges. The procedureenabled the inclusion of sub-groups that represented adults with low and high incomes, as well as the dependent members of society (students). Purposive sampling was used in selecting discussants and interviewees for the qualitative research. This ensured the capturing of views from diversified publics and provided knowledgeable information on mobile phone use and motivations among members of the community.

The questionnaire consisted open-ended and closed-ended questions to permit extraction of data that was not limited by the researcher's frame of reference. It was administered on 668 respondents, comprising staff (63 percent) and students (37 percent); males (48 percent) and females (52 percent), aged 15-20 years (17.4 percent), 21-25 years (25.4 percent) and 26 years and above (57.2 percent). Fifteen IDIs and 8 FGDs were conducted based on age, sex and occupation. They highlighted the patterns and motivations of mobile phone use by the study participants. Descriptive analysis was performed on both sets of data, providing deep insights and detailed information concerning the study issues. While quantitative data analysis showed frequency counts and percentage distribution, qualitative findings emerged from ethnographic summaries and content analysis, which expanded understanding of mobile phone usage and consumption motivations in Ota, Nigeria.

Results

The result presents and describes the uses, patterns and motivations of mobile phone consumption in the university community. It unravels that all respondents, irrespective of their socidemographic backgrounds use mobiles for various reasons. The age, sex and occupational distribution of participants vary as well astheir monthly income, which ranges: below ₦40,000 (34 percent), between ₦40,001 to₦100,000 (24 percent) and above ₦100,000 (42 percent). The study population is a reflection of the Nigeria public, which comprises students, skilled class and the unskilled labour force.

Mobile Phone Usage

Mobile phones are used in various capacities based onindividual choices and decisions. Usage is diversified to meet human needs in a changing media environment. Table 1 reveals that mobiles are mostly used for making and receiving calls (63.0 percent), browsing the Internet (20.4 percent) and text messaging (12.6 percent), indicating that the mobile technology is often used for information, communication and entertainment.

Table 1: Uses of Cell Phone

Uses	Frequency	Percentage
To make and receive calls	421	63.0
To browse the Internet	136	20.4
To send and receive SMS	84	12.6
To listen to radio/music	10	1.5
For business interaction	11	1.6
Others	6	0.7
Total	**668**	**100**

Their uses were elaborated by discussants and interviewees, who noted that browsing the Internet includes a range of activities likesocial networking, downloading games and videos, watching films, chatting and research. In other words, Cell phones are enriched with multiple capacity for communication and audio-visual; recording, installing applications; transferring data and files; and visiting the World Wide Web. Although survey result shows browsing the Internet as the second most used form of mobiles, students elaborated that they use it mostly for browsing because it is cost effective and convenient for meeting their needs.This opinion is captured by some discussant thus:

I use mobile phone for communication and easy access to the Internet.For doing assignments and research. My cell phone is used for making calls, chatting, messaging, browsing, downloading materials, and listening to music and watching videos.

(FGD, Male).

We use mobile phones for social networking. You rarely see young people like us use phones to make calls. We use the device mainly to chat, receive comments and update our status. Mobile phones make it easier for one to interact with people that you normally would not speak with. We also use it to upload pictures, connect with friends, browse, and show off, to give the impression that one is rich, not timid (IDI, Male).

Mobile phones facilitate connection with members of a social group and improve communication, coordination and service delivery. They provide entertainment for young people and low tariffs for short messages. Their use in the university community corresponds with the common reasons for media use, classified by McQuail (2010) asinformation, social interaction, entertainment, education and economic gratification.

There aredifferences in the usage patterns of young and old people. Qualitative data reveal that while students mostly use mobiles for social networking and entertainment, including to "watch films", "play games", "chat", and "browse the Internet", adults use the deviceto make calls geared towards information and business. This finding partly corroborates the notion that cell phone use is strongly affected by age, gender, employment status, and country (Lifestyle, 2008). The disparity in use could be associated with individual needs, preferences and disposition, notably that young people are inquisitive and have more leisure time than adults to explore their environment and adapt tonew media technologies. The utility of mobiles are enormous and gratify youth's entertainment needs. They propel interaction, stimulate learner awareness, and facilitate the distribution of information and feedback among different categories of people. The gratifications obtained depend on the ability of the technology to satisfy the socioeconomic needs of consumers, who are conscious of media-related benefits.

The pattern of mobile communication also varies but its discourse remains social. Table 2 reveals that the communication is targeted at family members (53.0 percent) and with family-centred discussion contents (52.1 percent),reflecting the premium placed on the family institution in the Nigerian social structure. Mobile communication is therefore embedded in the communal African personality and cultural system, which connects and sustains family interaction, integration, cohesion and solidarity. The device remains a veritable tool for

enhancing family union and sustaining cultural ideologies, values and belief systems. Considering the existing structure of mobile communication, development messages could be easily disseminated through technology-mediated communication.

The cordial, informal, personal, affective and social nature of mobile communication is also reflected in the table as three quarters of communicators are family members and friends (74.7 percent). Business (25.4 percent) is the second most discussed topic because mobile phone has become a compulsory tool for many to keep in touch in the business world (Ling, 2000).Cell phones have revolutionized communication, making it faster, easier and attractive because it bridges the barriers of space, time and place. They are widely used due to the emergence of digital personal communication systems, which offer consumers the convenience of using voice, SMS and other new media features. Mobile usage is therefore a rational, deliberate and planned activity for achieving specific goals and meeting human needs. The five 'W's and 'H' of communication are implicated in its use as consumers are active in determining *what* is done and discussed with the device, *who* is targeted, *when,where*, *how* and *why* the technology is used.

Table 2: Pattern of mobile communication

	Description	Frequency	Percent
Communication Targets	Family members	354	53.0
	Friends	145	21.7
	Business associates	90	13.5
	Colleagues	62	9.3
	Others	17	2.5
		n=668	**100**
Discussion Issues	Family	348	52.1
	Business	170	25.4
	Office work	89	13.5
	Politics	15	2.2
	Religion	15	2.2
	Fashion	15	2.2
	Economy	8	1.2

Others	8	1.2
	n=668	**100**

Users mostly discuss issues that are related to the family and vital in the gratifications obtained. Mobiles perform functions that were unimaginable with oral culture and traditional media. They navigate cultural, social, economic and spatial boundaries to accommodate diversified Nigerian publics. With the growth of mobile telephony and the Internet, messaging has moved beyond individual use to an effective social and business network. Consumers are aware of their usefulness and articulate the motifs for their consumption. Cell phonesgratify human needs for information, economic empowerment, social interaction, integration, and cultural cohesion while the communication processes are goal oriented and propelled by users' intentions, preferences and needs.

Cell Phone Consumption Motivations

Human behaviour is the actual performance of intentions, which are triggered by various reasons and motivations. Cell phone consumers seek gratifications, which are rooted in the basic need to maximize profit and driven by external forces and human interest to do things out of pleasure, importance or enjoyment. Mobile usage is predicated upon the need for connectivity, interactivity, accessibility, networking, entertainment and cost efficiency. The reduction in the prices of subscriber identification module (SIM), handsets and tariffs increases mobile phone consumption but the decision to use a telecom network depends on the envisaged benefits. Consumers therefore target GSM providers that offer incentives that meet their desired needs. These motivations are captured in by an interviewee, thus:

> What motivates one to use mobile phone is the fact that you are able to connect and interact with different people at low cost. When I need to rest, all I do is pick upmy cell phone, listen to music, watch movies and chat with friends. It is so beautiful to know that one can depend on mobile phones for many things.

Different things motivate discussants, including easy mobility, security, connectivity, socialization and incentives. The free airtime and megabytes (MBs) offered users for making calls, sending text messages and browsing the Internet motivate consumers as these incentives enhance communication, interaction, information acquisition and social

networking. Young people benefit the most as the free MBs enable regular surfing of the Internet. While mobiles provide cheap and user-friendly platforms for social interaction and entertainment for adolescents and young people (AYP), they are convenient for instant messaging, e-mail and oral communication among adults. Hence, economic incentives, social benefits and convenience of use motivate mobile consumption as indicated:

> The general motivation for the consumption of cell phones among young people and adults may differ slightly depending on the environment and upbringing [of users]… Among young people, listening to music, chatting, instant messaging (IM) and watching films motivate consumption but among the adults, calls, to make contact with business partners and chatting motivate them.

The trend for AYP is to create their unique subcultures and use mobiles for social networking and entertainment rather than communicate through SMS or e-mail (Ishii, 2004). Older people are motivated by theuse of e-mail for business transactions because mobile use isassociated with convenience, low cost, and utility for coordinating events. The gratifications received by participants are instrumental, social and economic and this is consistent with the findings of other researcher (Leung and Wei 2000; Leung, 2007; Obono, 2012).

The use of mobiles by AYP is Internet-laden but underneath the interactive function is its utility for escape. This motive was revealed as a *Freudian slip*from a discussants who noted that "…Mobile phones make it easier for one to interact with people that you normally do not speak with… and show off, to give the impression that one is rich, not timid". Although this was the motive revealed by a discussant, most of the other participants re-echoed this motive by acknowledging that mobiles provide the platform for some people to escape from personality and communication deficiencies because individuals can pretend, say and do things that they will normally not do with face-to-face communication. Mobiles are therefore used as an escape route for shy people and enable falsification because people can provide wrong information and impressions about themselves. People escape from perceived social shortcomings and uncomfortable realities of individual existence. They may masquerade rich and brave personalities instead of poverty and timidity. Escapeconsumption motivation is not limited to false presentation of self but has implications for ease of interaction, negotiation and dissemination of information.

This motivation of mobile usage partly agrees with some of Lull's (1982) typology of social uses of the media for affiliation, avoidance and isolation. Mobiles sometimes operate as an avoidance medium where people evade physical contact or escape from the realities of life. The intentions for mobile use also differ. Adults desire speedy dissemination of information while youths need social media facilities. Some staff submitted that "the ease of communication, handy mobiles and reduction in the risks of long journeys" motivate them relative to the entertainment motivation for students. Other motivators are captured by an interviewee, thus:

> I am motivated by a lot of things. Portability [of the device], platform of the operating system, for example, Open source, Android, Windows, etc. go a long way to determine the applications on the cell phone. The cost of the cell phone, user-friendliness and Internet connectivity also motivatemy use. Availability and speed of the Internet service provider (ISP) and colour of the phone also motivate consumption.

The discussions reveal that the device is a necessity life tool, which provides users with the opportunity to strengthen social relations. The instrumental and instructive functions for education, coordination and affection motivate users. For example, accessing the Internet, sending photos, recording and watching videos and accessing a social media site motivate young people. The technology enhances information flow among people, groups and organisation in immediate and remote environments, causing the grassroots to become beneficiaries of new media and development opportunities.

The fact that mobile use is less discriminatory also propel consumption because it accommodates all categories of people irrespective of their social, economic, religious, cultural and political affiliations. Mobiles are vital for information, education, entertainment, interaction, and communication. Based on their strengths, the technology would provide opportunity for targeted development communication, hence, the need for integrating development messages into mobile discourse.

Discussion

Communication is undergoing transformation and segmentation in its roles and functions. Advancement in technology has brought about machine-assisted communication, which has expanded the two-way communication, adding value to social events and influencing socioeconomic and cultural landscapes. Mobile phone is becoming the primary personal communication medium that consumers use to construct social reality and identities because'not having a mobile could mean exclusion from new forms of sociality' (Leung & Wei, 1999; Ling, 2000; Henderson et al, 2003:128; Wei, 2006).

The introduction of mobiles in Nigeria was fully embraced. Unlike wired lines that were accessible toa few wealthy and urban intelligentsia, mobile phoneusage is spread across poorer, elderly, and rural groups due to lower-priced handsets and lower-denomination airtime(Aker, 2010). Accordingly, all participants use mobiles to meet the needs for information, interaction, education and entertainment, corroborating the position that the technology is important for building relationships, sharing information, and overcoming long distances (Interlandi, 2007). The device enables provision of targeted and time sensitive information (Kasriel, 2008), creating opportunities for easy dissemination of information. While users are motivated by the information, education, entertainment and interaction properties of the device, mobiles could be used for mass mobilisation and information exchange among peers, family members, friends and other social groups.

The media platform renders multiple services. Mobiles provideeasy access to the Internet,actualise human needs and cause consumers to move from intentions to actions. Ownership of smartphonesalso gratifies instant messaging and e-mail (Ramiz *et al*, 2008). The development of cell phones from machine-assisted interpersonal communication to mass media channels has expanded the reach of mobile information. Development messages could therefore be incorporated into mobile news, videos, games, music, and social media as messages placed in this platform could easily reachvarious groups inthe Nigerian society.

Different media offer different opportunities. Mobiles are mostly used for affiliation because they are sociable tools for integration rather than isolation (Bailyncited in McQuail, 2010). As a tool for integration, consumers engage in targeted discussion with family and friends but views of isolation and avoidance are more evidenced in television than new media. Media

use is therefore dependent on consumer needs, choices and decisions. They are shaped by circumstances of time, place, sociocultural habits and perceived gains. The social uses of mobile phones in the study community are consistent with McQuail's (2010) uses of the media for managing relations, conversations, social exchange and social attachment.

The effectiveness of mobiles depends on their ability to satisfy human needs. People make rational choices that relate a particular communication medium with specific tasks and degree of richness required. Cell phones are rich in meeting needs for instant feedback, multiple cue transmission, natural language, social interaction and personal focus. They operate within cultural, context-specific, people-oriented and complex social fields and are mediated by society and societal factors (Leung & Wei, 2000; Murphie& Potts, 2003). A combination of social utility and cost effectiveness has made mobile telephony desirable, meaningful and relevant for development communication. Through cultural redefinition for use, consumers construct and maintain norms and values, and strategize around the interactivity component of mobiles.

In line with the main assumption of TRA and TPB, cell phone users are rational in determining their preferences, actions and usage intensions by actively choosing and using services that align with their needs. Mobile use among youths is driven by web-surfing rather than news-seekingand this finding is consistent with those of Leung (2007) andWei (2008). Motivations for media use are diverse, including content and process (Stafford and Stafford, 1996), hedonic and utilitarian (McClatchey, 2006) and social (Gillenson and Stafford, 2004).Corroborating previous media research (Leung and Wei, 2000; Wei, 2006), the broad motivations for cellular phone consumption are information exchange, conversation, socializing, entertainment, education, fashion, escape and communication medium appeal while needs satisfied are sociability, entertainment and instrumentality.

The rapid growth of mobile telephony in Nigeria is therefore related to their perceived benefits. Usage is beneficial to subscribers as mobiles gratify the social and economic needs of consumers. Mobile phones are beneficial to diverse Nigerian populations. Development agents should therefore explore the interactive, entertainment and networking components of mobilesto disseminate development information to different strata of the Nigerian public, including urban and rural dwellers, rich and poor, literate and non-literate, as well as young

and old persons. The dynamic nature of mobile communication would enable users to access,interact and exchange informationgeared towards human development.

Conclusion

The paper examines mobile phone usage and motivations among staff and students in a Nigerian University community. Mobiles are used for oral communication, which is targeted at family members and centred on family discussion contents. Although the device is mostly used for social interaction, adults use mobiles for information while young people use it for social networking and entertainment. Motivations for mobile phone consumption are based on diverse needs, benefits and intentions. Understanding mobile phone usage and consumer motivations is important for exploring mobile technology as well as its use for audience-specific development communication in Nigeria.

References

Aderinoye, R. A.,Ojokheta, K. O.& Olojede, A. A. (2007). Integrating mobile learning into Nomadic Education Programmes in Nigeria: Issues and perspectives.*TheInternational Review of Research in Open and Distance Learning,* 8(2)

Aker, J. C. (2010). Information from markets near and far: Mobile phones and agricultural markets in Niger.*American Economic Journal: Applied Economics,* 2(3): 46-59.

Akpe, A. (2011). Nigeria now has 83m active GSM lines.*BUSINESSDAY,* p. 1

Ajzen, I. (1991).The Theory of Planned Behavior.*Organizational Behavior and Human Decision Processes,* 50(2):179-211.

Buys, P. S., Dasgupta, T., Thomas, S. &Wheeler, D. (2009). Determinants of a digital divide in Sub-Saharan Africa: A spatial econometric analysis of cell phone coverage.*World Development*, 37(9): 1494-1505.

CIA World Factbook.(2009). Cell phone usage worldwide by country. Pearson Education Inc.http://www.infoplease.com/ipa/A0933605.html. (Accessed 17 March 2010)

Eighmey, J. &McCord, L. (1998). Adding value in the information age: Uses and Gratifications of sites on the World Wide Web.*Journal of Business Research* 41: 187-194.

Fishbein, M. &Ajzen, I. (1975).*Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA.

Gillenson, M.L. &Stafford, T.F. (2004). Motivations for mobile devices: uses and gratifications for m-commerce. Proceedings of the Third Annual Workshop on HCI Research in *MIS*, 70-75, Washington, D.C.

Granot, Y., Antoni I. &Boris R. (2008). A new concept for medical imaging centered on cellular phone technology.*PLoS ONE* 3(4): e2075.

Haridakis, P. &Hanson, G. (2009). Social interaction and co-viewing with YouTube: Blending mass communication reception and social connection.*Journal of Broadcasting and Electronic Media*, 53(2):317-335.

Henderson, S., Taylor, R. &Thomson, R. (2002). In touch: young people, communication and technologies.*Information, Communication & Society*, 5(4): 494-512.

Hung, S.Y., Ku, C.K. &Chang, C.M. (2003). Critical factors of WAP services adoption: An empirical study.*Electronic Commerce Research and Application*, 2(1): 42-60.

Interlandi, J. (2007). How safe are cell phones? *Newsweek* Web Exclusive

www.newsweek.com/id/80966 (Accessed November, 2010)

Iro, I. (2006).Nomadic education and education for nomadic
Fulani.http://www.gamji.com/fulani7.htm. (Accessed October, 2009)

Ishii, K. (2004). Internet use via mobile phone in Japan.*Telecommunications Policy*, 28: 43–
58.

ITU (2008).World telecommunication indicators database. Geneva: International
Telecommunications Union.

ITU (2009). Information society statistical profiles 2009: Africa. Geneva: International
Telecommunications Union.

ITU (2010). Key global telecom indicators for the world telecommunication service sector'.
http://www.itu.int/ITU- D/ict/ statistics/at lance/KeyTelecom.html (Accessed 16 May
2011).

Jidaw S. (2009).Telecom business and providers in
Nigeria.http://www.jidaw.com/telecomproviders.html (Accessed October, 2009)

Kasriel, D. (2008).Advertising on mobile phones: Speaking to Asian consumers.
http://www.euromonitor.com (Accessed October, 2009)

Katz, E. (1987).Communication research since Lazarsfeld.*Public Opinion Quarterly,* 51:
525–545.

Katz, E., Blumler, J.G. &Gurevitch, M. (1974).Utilization of mass communication by the
individual.In Blumler, J.G. &Katz, E. (eds.): *The Uses of Mass Communications:
Current Perspectives on Gratifications Research*, Sage: Beverly Hills, CA, pp.19–32.

Leung, L. (2007). Unwillingness-to-communicate and college students' motives in SMS
mobile messaging.*Telematics & Informatics* 24 (2): 115-129.

Leung L.&Wei R. (2000).More than just talk on the move: Uses and gratifications of the
cellular phone. *Journalism and Mass Communication Quarterly,* 308- 320.

Ling, R. (2000). We will be reached: the use of mobile telephony among Norwegian
Youth.*Information Technology & People* 13(2):102-120.

Lull, J. (1982). The social uses of Television', in D.C. Whitney et al (Eds.) *Mass
Communication Review Yearbook 3*: 397-409. Beverly Hill, CA: Sage.

McClatchey, S. (2006). The consumption of mobile services by Australian University
Students.*International Journal of Mobile Marketing* 1:1.

McQuail, D. (2010).*Mass Communication Theory.*London, Thousand Oaks, New Delhi: Sage
Publications.

Murphie, A. &Potts, J. (2003). "1".*Culture and Technology*. London: Palgrave.

Muto, M.&Takashi, Y. (2009). The impact of mobile phone coverage expansion on market participation: Panel data evidence from Uganda.*World Development* 37(12): 1887-96.

NCC (2013a).Industry statistics: Subscriber data. Nigerian Communications Commission. Accessed July, 2013

NCC (2013b). Increase in Teledencity, Nigerian Communications Commission. http//mobile.punchng.com.php? (Accessed March, 2013).

Ndukwe, C.A. (2003). An overview of evolution of the telecommunication industry in Nigeria and challenges ahead (1999 – 2003).Nigerian Communications Commission Telecom summit.

Ndukwe, E. C. (2006). Three years of GSM revolution in Nigeria. http://www.ncc.gov.ng/speeches_presentations/ (Accessed October, 2009).

Obono, K. (2012). Socioeconomic dynamics of multiple mobile phone (M^2P) usage and communication in Ota, Nigeria. *International Journal of Electronic Finance* 6 (3/4): 256-267.

Ofulue, C. I. (2011).Literacy at a distance in multilingual contexts: Issues and challenges. *The International Review of Research in Open and Distance Learning,* 12(6)

Raacke, J. &Bonds-Raacke, J. (2008).MySpace and Facebook: applying the Uses and Gratifications theory to exploring friend-networking sites.*CyberPsychology& Behavior*, 11(2):169-174

Rainie, L. &Scott, K. (2006).Cell Phones.www.pewinternet.org/Experts (Accessed October, 2009)

Ramirez, A., Dimmick, J., Feaster, J. &Lin (2008).Revisiting interpersonal media competition: The gratification niches of instant messaging, e-mail, and the telephone. . *Communication Research*, 35(4): 529-547

Ruggiero, T. E. (2000). Uses and Gratifications Theory in the 21st Century.*Mass Communication & Society,* 3(1): 3–37

Stafford, M.R. &Stafford, T.F. (1996). Mechanical commercial avoidance: A Uses and Gratifications perspective.*Journal of Current Issues and Research in Advertising*, 18: 27-38.

UNAIDS/UNICEF (2011). Global HIV/AIDS response. Epidemic update and health sector progress towards universal access. 2011 Progress

Report.http://www.unaids.org/en/media/unaids/contentassets/documents/unaidspublic
ation/2011/20111130_ua_report_en.pdf (Accessed 30 November 2012)

Wei, R. (2006). Motivations for using the mobile phone for mass communications and
Entertainment.*Telematics and Informatics*, 34(8):34-56.

Wei, R.& Lo, V. (2006). Staying connected while on the move: Cell phone use and social
Connectedness.*New Media and Society*, *8*(1): 53-72.

Werner, P. (2004). Reasoned Action and Planned Behavior.In S.J. Peterson & T.S. Bredow
(eds), *Middle Range Theories: Application to Nursing Research*, Lippincott Williams
& Wilkins, Philadelphia, pp. 125-147.