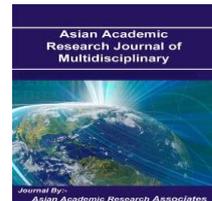




A Peer Reviewed International Journal of Asian  
Academic Research Associates

**AARJMD**

**ASIAN ACADEMIC RESEARCH  
JOURNAL OF MULTIDISCIPLINARY**



## **DIFFUSION OF AN INNOVATIVE PREPAID MOBILE PHONE SYSTEM IN NAMIBIA**

**HINA MUASHEKELE\*; CHRISTA SCHIER\*\***

\* Science Technology and Innovation Division,  
Multidisciplinary Research Center, University of Namibia

\*\*Social Science Division,  
Multidisciplinary Research Center, University of Namibia

---

### **Abstract**

This paper presents access to prepaid mobile telephone services as a diffusion attribute influencing the adoption rate and usages of ICT (Information Communications Technology) wireless telephony in Namibia across the social divide. Accessibility as a factor is reviewed and investigated in line with the theory of adoption attributes of ICT. Product configuration, which defines accessibility, is considered as basis for innovation characteristics that provide flexibility for both the rich and poor to access mobile phone services. Data used in this paper was obtained from an empirical national ICT Usage Study. The method of Chi-square test was used to assess the significance of the collected data. The hypothesis that accessibility is a factor influencing the diffusion and usages of the mobile phone services in Namibia across social divide is tested in terms of the respondents' employment situation, financial dependence/independence and youth employment. Findings in this paper are in agreement with those of the empirical study. The empirical study showed that, due to its accessibility, prepaid mobile phone systems enabled many customers, including those with no income, to access wireless phone services. The literature review clearly that very little research data is available in Namibia on the current topic under review. This paper contributes to the contextual behavioral understanding of prepaid mobile phone customers as well as the factors influencing diffusion and usages of wireless phone services in Namibia. This understanding can be applied for better usage and marketing of mobile phone services.

**Key Words:** Tango, access to prepaid mobile phone services, ICT usage, innovation attributes, influencing factors, Namibia.