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Market Women and the Mobile Phone in Nigeria

Abstract: Nigeria has witnessed an unprecedented penetration of information and communication technology since the beginning of the new millennium (year 2000). Interestingly mobile phone, popularly referred to as GSM in Nigeria has remained one of the leading technologies in terms of access and usage among Nigerian. People from all walks of life have adopted the mobile phone as an important communication tool used for various purposes. Among the millions of Nigerian who own and use mobile phone are market women. Market women in Nigeria are one of the driving forces of economic growth through their economic activities of buying and selling of goods and rendering services. It is observable that these category of Nigerians (market women) predominantly lack the basic western education, those that are educated have the basic primary school education or secondary school education, yet they contribute to the economy. This study examines the use of mobile phone by these women. The study purposively drew a sample of 150 market women in a popular and the largest market in north-eastern Nigeria: Maiduguri Monday Market in Borno State. The study sought to fill a gap in knowledge as to mobile phone usage. It sought to find out what market women in Nigeria use the mobile phone for? The study found out among other things that they utilize the mobile phone for business transactions and boost business results. The study concluded that the mobile phone has become an important tool for communication and business purposes and market women are exploiting the advantages in spite the challenges.

Key words: *Mobile phone, market women, usage, Nigeria, GSM, ICT*

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