

**MOBILE PHONE USAGE AMONG KAYAYEI IN MADINA MARKET**

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### DECLARATION

I hereby declare and confirm that this thesis is my own work which was produced from research undertaken under the supervision of Ms. Sarah Akrofi- Quarcoo. Other works that I have cited in the study have been duly credited in the reference section.



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(Candidate)	(Supervisor)

Date..... Date.....

## **DEDICATION**

I dedicate this work to Almighty Allah for His infinite mercies, guidance and protection.



## ACKNOWLEDGEMENT

Thesis writing has always been a significant milestone for any student. I could not have done it alone. I owe gratitude to some few people who helped me accomplish this.

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## ABSTRACT

This study sought to examine the use of mobile phone by Kayayei in Madina market. The study used the Uses and Gratifications theory as the framework within which the research was situated.

The study was done qualitatively using the focus group discussions to gather data. Twenty one Kayayei in the Madina market were used for the study. The Kayayei were divided into three groups based on their characteristics. The first group comprised eight Kayayei who were semi educated, earned between 10- 30 gh cedis a week and used mobile phone. The second group was made up of eight illiterate Kayayei who also earned same wage as the first group and used mobile phone. The third group however, was made up of five Kayayei who did not use mobile phone but were bent on acquiring a mobile phone in the shortest possible time.

The research discovered that mobile phone was an important tool to the Kayayei not only because they used it for communication purposes but also used it for doing business with their customers. The motivating factor for their use of the mobile phone is its ability to keep them in constant touch with family and customers. The study found that the Kayayei used the mobile for money transfers and also saved their money on the mobile wallet and accessed it as and when they wanted to redraw some money for remittance. It also discovered that some features on the mobile phones such as radio and games served their entertainment purposes. Whiles they used the torchlight as improvised lighting, they used the calculator for trading purposes. It discovered that the Kayayei used the mobile phone for economic and social activities as well as a tool for satisfying their information needs. They got a sense of satisfaction and pride by using a mobile phone. The study also revealed that the Kayayei who used mobile phones felt accomplished and successful having been able to use mobile phones, it gave them a sense of belonging. It also discovered that the mobile phone provided them security and replaced personal travels. It also saved time and cost. The research found that mobile banking had replaced mainstream banking among the group. It also discovered that the group were aware of some of the mobile phone applications specifically, what's up and Facebook though most of them did not use any because of illiteracy, lack of interest and also the fact that most of them did not use phones that supported those features and applications.

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## CHAPTER ONE

### 1.0 Introduction

The rapid growth of mobile phone usage in developing countries has become the trend in recent years. A lot of the developing countries have virtually directed their focus from fixed line infrastructure to the mobile phone technology. The mobile phone technology has become the predominant means of communication in most developing countries. It is perhaps the most widely used tool among the information communication technologies (ICTs) in Africa. While developing countries, particularly, Africa lags behind developed countries in the overall ICT usage and applications, the mobile phone has been regarded as a more accessible and less expensive means to close the digital divide, (Wade, 2004). The case is no different in Ghana as there are more mobile phone users than fixed lines and computers. In Ghana for instance one does not need any formal education nor huge sum of money to be able to acquire and use a mobile phone. Almost everybody now uses a mobile phone regardless of their financial and educational status standing.

The rich, the poor and illiterate alike either use or own a mobile phone. There are so many reasons why people use mobile phones. Some of the reasons include basic literacy, its ability to allow for the transfer of data which can be used in the context of application for health, governance and commerce purposes in addition to voice communication. It is also used as innovative means of payments and transactions such as mobile money and prepaid payments. Reasons such as those mentioned earlier have continuously made mobile phones more appealing, accessible and also affordable to people in the lower income bracket thereby, enhancing their participation in the development of their nations. As the number of mobile phone users increase, the need to conduct research on the pattern of its use also surges. As a result, a lot of studies have

been conducted on the use of the mobile phone technology among various groups in different sections in society including low income earners, middle income earners, students and market women on their use and how the technology helps improve learning and also in transforming businesses.

However, very few studies exist on the use of this technology among head porters who are part of the very low incoming earning groups in Ghana. Most of the studies on them tend to look at their vulnerabilities. But this study seeks to find out whether low income earners like the head porters or Kayayei in Ghana have also adopted the mobile phone technology.

The study has been categorized into five chapters. This chapter which is the opening chapter comprises the background to the study, statement of the problem, research objectives, significance of the study and the scope of the study. The rest include operational definitions and organisation of the thesis.

### **1.1 Background of the study**

Mobile phones have become so common and widespread in Ghana such that almost everybody in Ghana now uses the mobile phone technology for one reason or the other. This was not the case some two decades ago. The land phone or fixed line was a preserve for the rich some 20 years ago. Only a few people could afford fix land phones in their homes let alone acquire and use mobile phones.

As of 1992, there were 279,000 fixed telephones representing a penetration of 0.3% in Ghana according to World Bank country statistics (Ahortor, 2003). The only company that provided fixed line services was Ghana Telecom, now Vodafone. With the liberalization of the telecommunication sector in 1993 came Western Telesystems (Westel) as the second main fixed

line operator in the country. But there were challenges as poor quality services, coverage and low penetration rates in the telecommunication system that made telecom services extremely inadequate.

The liberalization of the telecommunication sector in 1992 under the Economic Recovery Programmes also saw to the Licensing of Millicom Ghana limited, which operated under the network name Mobitel, now Tigo. Mobitel started mobile phone operation in 1993 when the mobile telephony was introduced in Ghana (Ahortor, 2003). It was the first company to start mobile phone operation in the country. That year, over 19,000 Ghanaians owned mobile phones. By 1998, the number of users had increased to 43,000 and towards 1999, users had increased to 68,000 (www.Ghana web.com, 2009). Celltel which was later changed to Kasapa also started operation in 1995. Scancom operating under the network name “Spacefon” also entered the market that same year (Ahortor, 2003). In spite of these mobile phone companies operating at the time, mobile phone usage was a preserve for the rich (Akanferi, Aziale & Asampana, 2014). The cost of handset and sim cards was expensive such that only people with a certain income level had access to the mobile phone. In less than a decade however, mobile phones have become a social tool so accessible to all manner of persons irrespective of age, educational background and economic status. Since then, there have been more mobile phone companies operating in the country. Currently, there are six mobile phone operators in the Ghanaian mobile industry. These are Airtel, Expresso, Globacom limited (GLO), Mobile Telecommunication Network (MTN), Tigo and Vodafone Ghana.

The penetration of mobile phone can be attributed to the liberalization of the telecommunication sector in Ghana. There have been more mobile phone users than fixed line. Since then, Ghana has made impressive records in telecommunication with mobile phones exceeding fixed lines by

40:1, making Ghana one of the highest numbers of mobile phone usage in Africa (Telecoms statistics, 2009). As of 2010, mobile phone coverage in Ghana stood at 74%, which makes it Africa's largest subscription count after Nigeria (Peter Tobbin, 2008). By August 2011, mobile phone penetration rate had risen to 80.5%. Operators of mobile phone companies are taking over as providers of basic telecommunication services. This has made mobile phones very attractive to many Ghanaians who want to enjoy flexibility and ubiquity in communication (Barnes, 2002). More people use mobile phones than fixed lines these days since it is becoming the primary form of access. The mobile phone has become the most accessible and easy communication tool such that almost everybody now owns a mobile phone for one reason or the other (Akanferi et al, 2014).

According to the National Communications Authority (NCA), Ghana's mobile phone subscriber base grew from 30,219,162 in November 2014 to 31,145,420 as of the end of March, 2015. Many people have realized the importance of using a mobile phone. This shows how far the technology has been embraced by Ghanaians and also the fact that it is becoming the first available communication gadget among Ghanaians. Both educated and illiterate alike use it for different purposes. But one interesting observation about the use of mobile phone in Ghana is among the "Kayayo". The word Kayayoo is a local term for a head porter who cart load on their head for a negotiated fee in Accra. In Kumasi, they are referred to as "paa-o-paa" (Amoah, 2014). The term Kayayoo is both a Hausa and Ga term. Kaya is a Hausa word for load or goods and "Yoo" is a Ga term for woman (Yeboah et al., 2014). These head porters are mostly migrants from the northern part of Ghana who have come to the south due to poverty, dehumanizing socio- cultural practices and unemployment (Nabila, 1985; Anarfi et al, 2003; Awumbila et al, 2008; Tanle, 2003). They are mostly illiterate and are scattered along lorry parks and central

market places of Accra, Kumasi, Cape Coast and other places (Awumbila & Ardayfio-Schandorf, 2008; Anarfi et al 2003).

The kaya business is not exclusive to females only. Their male counterparts who use carts and bicycles are also called “Kayanu” and Kayahii as the plural in the Ga parlance. The Kayayo group comprises young girls and adults between the ages of 16-30 years who have come to the south to seek for greener pastures (Opare, 2003). A few however, have a full course of either primary or secondary education, (UNFPA, 2011). The Kayayei lined up in front of stalls, and shops waiting on customers. Others also go round the market prospecting for customers who need help with their loads. With mobile phone usage becoming revolutionary and one that has changed the pattern of social interactions and permeated across cultural groups, economic strata, and age cohorts (Katz, 2008; Ling and Donner, 2009), the Kayayo is also adopting the technology since it has practical value. On average, a Kayayo earns between 10 -30 Ghana cedis in a week, (UNFPA, 2011). Despite their meager earnings, the Kayayei have realized the potential of the mobile phone and are also using it. This study intends to find out the social and economic use of the mobile phone to the Kayayei.

### **1.2 Statement of the Problem**

The Kayayo business has become one of the jobs being undertaken by some of the uneducated folks in the informal sector, particularly those from the northern parts of Ghana. The charges range from between one Ghana cedis to 3Ghana cedis depending on the quantum and how heavy the load is. Most of the Kayayei sleep in the open at lorry parks and bus stops since they cannot afford a decent accommodation. This group of people provides critical logistics service to market women, shoppers and traders but earn very little as income. In terms of socio-economic status, they are below the ladder since what they make in a week is a paltry wage. But in spite of these

economic challenges these people face, they are not expected to be left out in the use of technology particularly since the use of information communication technologies have impacts on both the social and economic lives of society. Almost everybody in one way or the other uses one or more of these technologies like a mobile phone or a computer for various reasons.

The Kayayei are one group of persons whose use of technology will be an interesting area of study because of their backgrounds. One will think that since these migrants have come to seek greener pastures, also have dependents at home and considering the fact that most of them do not have proper sleeping places, they would consider other needs as their priority. It will not be surprising though, if this group is also adopting the mobile phone technology. But one will wonder what their use of the mobile phones will be for apart from communication. It will also be intriguing to know why they use mobile phones considering their socio economic status and the fact that the use of a mobile phone comes with its attendant cost such as buying air time almost all the time to be able to make phone calls, not to talk about the cost of the hand set which is also another issue considering the socio-economic standards of the group. The least call card one can use on any of the mobile phone networks is one Ghana cedis. Meanwhile, the Kayayei's charge which ranges between one-five Ghana cedis depends on the quantum of load to carry. Moreover, it is not as though the group is always in business. Sometimes, for a whole day, they may not get even one customer. Yet they have their kids to feed and probably their phones to feed with call cards as well. That is, if they are using a mobile phone. Again, most of the mobile phones in the Ghanaian market, especially the smart phones are not so much user friendly. It is against this background that this study seeks to find out the general use of mobile phone by Kayayei in Madina market and whether or not they are using mobile phone in doing their kaya business regardless of their low income earning status.

### **1.3 Research Objectives**

The objective of this study is to find out the use of the mobile phone to the Kayayei, and the value or motivation for using the technology. Specifically, the study seeks:

1. To identify the social and economic uses of mobile phones among Kayayei.
2. To find out the benefit of mobile phone to the Kayayei.
3. To find out which economic and social activities the Kayayei use their mobile phones for.
4. To find out which applications they know and are using.

### **1.4 Research Questions**

RQ1. What is the economic viability of mobile phone to the Kayayei?

RQ2. In what ways have the use of mobile phone enhanced Kayayei?

RQ3. What economic and social activities do the Kayayei use their mobile phones for?

RQ4. Which of the mobile phone applications do the Kayayei know and are using?

### **1.5 Significance of the Study**

This study focuses on how the Kayayei are using mobile phone to satisfy their social and economic needs regardless of their backgrounds. It will add to the body of knowledge on the use of the mobile phone technology by this group who provide critical logistic service to the local population and are also likely to be late adopters to this technology. More so, since many of the studies on the group tend to dwell on their vulnerabilities instead of their capabilities, this research on their use of mobile phone will also provide a framework for future studies on how this low income earning group in terms of socio economic status is using mobile phone technology for social and economic activities. It will also guide mobile phone dealers to import mobile phones that are simple and easier to use considering the background of this people.

## **1.6 Scope of the Study**

The study focuses on Kayayei in Madina, a suburb of Accra. This is because it is one of the busiest but quite market centres where the Kayayei are organized. In Madina, there are Kayayei association in Madina and work with a charitable organisation known as the Fine point Organisation in Madina which occasionally donates to the Kayayei. They also do other economic activities apart from the Kaya trade. Since this group is organized, it is convenient and also easier for the researcher to have access to them.

## **1.7 Operational Definitions**

*Social uses:* Communication with family, friends and entertainment.

*Economic uses:* Any income generating act and trading activity.

*Phone Usage:* Practice of using mobile phone for communication activities.

*Educated Kayayo:* Is any Kayayo who has gone through basic and Senior High Education and can read and write.

*Semi educated:* One who has had some formal education, particularly basic education but dropped out before the completion of the full course.

*Illiterate:* One who has not had any formal education at all?

*Apps or applications:* A set of computer software that are used for different purposes. Some apps that the Kayayei are expected to know are Facebook, what's up, Tango, and Skype.

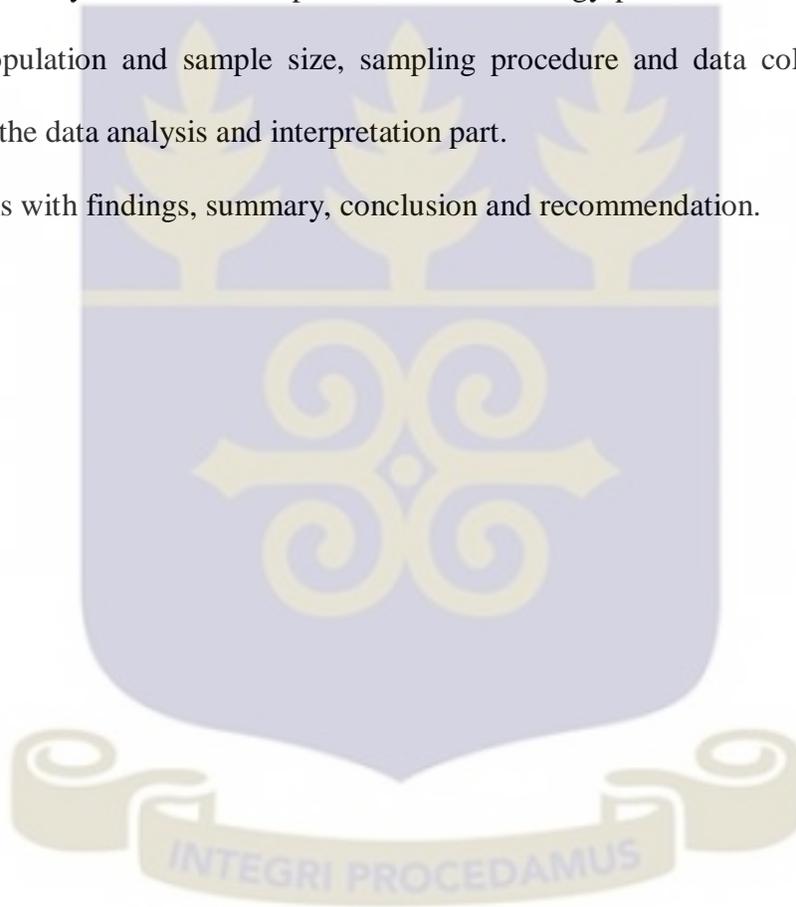
*ICT:* Information communication Technologies.

## **1.8 Organisation of the thesis**

This study is organized into five chapters. Chapter one deals with background and introduction of the study, problem statement, research objectives, research questions and significance of the study. The rest include scope of the study and operational definitions.

Chapter two covers the theoretical frame work underpinning the study and other related studies reviewed for this study. The third chapter is the methodology part. It consists of the research design, study population and sample size, sampling procedure and data collection tool. The fourth chapter is the data analysis and interpretation part.

Chapter five deals with findings, summary, conclusion and recommendation.



## CHAPTER TWO

### Literature Review and Theoretical Framework

#### 2.0 Introduction

This chapter is divided in two parts. The first part looks at the theoretical framework of the study. Theories help explain the effect of the media on society and how society also react to media and its contents. While some theories explain how powerful the effect of the media is on society and portrays recipient of media messages as passive, other theories also prove how active society is in its choice of media. One such theory that explains how active media users are in their choice of media is the Uses and Gratifications theory which guides this study. It helps society understand and appreciate what informs media users in deciding on what media to use and how to use its contents. The use of the U&G theory in this study is to help the researcher find out what informs the behaviour patterns on the use of mobile phone among the Kayayei.

The second part of this chapter focuses on related work on the topic. It therefore, contributes to the understanding of this study. The review of the literature in this chapter provides a framework and serves as a guide that provides insight on how similar works have been done.

#### 2.1 Theoretical Framework

Theories enable us understand what goes on in society. As a concept, a theory explains a phenomenon. There are many theories that explain happenings in society. Studies reviewed for this work used different theories including the transaction cost theory. But for the purpose of this research, the Uses and Gratifications (U&G), theory is the theoretical framework which best underpins this study. The theory was propounded by Katz, Blumler & Gurevitch (1974).The theory looks at things from the audience's perspective. It represents a shift of focus from the purpose of the media to the purpose of the audience (Severin & Tankard, 2000:293). The U&G

theory seeks to explain why and how people seek and use the media and its content. The U &G theory concerns itself with the psycho –social characteristics which are expressed as motives and their relation to media attributes. The theory explains why people behave in their media use habit through the use of audience’s psycho-social disposition.

The theory posits that the media is not that powerful to determine how the audience uses its messages. It assumes that: The audience is active and has a goal for its choice of media.

People use the media to satisfy various needs. Audience members take initiatives to link need gratification to a specific media. The media is in competition with other sources for needs satisfaction. Individual differences are the reasons people choose different media. The goals which the individual wishes or hopes to meet guide their choice of media.

Universiteit Twente (2004), outlines three main reasons behind the Uses &Gratifications theory. These are as follows: Individual media use has some good and bad consequences which the U&G notes. Again, individuals have reasons for their use of media which is made known. Nonetheless, it expatiates on individual’s use of mass communication as a means to satisfy their needs.

Blumler (1979), in looking at how active the audience is in its use of media outlined four characteristics to this effect. These are:

1. *Utility*: media have uses for people and people can put media to those uses
2. *Intentionality*: people's prior motivations determine their consumption of media content.
3. *Selectivity*: individual audience members' use of media may reflect their existing interests and preference.

4. *Imperviousness to Influence*: audience members construct their own meaning from content that then influences what they think and do. They can avoid certain types of media influence”.

This theory is relevant to this study not only because it has been the model used by many researchers undertaking studies on analysis of both old and new media use by people but also for the simple reason that it continues to play a fundamental role in interpersonal mediated communication technology which include the mobile phone. It will help to appreciate the psychosocial motives behind the use of the technology.

Another theory worth employing in this study is the Apparateist theory propounded by Katz and Aakhus (2002). “The Apparateist” suggest the spirit of the machine that influences both the designs of the technology as well as the initial and subsequent significance accorded them by the user. The theory postulates that users as well as non-users of any technology assign different meanings to technology just as they use it differently. One may ask what kinds of meanings are assigned to that technology and by whom.

## **2.2 Related studies**

Munyua and Mureithi (2008) conducted a study on harnessing the power of the cell phones by women entrepreneurs: “*New frontiers in the gender equation in Kenya*”. The study which was a report of the Gender Research in Africa into ICTs for Empowerment (GRACE) Project research, sought to find out how women are using the mobile phones to enhance their small scale businesses and economic activities and also its impact on their empowerment. It also looked at both the structural and internal factors that inhibit African women from using ICTs in improving their livelihoods.

The study used in-depth interviews to gather and collect data from micro entrepreneurs in Kenya, Nairobi. The study used a sample of 33. The sample included three women owners of micro enterprises were selected from each of the eleven different segment of trade that exist in Nairobi through a non-probability sampling technique, snowballing. Eleven men owners of micro enterprises from the eleven different trade segments in Kenya were also included in the study to enable the researchers compare findings.

The study discovered that cell phones have helped the women entrepreneurs to keep constant touch with their customers. It also helped them in dealing with routine issues relating to their businesses.

Again, the cell phones helped the women entrepreneurs place orders when they were not physically present at their business premise. In addition, the mobile phones enabled these women to serve notice to their customers to take delivery of products or notify them of any changes in order placed for purchases. The cell phone was discovered as a tool for advertisement of the wares being sold by these women entrepreneurs as they put their phone numbers on their business cards to help the venture into new markets. The study also revealed that mobile phone helps in saving the cost of transportation and time as well. Furthermore, the study revealed that mobile phones helped the women entrepreneurs to keep in touch with family and friends through constant communication. Last but not least, the cell phone gives the women entrepreneurs' absolute control over their business operations since they are able to monitor operations at their business premise even when they are not physically present.

The study by Munyua and Mureithi (2008) is relevant to this particular study because both studies looked at why women or market traders are using the mobile phones in their businesses and other interactions.

Barrantes (2008) also conducted another study on mobile phone use among market women at fairs in rural Peru. The objective of the study was to find out the different types of traders and the information needs that influence their use of mobile phones in deciding on which weekly fairs to attend. The study was situated within the context of poor rural communities whose main commercial activities included agriculture and livestock raising. Figueroa's 1984 model was used in framing household decision to engage in various livelihood activities within the context of the study. The study employed the mixed method approach. Survey and interviews were used in gathering the data collection for the study. The survey involved 250 market traders at two of the weekly market fairs in Asillo and Taraco in Puno. In all, 500 respondents were drawn the survey. The survey was followed by individual interviews which were conducted on market days. The interviews with local authorities, peasants, market traders and their families lasted for 15 minutes on average. A team of anthropologist also conducted an ethnographic study in the area of influence of the two selected fairs in addition to the survey and interviews. Participatory observations were also carried out as part of the field work. The study discovered that majority of the traders in Asillo used mobile phones to communicate with their customers as a means of reducing transaction cost.

Boateng (2010) conducted a study on the effect of using mobile phones as tools in enhancing economic livelihood of market traders in Ghana. The study sought to find out how mobile phones are impacting on the economic activities of women traders in Ghana. The transaction cost theory was the theoretical frame work within which the study was situated. The qualitatively study was done as a case study where two set of in-depth interviews were conducted. The first interview was with 17 women traders in two different markets in Accra. An in- depth interview was conducted with two out of the 17 women traders. Two resellers of mobile phone accessories and

prepaid mobile cards together with two marketing personnel of Tigo, one of the five mobile phone operators were also involved in the second part of the interview. The study discovered that relationship between customers and suppliers has actually improved as a result of enhanced communication with the help of mobile phone. It also discovered that the mobile phone actually cuts transportation cost and enhances easy and smooth coordination of transactions among traders. The mobile phone also served as a good means of keeping records of customer details. Findings from this study were somewhat inconsistent with that of Awotwi et al where mobile banking was one of the major reasons for head porters' use of mobile phones.

Awotwi, Ojo & Janowski in (2011) jointly conducted a study on “mobile governance for development: strategies for migrant head porters in Ghana”. The study sought to find out possible E-governance strategies to support vulnerable groups such as the head porters in society as a way of promoting good governance. The study was conceptualized within a frame work that proposes that apart from the adoption of mobile technology for service delivery and participation of citizenry in policy development, a lot more is needed to generate expected development outcomes. It was also based on the proposition that the mobile phone is indispensable in implementing governance mechanisms since it is the only e- channel vulnerable groups can access. An ethnographic study was done with 90 head porters. This was followed by an in -depth interview with some of the head porters on how mobile phones have impacted on their livelihood. The study found that mobile phones are tools with a practical value for the Kayayei. Again, micro banking and money transfer services were the most important reasons head porters owned mobile phones.

The study by Ojo & Janowski is crucial and relevant to my study in that their study looked at the use of mobile phones as a tool with practical value in disseminating information to the head porters just as mine also looks at its use for commercial and social interactions among Kayayei.

A U.S Agency for International Development (2013), conducted a survey research on Afghan women Access to Mobile Technology. The study sought to find out the benefit of the mobile phone to the Afghanistan woman. The research which was a mixed method approach surveyed 2,000 Afghan women with 400 from each of five major provinces. The survey was followed by a focus group discussion with 25 participants. The study discovered that the women who used mobile phones used them to access social and commercial services. It discovered that mobile phones serve as an instrument for improving personal security. Furthermore, mobile phones were discovered to have the ability to keep family bonds intact and also help reestablish bonds with families and friends whose contacts were lost. It also revealed that mobile phone access improved livelihoods and on business activities of Afghan women. However, the study discovered that mobile phones helped promote promiscuity, infidelity and also encouraged young women to elope with their lovers. In addition, the study discovered that mobile phones helped in creating awareness on issues concerning Afghan women. Mobile phones serves as the channel for accessing information and also educating women on happenings in their country.

Kwakwa (2012), conducted a study on the use of mobile phones by Micro and Small Scale Enterprises in Semi-Rural Ghana. The study sought to find out how managers and entrepreneurs of small scale businesses in Akuapem North district of Ghana were using mobile phones in their business. The qualitative study was done as a case study of the Akuapem North district. The study purposively selected three towns in the district and administered questionnaires to 100 business owners (respondents). Findings were that, managers of small scale enterprises used

mobile phones to gather information on their businesses. They used mobile phones as address books where they stored many phone numbers and contacts. The mobile phones also gave them some security, helped in improving their business and kept them in constant touch with customer. It helped in managing internal affairs and ensured improvement in customer service.

In yet another study by Eriksson (2008), on the use of mobile phone by rural folks in Kenya, the study which was done within a contextual frame work sought to find out what benefit the rural folks in Kenya were getting from using mobile phones and its impact on their lives. The qualitative study was done as a case study. Five people including teachers, farmers and business people in the village were interviewed. A questionnaire was administered to one of the mobile phone trading companies on phone. The study revealed that mobile phones were used for text messaging which was the most cost effective means of communication among the rural folks. The mobile phones also were being used for money transfer purposes since most of the people did not have bank accounts. In addition, the study found that mobile phones helped rural business folks to advertise and also promote their products.

Katz (2008) looked at how access to the mobile phone has provided opportunity and change in the economic activity of the Ghanaian agricultural trader. The study sought to look at the economic, social and spatial changes that an improvement in the access to mobile phones has brought on their trade considering the fact that they do business with customers in far distances on phone. The study which was done qualitatively conducted interviews with market women in Tema Fishing harbour, wholesale market and other small shops in Accra through snowball sampling to find out the strategies they adopted and the barriers they faced with their use of mobile phones in doing business. Most of these traders are illiterate or semi literates and therefore prefers to do business through verbal communication on phone since they cannot write.

They communicate information on prices of goods and take orders on supply of produce to customers far and near.

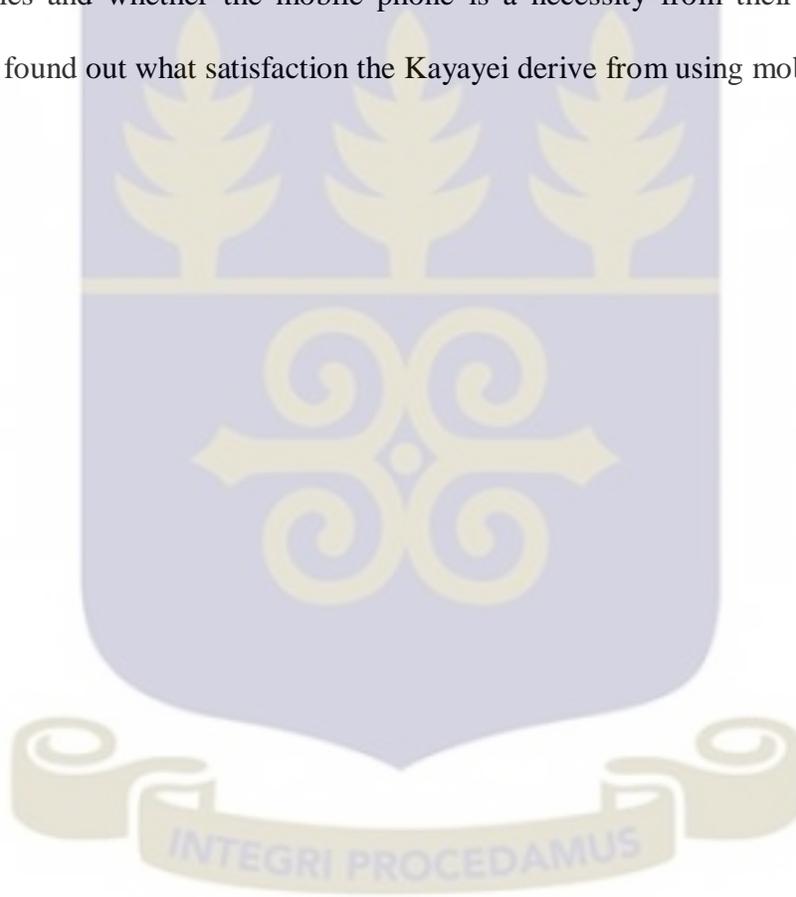
The study found out that large wholesalers owned mobile phones so they could make calls through the value chain from the rural supply point after they had loaded the goods and dispatched it to be transported to their customers' places. They give information on purchase price, quantity of goods and the destination of the goods. It also found out that the traders only make and received phone calls from their customers. It discovered that the mobile phone replaces personal travels and reduced cost and risks associated with those travels. It also saved time. The paper discovered that because most of the farmers or traders could not afford to buy call cards they resorted to "flashing" whereby the call is dropped after a few seconds of ringing signals expecting that the called party would return the call on seeing the flash. It also revealed that their use of mobile phones guaranteed safety and protection of trade secrets while talking space was not controlled unlike when they were to use the communication centers where they paid based on minutes spoken. It also found out that traders called farm producers in advance to place orders on supply and also gathered information on current supply situation before they travelled if need be. It discovered that traders who used mobile phones improved their services and increased their customer base and made a lot of sales while profit margin increased unlike those traders without phone who lost out in the competition.

### **2.3 Conclusion**

The researcher cited a lot of studies that were related to this particular study. All the studies cited discussed the use of mobile phones among marketing women, the impact of the mobile phone on the livelihood of rural folks, its use on the activities of small scale enterprises, its benefit and

impacts on economic activities, its use in supporting the most vulnerable as a tool in E-Governance and its use in satisfying information needs of traders.

All the references cited have been a very critical source of insightful information on the use of mobile phone by market women, women generally and rural traders. It would be interesting and exciting to discover how Kayayei in Ghana are using mobile phones as a tool for social and economic activities and whether the mobile phone is a necessity from their perspective. The study in addition found out what satisfaction the Kayayei derive from using mobile phones.



## CHAPTER THREE

### Methodology

#### 3.0 Introduction

This chapter is the heart of the study. This is where the researcher first of all explains the steps and procedures she went through to gather data for the study. The researcher looks at the techniques and methods used in collecting and analyzing data for this study. In this chapter, the universe for the study is defined; sample size, mode of selection and the sampling technique are also explained in this chapter.

#### 3.1 Research Design

This study employed the qualitative research approach. Data was gathered through a focus group discussion with the participants. According to Miles & Habermans (1994), qualitative research is the type that enables the researcher to get a holistic impression of the phenomenon under study. The Focus group discussion under qualitative approach was chosen for this study because some of the participants were illiterates and semi literates. Majority of the participants for the study could not speak and express themselves well in English like they did in their native Dagbani language. They spoke a tottering Hausa which the researcher also spoke and understood. A quantitative approach in this situation would be inappropriate because of the language barrier. The use of a common language gave an in-depth understanding of the experience of the Kayayei's usage of mobile phone. It also encouraged the participants to be active and be part of the research process (Yeboah, 2008). It allowed the researcher access to the interviewee's perspective, experiences and psychological world through detailed in-depth and intensive interviewing, discussions and observations. All these were made possible because there was no barrier in communication.

### **3.2 Study Population and Sample Size**

The population for this study was Kayayei in Madina, a suburb of Accra. There are about 7,787 Kayayei (UNFPA, 2011) scattered within Mallam Atta market, Agbogbloshi, Tema Station, Madina and Makola market. A qualitative design usually involves in-depth analysis of a single or smaller number of unit (Hancock, 2002 p: 6). This study was conducted on 21 Kayayei between the ages of 18-35 in the Madina market. The Kayayei in the Madina market organize them and sit in front of stalls and shops waiting on customers. Other Kayayei that were not within the Madina market were not included in this study. The Kayayei in Madina market were chosen because they were well organized and the researcher thought she could get some useful information regarding their organization. They were also willing and receptive to the researcher.

### **3.3 Characteristics of Sample**

The Kayayei in Madina on who this study was conducted are migrants from the Upper East, Upper West and Northern Region. Most of them are likely to have come from Wa, Savelugu and Bolga. They are between the ages of 18-40 years but those at 40 years were only four. These Kayayei in the study area were well organized and belong to an association or Kayayei club. Those who have kids with them have enrolled them in school. They had a proper accommodation which they had rented. It was a wooden structure very close to the market and they paid three Ghana cedis as rent per head per week. They cooked, washed their clothes and had access to water and toilet facilities all in their area. They bought the water on daily basis between 20-30 pesewas per five liter gallon and also paid 20 pesewas to shower and 50 pesewas to use the public toilet opposite their place of abode.

### **3.4 Sampling procedure**

The convenient sampling technique under non probability sampling was first used to select the first participant for the study. This participant was chosen based on her usage of mobile phone after series of screening to find out which one among the Kayayei was using a mobile. She is called Salamatu. The researcher had an encounter with her at Madina Zongo market and realized she was using mobile phone. So during the interaction, the researcher asked her to get some of her colleagues who were plying their trade in Madina market and were also using mobile phones. This was what led her to invite the researcher to their meeting place which also happened to be their sleeping place a day after their encounter. It was at this meeting that the researcher met the rest of the participants. These Kayayei who belonged to this association which had not been christened were 22 including Salamatu, my link. However, six of them did not have a mobile phone. So the researcher purposively sampled 15 of them who had mobile phone in addition to Salamatu to be part of the first two sessions. The remaining six who had no phone, the researcher decided to use them so she could compare the findings to see if those without mobile phone were missing anything at all and how they were coping without using mobile phone. So they were also put into one group for another discussion to enable the researcher compare findings. In all, three groups took part in the discussion.

The first group comprised the semi- literates who could speak tottering English and were put together in one group while those with no form of any education at all were also put into the second group. The remaining six without mobile phone which made the third group was made up of five illiterates and one semi-literate. Kumari (2005, p: 179), notes that one of the main considerations in purposive sampling is the researcher's judgement on who can provide the needed information to achieve the objective of the study, hence the use of purposive sampling in this study.

### **3.5 Data collection method**

This study used focused group discussion to collect data from the field. Denzin & Lincoln (1994) put the common data collection method under qualitative research as interviews, focus group discussions, case studies, observations and ethnography. Kumar (1987) notes that the focus group discussion is a rapid assessment, semi-structured data gathering method in which a purposively selected set of participants gather to discuss issues and concerns based on a list of themes drawn up by the researcher". Data for this study was collected through focus group discussion with the Kayayei as participants. The researcher designed a question guide which contained various questions on the use of mobile phone based on the characteristics of the different group of Kayayei in the sample. The guide was to help the researcher ask relevant questions that will elicit the right responses to help achieve the goal of the study. Follow up questions were also asked.

The data was collected within two weeks. Two Sundays were chosen for data collection. These days were chosen because usually, the Kayayei rested on Sundays. They did not go to the market on Sundays. That was when they did their washing and attended to other matters outside work. The researcher conducted three sessions of the discussion with eight participants in each of the first two sessions. The first two sessions of the discussion were done on Sunday, 20<sup>th</sup> September with semi educated Kayayei who used mobile phones and illiterates Kayayei who used mobile phones respectively. The final session of the focus group was conducted on the following Sunday, 27<sup>th</sup> September at the same place with six Kayayei who did not have mobile phones. Data was gathered in two days within two weeks in September at a quiet place close to the abode of the Kayayei in Madina. A quite place outside of their home was chosen in order to avoid

disruptions and ensure full concentration. The focus group discussion was recorded and transcribed into themes.

The analysis would be based on the main thematic areas discussed with participants. Some quotations would be used to serve as the proof for the findings. The researcher sought permission from the participants to record the discussions. A research assistant who was recruited and trained by the researcher recorded the discussion while the researcher moderated to encourage participants to give accurate and honest responses. In addition, the researcher made observations where necessary. Participants were assured that discussions would be treated as confidential as possible. With that assurance each and everyone one of the participants was free to express his or her opinion on the topic or subject being discussed regardless of whether their views were shared by the rest of the participants. This helped them to give out information freely which would have been difficult to get through a quantitative study. A question guide was designed to help the researcher. Data collection lasted for two days. The discussions have been transcribed and attached to the work as an addendum.

### **3.6 Data analysis and presentation**

Data gathered from the discussion will be analyzed according to themes. In analyzing a qualitative research, there are three ways of doing it. These are seeing the interconnection of concepts, classifying and describing the phenomenon (Enochsson, 2005). Based on this, the findings of this research will be analyzed per themes to see if any relationship between the findings could be established. It will also enable the researcher explain certain phenomenon such as what economic, social uses and benefits the Kayayei derive from using the mobile phones and also what those who were not using were missing. Findings from the study will be compared to

other related studies in the same area that have been cited in this work to see if this study confirms some of the findings in those studies or differs.



## CHAPTER FOUR

### Findings and Discussions

#### 4.1 Introduction

The chapter contains the findings and discussions of data collected. This study intended to find out the importance or value and motivations for the use of mobile phones by Kayayei and whether they used their phones to satisfy some economic and social needs. It also sought to find out if these groups of people were aware of the various phone application and which ones they are using after analyzing data from 21 respondents concerning their use of mobile phone. In analyzing these general objectives, the researcher put the respondents into three different categories which were semi-educated mobile phone users, illiterate mobile phone users and the category that did not use mobile phone. So the analysis was done based on the three different categories of respondents.

The following themes emerged out of the objectives the study sought to meet: Importance of mobile phone, motivation for mobile phone usage, Economic and social uses of mobile phone and the economic and social benefit gained from using mobile phone. The rest include mobile phone applications known by respondents and mobile phone applications being used. However, other themes also evolved based on other findings that jumped at the researcher. These other themes include mobile phone networks being used by respondents and brands and types of phones being used.

#### 4.2 Importance of mobile phone among semi-literate respondents

From the discussions among the first group which comprised the semi-educated category and in line with the main objective of the study which sought to find the value, importance and the motivation behind the group's use of mobile phone, it was revealed that the mobile phone was a tool with a practical value to the Kayayei. This category believed it was necessary to use a mobile phone. They were very enthused about owning and using a mobile phone. They believed that the use of mobile phone was very important for so many reasons. While some of them saw it as an indispensable tool, others had simply become fond of this technology. Some also believed it was their source of livelihood and joy and therefore, could not do without it for a day. One of them, Shetou said she valued her mobile phone more than any asset in her life and she noted:

When I forget my phone at home and go to work, I will quickly go back home and get it because losing it means no job for me that day. In fact there is no way me Shetou will forget my phone at home. It won't happen. The phone is my baby, always kept close to me and I treasure it. I also know my number.

All the head porters in the semi-literate category shared Shetou's view on the importance and value of the mobile phone. None of them could afford to leave their phones behind since it had become a part of them. The value they all placed on the handset could neither be quantified nor described. In short, it was their source of livelihood, and daily bread. In the scheme of things they placed a high premium on the mobile phone than any other thing in their life. Others could even toil so hard just so they could have a mobile phone by their side. The mobile phone meant a

great deal to the head porters who felt it was high time that everybody got a mobile phone.

Memuna strongly emphasized the importance of mobile phone to them.

We came here with the intention to make money and buy personal effects home. But the mobile phone has become the most important asset to all of us. In my room, I mean where we sleep, we are 18 in the room but only two of us do not have mobile phones. Even those ones are wild and eager to get one soon.

#### **4.2.1 Importance of mobile phone usage among illiterate respondents**

The importance of the mobile phone could not be underestimated even among the illiterate mobile phone users. In spite of the fact that they have never been to school, and some of them did not know their mobile numbers off head, they placed a high premium on the mobile phone because they believed they could put the mobile phone to so many uses than it meets the eye. This group underscored the value they placed on the mobile phone even in the scheme of things where one would have considered the mobile phone as secondary. Abibata expressed the premium she placed on the mobile phone because of some other opportunities she could derive from using a mobile phone.

Eii madam! Why do you think it is not important? It is very important that we use mobile phone. I like this. If you put a piece of cloth, radio set, cooking utensils and TV and ask me to choose one, I will choose the mobile phone because the TV will not put food on my table. Neither will the piece of cloth nor the radio set.

It is important to own a mobile phone. You might think because we are doing Kayayei so it is not important to use a phone. But Kayayei is not the only job we undertake.

They also took cognizance of the fact that they were in an era where the mobile phone had

become a must have. They knew the phone could be put to so many uses which they might not even need or be necessary to their work. They believed the mobile phone was a social tool that everybody could use irrespective of one's economic status and social standing or status. One of the respondents who used mobile phone underscored the need to own and use one. Hajia was one of the respondents in this category and she strongly underscored the value and importance of using a mobile phone.

It is important that we Kayayei also use phone. Now the whole world, everybody is using phone for different things.

#### **4.2.2 Importance of mobile phone usage among category which did not use mobile phone**

Even the Kayayei who did not use the mobile phone underscored the importance of the technology. They were also mindful of the fact that this is an era where the mobile phone is competing with computer. They even equated the capabilities of the mobile phone to that of the computer. One striking thing to note is that while some of the semi educated knew the exact value they placed on the mobile phone and therefore, used it for specific purposes; others did not have specific values. They knew of the general importance of the mobile phone and its ability to disseminate and spread news faster. Even the illiterate who did not have a phone and could neither use a computer knew of the worth and value of the phone and dared compared the mobile phone to the computer. Suweiba was one of such respondents and indicated this:

I don't have a mobile phone but I believe it is important to get one. Oh because we are in a computer world. This time with mobile phone people can get information easily and quickly as and when it breaks.

Barkisu was also one of the participants in this category and she also shared her view:

As for mobile phone, it is a must have and I will get one by all means. It is important because you can use it to do your kaya work.

What could be deduced from these findings is that the background of these people played a significant role on the premium they placed on the mobile phone irrespective of their class or status. One would have expected the semi-educated group to see the mobile phone as just a communication tool and not make a fuss about it so much like the illiterates would. But that was not the case. They were all fussy about it. These were people who had fled from the north a place, where the use of the mobile phone was seen mostly as preserve for those down south who found themselves in an easy circumstance. Therefore, an important premium would be placed on the mobile phone since some of them had to use all their earnings and savings to buy a phone so they could stay in touch.

#### **4.3 Motivation for mobile phone usage among semi-educated respondents**

There were a number of different reasons that acted as the motivating factors persuading the different categories of Kayayei in their drive to use the mobile phone technology. The semi educated ones for instance were moved by the fact that the mobile phone had practically become the only available means of communication. The liberalization of the telecom sector had seen mobile phone operators taken charge of the telecommunication sector. As a result, fixed or landlines have gradually becoming a thing of the past. Hardly would one see a pay phone or what used to be the communication centers where people went to make calls and paid per minute's charges. Because of the convenience, accessibility and ubiquity that characterized the mobile phones, the pay phones had gradually faded out leaving mobile phones as the only option

available to anyone who desired to make phone calls. This was one of the numerous motivating factors urging the Kayayei to use mobile phones. They also used the mobile phone because it seemed to be the most available means of communication to them. Salamatu, one of the participants in this category talked about what motivated her to use mobile phone.

In fact, mobile phone is a must have especially this time that there are no more pay phones in Ghana where you can go and make calls and pay for it.

Adama also stressed on what motivated her to own and use mobile phone:

Gone were the days when we use all the monies we make here to buy cooking utensils and worship them till we are lucky to get some guy to marry us. “This time around our first priority is to get a mobile phone so that you can also be abreast with happenings around you and also keep in touch with family and friends.

Shetou also narrated what motivated her to acquire her mobile phone.

Am Shetou, when I first came to Accra in 2012, the first thing I wanted was a mobile phone because my colleagues were using one. They talk about how it feels to use a mobile phone.

The mobile phone’s ability to help them stay in touch with relatives whenever and wherever was also a motivating factor for their use of mobile phones. The mobile phone’s ability to keep bond and creates cohesion among the group and their family largely motivated a lot of them to use the mobile phone. They placed a lot of value and emphasis on bonding which was enabled through the use of mobile phones.

They talk about how it feels to use a phone and how it helps them stay in touch with customers and family back home. I felt the odd one out. So I also put the mobile phone as my number one priority. Finally, I was able to buy one in less than three weeks. Now I have a phone and I am excited. It is only one and I cherish it a lot. I cannot do without it in a day. I used all the money I got that week to buy the phone.

The mobile phone had become an indispensable tool among this section of the group, it had become something they could not afford to lose. One of the participants, Memuna emphasized the value they placed on the mobile phone.

I cannot do without my phone for a day. When my phone is not on me, I feel like a part of me is missing. I remember crying sometime last year when I lost my phone, I cried bitterly.

Another participant, Fauzia said:

We came here with the intention to make money and buy personal effects home. But the mobile phone has become the most important asset to all of us.

Another important finding from the study regarding one of the motivating factors was the fact that the use of mobile phone guaranteed and ensured their right to privacy especially among the semi-educated groups. The fact that they could talk whenever they wanted and felt they should talk to their family and customers without anybody eavesdropping or listening was reassuring to them. This finding supported Overa's (2008) research finding on the ability of the mobile phone to ensure privacy is respected and confidentiality assured. Salamatu was one of the participants in the semi-educated category and shared her experience on how the mobile phone ensured their security and privacy.

Even if there are still pay phones like the "space to space" and phone booths around, it is not advisable to use public phones because one's privacy is not guaranteed. People will eavesdrop on your conversation. Some issues are private and personal. You may not want a third party to know what is happening in your life but because you are using a public phone, your secret will be out there. Even your arch enemy will get to know of your situation if he or she happens to be there around the time you are making the phone call from the space to space.

#### **4.3.1 Motivation for mobile phone usage among illiterate respondents**

The illiterate category which used mobile phones also echoed the motivations that inspired the other categories in their use of mobile phones. They also espoused the views shared by the semi-educated participants. Hajia was one of the participants and she also strongly shared this view as the motivating factor for her use of mobile phone. They could not agree more with the views shared by their counterparts in the semi educated class regarding the importance, motivation and value of the mobile phone. They also considered the bond it created between them and their family as motivation. Atule was also a respondent in this category who used a mobile phone and added her voice on the primary motivation for the Kayayei's use of mobile phone. She also mentioned its availability to them in the absence or scarcity of fixed telephone lines as some of the motivating factors.

It is necessary that everybody uses a mobile phone. In Ghana now you cannot get a place where you will go and make a call and pay for it. This mobile phone has taken over and I cannot go and borrow a friend's phone so I think it is important that we as Kayayei also use mobile phone for our own good.

Fati was another participant in this category and reiterated the ability of the mobile phone to connect them with their family as her motivation in using mobile phone.

The mobile phone is important to us. We have left our folks, I mean mum and dad at home in the north. It is only natural that they call and find out how we are doing. We also call them so it is important that we use mobile phones.

#### **4.3.2 Motivation for the category without mobile phone to want to have one.**

The last category consisted of respondents who did not have or use mobile phone. This group notwithstanding the fact that they did not have a phone was however motivated by the perceived ability of the mobile phone to connect them with family and friends. They therefore shared the

views espoused by their counterparts in both the semi-literate and the illiterate class who were using mobile phones. They wished they could also gain some social and economic benefits that their colleagues who used mobile phones shared with them. Most especially they were motivated by the fact that the land phones had virtually been out of the system. So they did not have any means of contacting their relatives and family up north. Alliya was one of the participants in the category without mobile phone and she talked about why she would want to own a mobile phone.

I also think it is important to have a mobile phone though I don't have one. Oh now there are no public phones so you cannot go out and make calls.

Zubeida was another respondent in this category and she also said:

Mobile phone is important because with it you don't need to go out to check on people. You only need to call them and you can hear everything you want.

What was intriguing in this finding was that even the category which comprised the group without a mobile phone as of the time of data collection shared the view expressed by the semi-educated group about the mobile phone being the most accessible and first available means of communication available to them and their family. The group believed there was some satisfaction or fulfilment that one got from using the mobile phone. The mobile phone had become a necessity that almost all of them desired to have one. Shetou was one of the participants that had some formal education and she talked about what motivated her to use mobile phone.

Basically, all the three different categories of Kayayei, the semi-educated group with mobile, the illiterates with mobile phone and the group which did not use mobile phone shared similar views on what motivated them to use mobile. The need to want to own one especially among those who

did not have, were among other things its value and the importance that motivated those who had. All three groups strongly held the view that the influx of mobile phone had rendered the fixed lines or land lines functionless and as a result the landline business was not as common as it used to be. Even if there were land lines still operating, the processes that came with the application of a fixed line was daunting and frustrating unlike subscribing to a mobile network. Moreover, the likes of them would not apply for a fixed line.

Apart from the primary the fact that the mobile phone's ability to keep family bonds being cited as the main motivation which cut across all three categories, there were other motivations such as seeing the mobile phone beyond just a communication tool. It was a desire. They were using it because they thought that was what had become the norm aside from the motivation they got from their peers and colleagues about the excitement of using the mobile phone. Others also thought it was something they could labour and toil for and therefore, had to work hard for it considering the feeling that came with using a mobile phone.

These findings were in line with the uses and gratifications theory which stipulates that the audience is active and conscious of its media use. That the audience has a goal for its choice of a medium based on some needs it seeks to gratify through its use of media.

The first objective of the study was to examine the social and economic uses of the mobile phones among Kayayei.

#### **4.3.3 Social uses of the mobile phone among semi-educated mobile phone users**

This theme went with the first research objective that sought to examine the social uses of the mobile phone. To discuss this theme, the researcher posed the question what is the economic and

social viabilities of the mobile phone to the Kayayei? In addressing the first research objective, the researcher separated the economic viability from the social viability and handled each separately. With the social activities, it was discovered that the participants in this category used their mobile phones for a number of social activities. They emphasized on the fact that with a mobile phone they could stay connected with their family and friends. It connected and reunited them with their families especially. The mobile phones ability to keep them connected and linked to their ties up north and around was the most important social use of the mobile phone. Amina who was a respondent in this category indicated what social activities she could use her phone for:

We have relatives back home that we need to stay in constant touch with, Salamatu notes. We have our kids, loved ones and husbands at home that we need to hear from. The mobile phone enable us stay in touch with our families. We call them and ask them how they are faring back home.

Fauzia also talked about what social activity she used her phone for:

Me for instance, I always call home almost every day to find out how my mum and dad are doing together with my siblings.

Another participant in this category was Salamatu and she recounted what social uses she puts her phone:

Apart from calling customers, family and friends, I use the phone to play games and also record our local music on the phone and play it later for my relaxation .Again, I listen to radio on my phone especially Peace FM, Marhaba, and Oman FM news.

#### **4.3.4 Social use of mobile phone among illiterate respondents.**

This category reiterated almost the same social uses of the mobile phones espoused by the semi-educated category. Mama was one of the participants in this category who used a mobile phone. She emphasized how it kept and strengthened bonds between them and their families.

My family that I left at home calls me and discusses what is happening at home after I left them and came to Accra.

Maryam was yet another participant in this class and she re-echoed how it strengthened family bonds and their friendship with colleagues who plied the same trade with them.

Sometimes too I call my friends who are not able to come to work and find out what why? Me and my husband talk on the phone every day.

#### **4.3.5 Perceived social use of mobile phone among category which did not have a mobile phone**

Even those who were not using mobile phones recognized the important role the mobile phone plays in strengthening family ties. Suweiba did not have a mobile phone yet she could talk about some social uses of the mobile phone which she thought was common knowledge that did not require one to use a mobile phone to be able to talk about. She talked about the ability of the phone to keep bonds between them and their families even though she did not have one.

Oh! I don't hear from home like I would if I had a mobile phone. And I am worried.

Barkisu also fantasized on what social activity she would use her phone for were she to be using

one:

I will be able to call my family in Yendi whenever am bored and lonely and I can also listen to radio and play music to make me happy.

From the discussion it could be stated that while participants in both categories i.e. semi-educated and the illiterate class used their mobile phones for some social activities, the last group which consisted of respondents without a mobile phone could only talk about perceived uses since they did not actually use them for any social activity directly. Another observation was the fact that there was not much difference between the first two groups' social use of mobile phone and their motivation and the value they placed on the communication tool. The first two categories in summary used their mobile phones for some social activities. They used mobile phones to stay connected and in touch with their families whom they had left up north. The mobile phone helped them keep family bonds. They called their spouses, parents and children on their phones. All three categories thought the use of mobile phone brought them closer to their families and friends regardless of the distance. The mobile phone had bridged the gap that was created between them and their families .It had become the platform for discussing family issues and socializing as well as fraternizing with loved ones without necessarily being physically present. It can be deduced from the study that none of the categories irrespective of their educational status knew and also used their mobile phone for exchanging emails, which is a feature that anyone with basic education knows that one did not need a computer to do that provided one has data.

This finding satisfied part of objective one of the research on the use of the mobile phone for social activities. It was also consistent with the US Agency for International Development (2013)

research finding on the ability of the mobile phone to keep bonds with family and friends. It again supported Munyua and Mureithi's (2008) research findings on how mobile phone use helped the women entrepreneurs keep in touch with family and friends through constant communication. It was also consistent with one of the characteristics of the active audience in the classification of the uses and gratification theory by Blumler 1974 which is the intentionality of the audience that guided its choice of a medium.

#### **4.3.6 Economic use of mobile phone among semi-educated respondents**

In satisfying the remaining part of objective one of the research on the use of the mobile phone for economic activities, the research question was what is the economic viability of the use of mobile phone to the Kayayei? It was discovered from the study that participants in the semi-educated were all using their mobile phones for one economic activity or the other. It helped them keep hold of their customers but not necessarily give them more customers. They used their mobile phones to call their customers to find out when they would come to the market, they booked appointments with their customers in advance especially, with most of whom go to the market once every week to shop. Customers who were not able to go to the market for one reason or the other also contracted them to shop and send it to them at home for their money. Azuma was one of the participants in this category and recounted how her mobile phone helped her in terms of economic value:

Our customers with whom we have built trust occasionally call

us to shop and bring it over to the house for one reason or the other.

Maryama was another participant in this category who explained how she used her mobile phone to keep hold of her customer:

When a customer engages our services the first time and enjoys it, they ask us if we have a mobile phone on which they can call us the next time they come to town so we can help them.

Azuma, also unraveled how the use of mobile phone got them extra income economically.

The customers call on us on phone to go over to their houses to help them with domestic chores that is why me Azuma, think the mobile phone is important.

Amina was also another of the participants in this category and she also emphasized on the economic use of the mobile phone to them.

Some customers call me on phone to go and wash their things for them for a fee. I take 30 Ghana cedis when I washed plenty things. Ever since, I have been using my phone to do the kaya business and it is giving me a lot of customers.

Shetou also one of the respondents in this same category also indicated how she got extra work through mobile phone usage:

The mobile phone has become my second baby that I have to feed almost every day but am not worried because it gives me more jobs. When I have credit, I can call my customers to find out if they have things for me to wash. When am lucky and go to wash, I can charge between 20-30 Ghana cedis aside from the one I will get from carrying load.

This finding indicated that the mobile phone was more than just a communication tool. It served more than one purposes.

#### **4.3.7 Economic use of mobile phone among illiterate respondents**

The illiterate participants also shared the views espoused by their counterparts in the semi-educated category over the economics of using mobile phones. Binta was one of such participants and shared how she had made some economic gains from her usage of mobile phone. She emphasized the immense contribution of the phone towards her business.

I for instance, some of my customers call me from home and instruct me to shop and bring it over to their homes. So you can imagine what would have happened if I were not using the phone? I would have missed the cut they give me when I run those errands in addition to my charge.

The study also found that head portorage was not the only job they do. Most of the participants among the semi-educated and the illiterate class, did take other contracts such as washing and attending to people's shops as well as doing domestic chores. This they thought was made possible because they were using mobile phones and could be contacted whenever their services were needed. Maryama, of the participants in the illiterate class said:

We also wash for some of our customers so they take our phone numbers when they come to the market. Subsequently when they need our assistance, they only have to call us; they only have to call us. They don't need to come all the way to the market to ask us to go and wash.

#### **4.3.8 Perceived economic use of mobile phone among participants in the category which had no mobile phone**

Interestingly, the third group who were not using mobile phone also underscored the economic use of the mobile phone though they did not use phones to be able to feel the economic impact

directly. They indicated the mobile phone had some economic advantages based on what they had seen users used their phones to do. Anita was one of these participants who unfortunately did not use a mobile phone as of the time of the study but recounted the economic impact of the mobile phone on her madam's economic activities and she was hopeful she could also benefited were she to be using a mobile phone.

The madam that I help in the shop always called her customers and asks them where they are and when they are bringing her goods. If she is not around and they come, they also call her and in some few minutes she will come back to the shop. She is always on phone talking about money.

Zubeida also did not have a mobile phone but could perceive its economic impact were she to have one. She stated how mobile phone usage could help her economically. Zubeida, one of the participants in the class without a mobile phone thought.

Am sure I will get more customers and more job to do when I get a mobile phone. Oh my customers will get my number and call me whenever they need my assistance other than Kaya. We do washing too for people who can't wash their things. So when I get a phone people will call me whenever and I will go because it is not always that we get money from Kaya. Sometimes you may not get one cedis in a whole day.

What could be deduced from this finding was that much as the use of the mobile phone did not get them more clients with regards to head portorage, i.e. the normal and regular carrying of loads, it got them extra or additional work which also earned them some income. Some other people in the market who also engaged their services to watch over their shops for a fee also called them on phone when they needed their assistance. This indicated that the mobile phone had gone beyond just a communication tool; it had a combined effect of empowering the women

economically and also served as a communication tool that kept bonds between the client and the Kayayei. That finding was more grounded in the theory uses and gratification which postulated that the audience used the media to satisfy various needs. It also confirmed how active the audience was based on its intention in the choice of a medium like Blumler noted. The discovery also supported Munyua and Mureithi's (2008) research finding on how the use of mobile phones kept the entrepreneurs in constant touch with their customers and also supported that of the US Agency for International Development (2013) finding on the use of mobile phone for commercial activities.

An interesting observation however was that while the two groups could talk about the direct economic uses or impact of the mobile phone, the third group which consisted of those who did not use a phone could not help but talked about what they had seen. Some of the participants in the group based on what they had heard and seen others do with their phones were optimistic they could also get to feel the economic impact of the mobile phone as soon as they got one.

This is consistent with one of the characteristics of the active audience, imperviousness of influence which according to Blumler (1974) enables the audience to construct their own meaning from content that then influenced what they thought and did. In this regard the participants in this category, in spite of not owning a phone had the desire to use one because of the influence of their other colleagues and what they had also got to know about the economic uses of the mobile phone.

The second objective of the study in line with the theory was to find out if there were any economic and social benefits the Kayayei derive from their use of mobile phones. To find out this, the researcher broke the question into social and economic benefits.

#### **4.3.9. Economic benefit of mobile phone among semi-educated group**

Based on this theme, the first question posed was what economic benefit did the Kayayei derive from the use of mobile phone? The study found that almost all the respondents involved in this category did benefit immensely from their use of mobile phones in one way or the other. The mobile phone was found to have replaced all other banking activities such as savings, redrawals and other transactions. Participants in this category either used their phones for mobile money transfer as a way of remitting to their relatives up north or they load money on their wallet and access it whenever they needed it. Hasia was one of the respondents in the semi-educated class and she noted what economic benefit she got from using mobile phone:

As for me Hasia, our relatives back home call and demand for financial assistance from us. Through the mobile phone, we are able to remit some monies to our relatives for their up keep via mobile money transfer since neither we nor they have bank accounts.

Amina was another participant in this category and she explained how the use of mobile phone was serving multiple purposes for her including the fact that it had replaced formal banking transactions:

The phone enables me to send them MTN mobile money transfer on the phone. I also use it as my bank. I save my money on the MTN mobile money bank (mobile wallet).

#### **4.3.10 Economic benefit of mobile phone usage among illiterate respondents**

This category reechoed the benefits shared by their counterparts in the semi-educated class. This category just like their semi-educated counterparts shared the same views regarding what economic benefits they gained from using mobile phone. This was evidence by the experience of Maryam regarding her direct economic benefits from her use of mobile phone.

I put my money on the MTN mobile money. I also take some and send to my family every month. But what I don't like is the network problems they complain about when you need to take some money for an urgent need, you cannot do it.

#### **4.3.11 Economic benefit of mobile phone usage among respondents without mobile phone**

An important observation made from the third group which consisted of participants who did not use mobile phones was that, though they did not have mobile phones they were aware of its economic benefits which they all saw as its ability to be used as a replacement for banks. This reason also informed their decision to get a mobile phone in future to replace their banking transaction since most of them had no accounts for banking. They saw mobile banking as safe, secured and convenient. However, they were mindful of its attendant inconveniences such as network jams and instabilities. What was interesting is the fact that the two groups that were using mobile phones did not complain about inconveniences that came with mobile banking.

This finding was consistent with Eriksson (2008) research finding on the use of mobile banking as replacement for banks since most of the rural folks in Kenya had no bank accounts. It also supported Awotwi and Janowski's (2011) research finding that micro banking and money transfer services were the most important needs that head porters needed to satisfy by their use of mobile phones. The finding was also supported by the theory, uses and gratification on the assumption that the goal which the audience wished to achieve guided their choice of media. It

was also consistent with all the characteristics of the active audience espoused by Blumler, (1979) which are the intention of the audience in its choice of media, the individual putting the media to the uses of the media, (utility), use of the media reflecting the existing interest of the user and the imperviousness of influence.

By the way an interesting observation about the current trade on mobile banking in Ghana was that even those who had bank accounts did save money on their phones. The trend has caught up fast with the elites in the Ghanaian society currently because of inconveniences such as long queues one encounters at the banking halls. Another observation intriguing about the first two groups, the semi-educated and the illiterate class was the fact that only one participant in the semi educated group thought of what the calculator on her phone could do for her economically. She happened to be the only one who knew there is a calculator on her phone and she could actually benefit from it in economic terms. Even her, she seldom used it. This could probably be because of their low or no education at all or lack of interest in using the feature on the phone. Azuma was among the semi educated class and she talked about her experience on the use of other features:

The phone has a calculator so I sometimes use it calculate my earnings.

Another interesting economic benefit the study found about the use of mobile phones by the Kayayei was its ability to cut boundaries and link the customers with the groups irrespective of their destination. Azuma again recounted how the mobile phone transcended boundaries to help them economically.

We also have our customers who call us on phone when they don't find us at our known designated places in the market. When they come to the market, they call and give us direction to where precisely they can be located in the market so we can go

and assist them with their loads. Other times, the customers will call and tell us they will come tomorrow. So you prepare and wait for them”. Our customers call us any time they come to the market and need our assistance. Apart from assisting them with their loads in the market, they call on us on phone to go over to their houses to help them with domestic chores that is why me Azuma, I think the mobile phone is important to us.

Salamatu was also from the same category and shared her experience on the economic benefit of the mobile phone to her.

Even if my customer comes in my absence when maybe I have also gone round searching for more clients, they cannot call me because. But when I had my phone even if am not around and they call me, I will quickly run back and locate those customers to carry their goods for them

Mama and Binta were also participants in the illiterate class and also intimated how they did gain some economic benefit from their use of mobile phone.

Mama: I use it to call my customers that I carry kaya for and those who also give me contract to go and wash.

Binta also noted:

Binta: I for instance, some of my customers call me from home and instruct me to shop and bring it over to their homes. So you can imagine what would have happened if I were not using phone? I would have missed the cut they give me when I run those errands in addition to my charge.

#### **4.3.12 Social benefit of mobile phone usage among semi-educated respondents**

The study discovered that the Kayayei were conscious of the social benefits they derived from using mobile phones. These benefits as it were, to some extent informed their decision to acquire the mobile phone technology. The study discovered that they had ties up north that they have left behind and therefore needed to hear from them constantly. Social benefit to them meant being able to hear from family and friends on regular basis. It discovered that all the three different

categories of Kayayei including the semi-educated class, the illiterates and the class without mobile phone had some social benefit from their mobile phone usage. However, the benefits varied based on characteristics of the different groups. The study for example discovered that among the semi educated class, some of the benefits they derived from their using of mobile phone were using features such as the radio, listening to music, taking pictures of themselves and activities around them and also communicating with friends and loved ones. Salamatu and others in her category shared their experiences:

I am Salamatu and my boyfriend bought the phone for me so that we can talk and send text messages when am not doing kaya. Again, I listen to radio on my phone especially Peace FM, Marhaba, and Oman FM news. Peace FM because the broadcast in local language. I use the phone to play games and also record our local music on the phone and play it later for my relaxation.

Azuma was also a participant in this category and narrated her experience.

When am not busy, I listen to news on Peace FM on my phone to get informed about happenings around us. They speak local language, I mean Twi. That is why I listen to them I also play games.

Hasia also shared her experiences on the benefit of using mobile phones:

I also listen to news on my phone. I mostly tune into Peace FM, Okay FM, Marhaba and Adom FM. I listen to their news and music. Peace FM produces a lot of local content and speaks Vernacular that is why I listen to Peace FM, I also use the clock on the phone.

#### **4.3.13 Social benefit of mobile phone usage among illiterate respondents**

The illiterate class also narrated their experiences on what social benefit they derive from their use of mobile phones. They shared similar benefits. Abibata shared her experience and said:

I play music on my phone and use the torch light when there is

“dum sor”

Atule, another participant in this class also talked about her social benefit:

I use my phone to play music to entertain myself. The torch light on the phone also comes in handy during light off.

In contrast, what could be deduced from this finding is that the two different groups have different benefit based on their educational background and other factors. Whereas the semi educated most of the time tuned to radio to listen to news to know what pertains around them, the illiterate chose to listen to music as their primary benefit. However, both groups have something in common. They both made use of the torch light on their phones during power out situations. Both groups were aware of the benefits but varied in preference.

#### **4.3.14 Perceived social benefits of mobile phone usage among group without mobile phone**

The group without mobile phone on the other hand could foresee the social benefit of the mobile phone as manifestations on their colleagues who were using mobile phones. Suweiba, one of the respondents talked about her indirect experience:

This time with mobile phones, people could get information easily and quickly as and when it breaks. Oh I see my colleagues always talk about what happens in the north even though they have not traveled up north.

This same group even though did not have phones talked about the ability of the phone to replace travels and also save time as some social benefit they would have gained were they to be using.

Barkisu indicated the likelihood of socializing with her parents to keep family bonds and at the same time saved some money:

You see if I have a phone and buy one for my mother, I don't need to travel. I will only buy units and call them. It will and money.

Zubeida, another participant who had no phone talked about some possible social benefits of using a mobile phone as its ability to replace personal travels and also saves time.

Mobile phone is important because with it you don't need to go out and check on people. You only need to call them and you can hear everything you want. It saves time, for instance if I have to visit my people in the north, I will have to travel long distance, but with phone, it is just some few minutes or seconds and you are through with your call and you will know everything.

This shows that social benefits varies based on the needs of the three different groups. But these differences were based on the intentions of the various members of the three different groupings. These findings were, however consistent with the theory of uses and gratifications as it brought out the activeness of the audience and their ability to choose media based on their intention and perceived usage. This finding is supported by Overa (2008) research findings on the use of mobile phones to replace personal travels. It is also consistent with Mureithi and Munyua's (2008) research finding on the use of mobile phones by women entrepreneurs to keep in touch with family and friends through constant communication.

The third objective of the study sought to find out the knowledge of the Kayayei on the various applications on the phones and also find out which ones they were using. To achieve this objective, the researcher asked the question which of the mobile phone applications did the Kayayei know and were using? To be able to analyze this objectively, two themes were developed. These were mobile phone applications known and mobile phone applications being used. These themes were discussed under the three different categories of respondents.

#### **4.3.15 Mobile phone applications known by semi-educated respondents**

The study discovered that almost all the three different groupings had some knowledge about some mobile phone applications. Almost every participant in the semi-educated group had some

knowledge about the various applications. It was either they had heard of it from friends or they knew about it. Some of the participants in the semi educated category shared their knowledge about the various applications they knew. Salamatu noted:

Oh ok, then I know wassap (What's App) and Facebook. I use both when I have more credit. But I use "wassap" more because that is where I can send videos and receive some.

Amina too indicated:

I know "wassap" only. No am not using it because I can't use it and more so I don't have the type of phone that can do "wassap".

Another participant in the same category, Shetou shared her knowledge on the applications she knew.

I have heard of face book and "wassap". My friend showed me the "wassap" phone. My own is the drop that yam so no "wassap".

Memuna also displayed her knowledge

I know about wassap but I don't use one. I will like to use that one when I get a touch phone. That is what I know. I know you can record things when they are happening and send it to friends to watch and listen. You take pictures too.

#### **4.3.16 Applications known by illiterate respondents**

Some participants in the illiterate group who also used mobile phones shared their knowledge about one application or the other.

I hear people talk about something they call "wassap".

Mama also talked about an application she knew on her phone.

Me too my phone has "wassap" and the others.

#### **4.3.17 Applications known by respondents who did not have mobile phone**

Some participants in the class without mobile phone also talked about what they knew regarding mobile phone applications: Barkisu talked about what she perceived to be an application on phones

I have heard there is one called face book and the one my colleagues mentioned, the “sap”.

Alliya also shared her knowledge:

I don't know about the “wassap” phone. I have not even heard about it before. All I know is the Nokia and drop that yam phone.

Suweiba also added:

I know “wassap” and face book. A lot of the people in my area talk about them.

An observation from the data gathered on the knowledge of the Kayayei on the mobile phone applications indicated that while all the three different categories of Kayayei may know of one of the various applications, not all of them knew about the applications as in knowing it practically. Some heard about it from friends and colleagues. This could be attributed to their low level of or no educational at all depending on the various groups. This finding supports one of the assumptions by the uses and gratifications theory that states that the media is in competition with other sources for needs satisfaction. It could be deduced from the finding that what's up application seemed to be very popular among all the groups followed by Facebook. However, just two persons knew of both what's up and Facebook at the same time. These two persons were from the semi-educated category and the category without mobile phone. The most interesting

aspect of these two persons was that they happened to have some level of basic education. Salamatu was a participant within the semi-educated group who used phones. Intriguingly, Zubeida who also had some level of education belonged in the category that did not have phone. This shows that education plays a fundamental role in exposing these people to what is trending with regards to technology and other stuff. What could be deduced from this finding is that with education, one does not have to get hold of something before he or she could actually know about it.

#### **4.3.18 Mobile phone applications being used by semi-educated respondents**

Regarding which of the mobile phone applications the Kayayei knew, this discussion was centered on the theme mobile phone application being used by Kayayei. The research found that despite the fact that all of them might have heard or known about some applications, not all the participants in this category used any of the applications. The study discovered that only one of them actually used the application aside from knowing it and that was Salamatu:

Oh ok, then I know “wassap” (What’s up) and face book. I use both when I have more credit. But I use “wassap” more because that is where I can send videos and receive some.

#### **4.3.19 Mobile phone applications being used by illiterate respondents**

None of the respondents in this category actually used any of the mobile phone applications even though some of them were aware of some applications on their phones. These people did not use any of the applications probably because they could not use them due to ignorance because of the fact that they were illiterates and had no clue about using them or even knew that it existed on their phones.

While some were not using them because they did not even know what an application was, others also thought the applications were not part of the reasons they were using mobile phones so it was not a necessity. Mama was one of the participants who thought applications were not one of the reasons she bought her phone.

My phone is the “wassap” type but I don’t use the “wassap”. I know it has it but I don’t like and it is not the reason I bought the phone that is why am not using it.

Binta was one of the participants in this group and she indicated she did not use any application because she had no clue what an application was. She explained why she did not use any of the phone applications.

I have heard of them. I mean the “wassap” but I don’t know how it looks like because I have never seen it before.

Mama was also one of the participants in this class who did not use the application on her phone even though she knew of it.

For some too, they were not using any applications simply because their phones did not have those features. Maryama indicated why she was not using any application despite the fact that she knew of one.

I don’t have a “wassap” phone. “Wassap” is the only one I know. I hear people talk about it that it is for video sharing.

For some, they were not using any application because they did not even know what features were on their phones. Fati was one such participant who did not know whether her phone had any application or not.

I don’t know what else the phone has other than the touch light and the call.

What could be deduced from this finding is that though this category did not have any formal education, they were not using mobile phones for the sake of it. They had their reasons for buying and using a particular phone based on their needs. Their needs influenced their purchase. Again, poverty and lack of education has also left some of them behind in catching up with technology to the extent that some did not actually know what they could use their phones for apart from the basic features that was common knowledge.

#### **4.3.20 Use of other features on the phone by the semi-educated respondents**

The study also discovered that some features such as the calculator, camera and the torch light on the phone were of immense benefit to the Kayayei. Those who used mobile phones with features such as the camera used it to take pictures and sent those pictures to their family and friends. They used torchlight as improvised light during power outage. Fauzia was one of the participants in this class and she enumerated some other benefits she derived from using mobile phone.

The torch light also comes handy especially now that Ghana has power crisis whereby we are always in darkness. There is clock too on the phone so I use it to check time.

Azuma too was another participant in this category who also threw light on other benefits she was deriving from her use of mobile phones.

I use the torch light because of “dum sor” (light out). The phone has a calculator so I sometimes use it to calculate my money.

#### **4.3.21 Use of other features on the mobile phone among illiterate category**

This category of respondents could not be left out from the other benefits that come with the use of mobile phones apart from the main basic and fundamental use of it for communication purposes. They also enumerated some other advantages of using a mobile phone. Atule was one

of the participants in this category and she also talked about some other benefits she derived from using mobile phone.

I know my phone is radio and I sometimes use the radio. I listen to the Twi radio. Like Adom FM and Marhaba FM, they speak Hausa.

Fati was also one of the participants in this category who knew she could use her phone as improvised light because of some feature it has.

Apart from talking on the phone and the torch light I don't know what else the phone has or can do but me I can only use the torch light during light off

#### **4.3.22 Mobile phone as an object of desire and pride among semi-literate category**

The mobile phone has become an object of desire and a symbol of success, modernity and pride among some of the Kayayei. They felt accomplished having been able to own and use a mobile phone. They were enthused about the use of the technology. Salamatu shared her excitement and experience over the use of mobile phone.

I wonder why people will still use the pay phones and fixed phones in this era of civilization, all you have to do is work hard and save money to buy a phone so you can also have a sense of belonging.

Memuna who was Salamatu's counterpart also expressed what she felt since she started using a mobile phone.

The use of mobile phone makes us feel good. It makes us have a sense of belonging. Moreover, prices of mobile phones have come down such that it has become affordable for everyone regardless of class, such that anyone who does not use a mobile phone in this era of technology is lost. Such persons are backward and don't know what time it is.

Fauzia was another participant in this group and she also said:

The use of mobile phone makes us feel good because we are not left out, when the most privileged ones are showing off with their mobile phones to show their class, we can also boast because we have a mobile phone.

Salamatu again expressed how she felt being able to use a mobile phone

We feel we have also arrived. It enables us have quick access to events and activities happening outside our purview and jurisdiction. For instance, if something happens in the market and you are not around, someone will use his phone to record it and share. When something strange or exciting is happening, one can record those ones too and circulate and also watch it later for relaxation. Such videos are used for entertainment since we do not have television sets.

#### **4.3.23 Mobile phone as a symbol of status among semi-educated class**

In spite of the fact that mobile phone is no longer a luxury and a preserve for the rich, this group of persons still felt the use of mobile phone came with some prestige, honour and elevated one's status. They still believed that one's ability to own and use a mobile phone indicated his swag and status in society. Salamatu expressed how her use of mobile phone had elevated her status and made her feel she could also rub shoulders with the high and mighty in society.

It makes us equal and nobody is above the other whether rich or poor.

Again, the study found that mobile phones guaranteed the security of the Kayayei. It made them feel safe and secured. It served as a security measure to safe guard them against crooks who engaged their services with malicious intentions. Amina commented on how it ensured her privacy.

There is absolute confidentiality with the use of mobile phone. Amina adds that nobody will get to know what you don't want

them to know because you can make calls all alone in your secrete corner.

Salamatu talked about the ability of the mobile phone to ensure their safety and provides them security.

Some people will come to the market and engage our services but their ulterior motive is to steal our money and displace us so we do not find our way back to the market. Others too are thieves in disguise. They only engage your services and take you out of the market and collect the little money you have made for the day and leave you in the middle of nowhere. If you resist they will beat you in addition. With our mobile phones we are safe because we will quickly place calls to our friends and colleagues and take directions from them back to the market or where ever we were stationed before the person engaged our service.

This finding is in tandem with the US Agency for International Development (2013) research finding on the use of mobile phone to improve personal security.

An intriguing observation about this study is the fact that a lot of the Kayayei were aware of the different brands of phones. The most popular brand of phone among this group was Techno. This was followed by Samsung and Nokia. The most common ones being used by the group was the Techno brands.

Memuna was one of the semi educated participants and shared her knowledge on different brands of phones.

I am using Nokia, the Yam one. But I have also heard of the touch phone. I hear it is called IPhone and Samsung. I will like to use one but can't afford it. I hear it is very expensive and only rich people can buy Samsung and that one.

Another participant in the same group was Salamatu and she shared her knowledge too on the various brands of phones.

I know of Techno, LG, Samsung and nokia. I know the touch too .I was using one but it got spoilt. It was Samsung. When I get money I will buy one again.

A participant in the category, Zubeida who did not use mobile phone proved she knew of the different brands of phone.

I don't use phone but I have heard of Techno, Samsung and touch phones. I hear there is China phone too and the drop that yam.

It also found that whiles smart phones were called Touch phones, the old versions with the key pads glaring in the face were referred to as the “drop that yam. These terms were being used by all the three different groups. Not even the semi-educated could get the name right. These phones are known as the yams because they could not offer features such as the camera and nice ringing tones. They were not sleek and beautiful as compared to the Android smart phones according to the Kayayei. The Kayayei called the smart phone “touch phone” because one has to touch or swipe on the screen to see the key pads. While some of them thought it was delicate and complicated to use the smart phones, others also thought that was what was in vogue, beautiful and the current trend. Strangely even the semi-educated called the smart phones the touch. Binta, an illiterate mobile phone user knew the smart phone.

My drop that yam is good but it is not as beautiful as the touch ones I have seen with my madams. The touch ones are beautiful and small. I will like to own one someday when I can raise money to buy one.

The group also believed that only quality phones like the smart phones as they presumed could have what's up application.

This was Azuma, one of the semi-educated participant's account of a smart phone.

I know the touch. I saw one with my madam that I work for. It is nice. You don't see the keypad so how do you type? I, my phone is Techno and I can see where I will type. If I get my madam's phone, it will be fine but where will I make the call from on that phone? My Techno is ok ooo; I don't want any "wahala".

Memuna also in the same squad displayed her knowledge of the smart phones.

But I have also heard of the touch phone. I hear it is called iPhone and Samsung. I will like to use one but can't afford it. I hear it is very expensive and only rich people can buy Samsung and that one. I mean the "T" one. I will prefer the touch one because that is what everybody is using now to do "wassap" and take pictures

The study again discovered that China was synonymous with fake phones and therefore, any phone that made loud noise when it rang was an inferior phone that is known as "China". This cuts across all the three different groupings. Rakia was one of the respondents in the illiterate category and she ignorantly displayed her understanding of types of phones.

I know Techno phone. I know China phone and Nokia. The China phone is the one that makes loud noise when it rings. My phone is Techno but not touch. It is not China ooo. We don't like the China because people say it is not good.

Another interesting observation is the overwhelming subscription on MTN and Vodafone networks by almost all the Kayayei in the study. MTN has the largest subscription followed by Vodafone. Almost all the participants in the first two categories were using MTN networks followed by Vodafone. An evidence of most widely used network by Azuma, one of the semi educated category:

I buy the MTN units myself from my daily earnings.

Fauzia also from the same category attested to the wide subscription on MTN network.

I do transfer. With MTN unit transfer, you can get credit for as low as 1Gh cedis.

Amina also confirmed it and she said.

I buy the MTN unit and recharge my phone myself.

Memuna another participant in the category added:

As for me I always buy MTN credit to enable me talk to my family, customers and loved ones back at home. Every time I have credit on my phone so I can't say how much I buy in a week or month. The MTN people also give us bonus. So if let say I buy 1Gh on Sunday and it doesn't finish till another Sunday, I still use it

Rafiatu used Vodafone network and also justified it.

As for me too I buy credit for my phone. I use Vodafone so I ensure I get at least 1 Ghana for my pocket.

Hasia from the illiterate class confirmed her subscription on Vodafone network:

It is not easy buying the Vodafone credit. But I manage to buy it because I have to stay in touch with customers and family.

The research also found that MTN, one of the six mobile phone network companies operating in the country has become synonymous with mobile money transfer. Despite the fact that all but Glow and Expresso networks do mobile money transfers.

As for me Hasia, our relatives back home call and demand for financial assistance from us. Through the MTN mobile money, we are able to remit some monies to our relatives for their up keep via mobile money transfer since neither we nor they have bank accounts.

It was also discovered that some of them used two phones with two different networks.

Salamatu, one of the participants in the semi-educated category confirms this evidence with her experience.

Me I have two of the phones. One is the "drop that yam" and the other is called "touch". When am going out on weekends, I

mean days that I don't work but have to attend outdoorings and marriage ceremonies, I use the touch phone. That is the only times I use the touch but the drop that yam is the one I use every day for my kaya business.

From the discussions and analysis, the main themes indicated that the mobile phone is an indispensable tool among the Kayayei because it has practically become the only and available means of communication for them. They contacted their relatives whom they have left up north. While some saw it as the only linkage between them and their spouses, others saw it as their means of survival and livelihood. Again, the study found that the use of mobile phone by the Kayayei did not give them more customers but rather helped them keep hold of their existing customers. One of the participants in the semi-literate recounted how she managed to keep hold of her customers. It also got them extra work such as washing contract and domestic chores. Their customers also called them to book their services and occasionally when the customers were not able to go to the market themselves, they instructed the Kayayei to shop and send it over to their homes for their money. In addition to the reasons for their use of mobile phone, the Kayayei derived some satisfaction from the use of the technology just as the theory, uses and gratification assumes. They got some fulfillment, had a sense of belonging and also saw themselves as successful. Aside from the satisfaction, the Kayayei enjoy benefits such as the use of the torchlights on their phones, they listened to radio particularly the Akan speaking stations and also used the calculators for trading activities. They played games too on their phones.

## CHAPTER FIVE

### Summary, Conclusion and Recommendations

#### 5.0 Introduction

In this chapter, the whole study has been summarized briefly. The conclusions have been drawn as well as recommendations made and the limitation of the study also stated. Findings of the study are also stated.

#### 5.1 Summary of findings

The research sought to find out the importance of the mobile phone to this minority groups who carry critical logistic service to a cross section of Ghanaians society but also earns little in terms of socio economic status. One of the objectives was to find out what satisfaction they derive from using the mobile phone technology. The study further sought to unearth the various economic and social activities the Kayayei use their mobile phones for. It went further to find out if they knew of the various mobile phone applications and which ones they were using. The head porters or Kayayei were chosen for this study because ideally, one would not expect them to adopt this technology considering their poor, illiterate background and the fact that one will wonder what they will be doing with their phones. The group in Madina was chosen because there are a lot of the Kayayei scattered within Makola, Agbogbloshi, Mallam Atta and Tema station but those in Madina are organized, have a room of their own and also belong to an association which they refer to as club. Some of them who also have their wards living with them

have enrolled them into schools.

The study was situated within the frame work of the uses and gratifications theory by Katz, Blumler, and Gurevitch 1974 which posits that the audience is active and chooses media based on its needs. Blumler, 1979 categorizes the characteristics of the active audience that influences its use of any media into four. These characteristics are Utility, Intentionality, selectivity and imperviousness to influence. The characteristics of the active audience were used to find out which ones among them motivated the use of mobile phone by the Kayayei. It was discovered that Intentionality, utility and selectivity were the factors that influenced the groups' use of mobile phone.

The study which was done qualitatively employed focus group discussion as a data collection tool.

Data were put into themes and analyzed. The key themes focused on in the analysis were importance of mobile phone, mobile phone for social and economic activities, satisfaction derived from the use of mobile phones, mobile phone applications known and being used.

The study found that the Kayayei used the mobile phone for the purposes for which it is meant for. They used the mobile phone to call customers, family and friends. It also revealed that the Kayayei's intention for using the mobile phones included the use of it for mobile money transfer and mobile banking. They seldom used their mobile phones to call their customers since it did not actually give them more customers. Rather, it helped them keep hold of their customers. With the characteristic of selectivity, it was discovered from the study that the Kayayei used different brands and types of phones such as the Smart and the older versions of phone before the coming of smart phones, the drop that yam because of either ease of use, simplicity or the

camera and recording facilities in the phones. With imperviousness to influence, it was discovered that despite the fact that they knew the phone has so many features, not all of them used all the features because they were not interested. The study also revealed that the high illiteracy rate among some of them prevented them from using the Android smart phones.

## **5.2 Conclusion**

From the main themes discussed, it was clear that the Kayayei see the mobile phone as a practical tool, one that is indispensable. The study also discovered that though their use of mobile phone did not give them more clients, it enabled them keep hold of their existing customers and also got them more and extra work to do aside from the kaya job. More so, the study discovered that the group used their phones for social and economic activities. It was discovered that they played games, listened to radio and music on their phones and also communicated with their families and customers. Their main reason for using the mobile phone was its ability to keep family bonds and the fact that they got to do some other little business with their customers but not necessarily the kaya business. Most importantly as the uses and gratifications theory indicates, the Kayayei derived satisfaction such as feeling accomplished, being successful, having a sense of pride and belonging.

They also used the mobile phone as replacement for mainstream banking as they did mobile banking and mobile money transfers to their relatives up north. Last but not least, the study found that some of the Kayayei were aware of some mobile phone applications. These applications are what's up and face book with what's up in the lead followed by face book. However, not all who were aware used the apps. Those who used the apps used them because they were familiar with them where as those who did not simply did not because of lack of interest and the fact that it was not user friendly or their phones did not support those apps. A

quarter of the respondents was semi-educated and was aware of the different brands of phones available in the market.

### **5.3 Limitations of the Study**

The study was fraught with few challenges. Some of the limitations of the study include the difficulty in getting participants to take part in the discussion at the initial study area which is Darkuman. The study population in Darkuman was difficult. They made a lot of demands including getting them brand new mobile phones and some money before they could agree to participate in the discussion. As a result the researcher had to change the study area to Madina. The sample in Madina were however cooperative.

Again, since the group had only Sundays as their resting day during which they did their washing and attend programmes, the discussion had to be done at night. The discussion which lasted one hour 30 minutes run late into the night, so some of them became impatient and started jittering as their wards came calling them. As such they could not contribute as much as they should. Others also dominated the group and so had to be controlled to enable others contribute. In fact controlling them was not easy.

It was also difficult getting much literature on mobile phone usage by the group in Ghana in particular. Thus those available were taken from some African countries like Kenya and Rwanda with the rest from foreign countries such as US and Peru. Very few were on Ghana.

#### **5.4 Recommendations**

With the discoveries from the study, it is only fair that some recommendations be made on some issues raised for the attention of stakeholders.

The study indicated that though the Kayayei did not know their phone numbers, they managed to give their numbers to customers by asking the customers to take their phones (Kayayei's) and dial the customers' number on the Kayayei's phone to call the customers' number so the Kayayei's could register on the customer's and the customer in turn gets the Kayayei's number. It is therefore prudent that mobile phone network companies devised means of displaying the snap card numbers on the starter packs to enable subscribers who may find it difficult telling their number do so with ease.

Again, since almost all the Kayayei who used mobile phones were using it primarily because of the mobile banking and mobile money transfers, network providers should enhance their facility to forestall challenges such as poor networks during transactions and redrawals to enable more subscribers apply for the service.

From the findings it appears that a lot of the Kayayei do not know that other network providers in the likes of Airtel, Vodafone and Tigo also offer the mobile banking facilities. These network providers should intensify awareness creation on what they also have to offer to the publics to ensure healthy competition and also variety to choose from.

Again, importers of mobile handset and its accessories must endeavour to get more user friendly smart phones imported into the country to enable more people who wish to use smart phones but

shy away because of some perceived difficulties that one may be confronted with trying to use a smart phone.

Furthermore, network operators should consider intensifying and enhancing the unit transfer facilities so they could rake in more money from those who could not use the scratch cards and also for those who actually prefer to transfer units instead of buying a scratch card because it is cheaper and affordable.



## **APPENDICES**

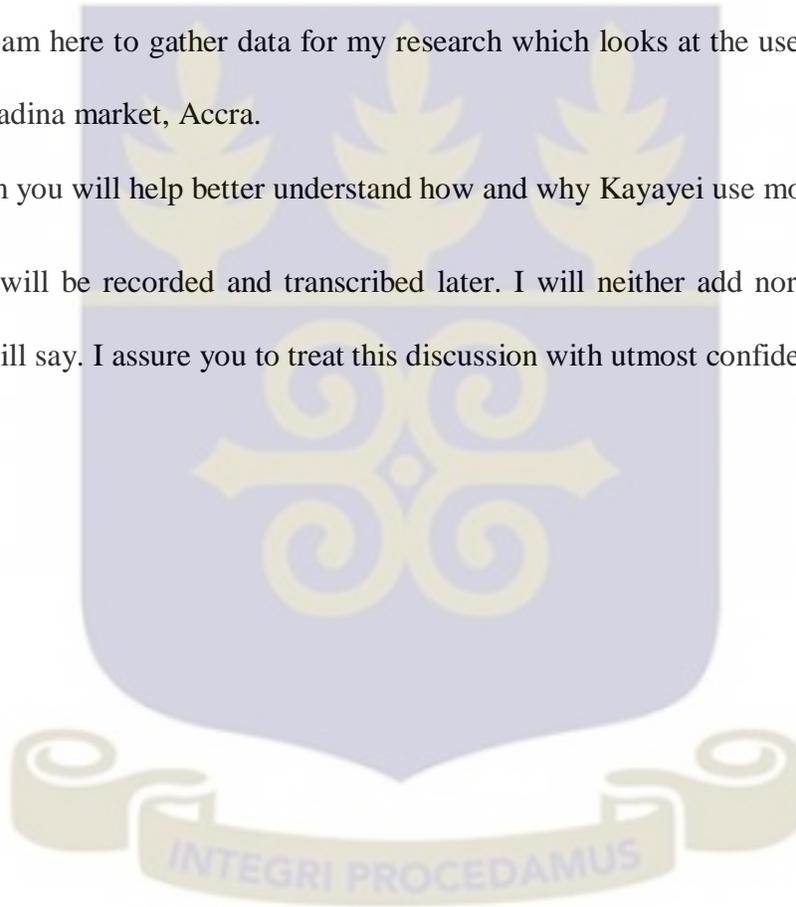
### **APPENDIX A:**

#### **Usage of mobile phone by Kayayei in Madina Market**

I am Munira Karim, an M.A student of the School of Communication Studies, University of Ghana, Legon. I am here to gather data for my research which looks at the use of mobile phone by Kayayei in Madina market, Accra.

Getting data from you will help better understand how and why Kayayei use mobile phones.

Our discussions will be recorded and transcribed later. I will neither add nor change anything from what you will say. I assure you to treat this discussion with utmost confidentiality.



## APPENDIX B: FOCUS GROUP QUESTION GUIDE

1. With you background, would you say it is important to use a mobile phone?
2. How do you feel using a mobile phone?
3. How did you get your mobile phone?
4. What do you use your mobile phone for?
5. What do you most often use it for?
6. Who do you communicate with?
7. How do you get your air time?
8. How much do you spend on airtime in a day?
9. How much sales do you make a day?
10. How much income do you make in a month
11. How much of your income do you spend on airtime in a month?
12. How does the use of mobile phone help you in your business?
13. Do you have regular people or customers you work for or with?
14. Do you call them?
15. Do they call you?
16. Which of the mobile phone applications do you know?
17. Which of the applications are you using?
18. And why do you use that application?
19. Do you use your phone to listen to radio?
20. Which radio stations do you listen to?
21. What happens if you go without your phone for a day?
22. Which brand of a mobile would you go for and why

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