

# MOBILE TECHNOLOGY AND BEHAVIOUR OF WOMEN: A LITERATURE REVIEW

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**Abstract:** Penetration rate of mobile phones are increasing rapidly day by day which results into more connectivity, easy communication and provides varied opportunities at business level. The numbers of wireless internet users in India are likely to cross 790 million by 2020 with more than 60 per cent of users accessing the internet through their mobile phones. It is expected that over the next couple of years, 3G and 4G subscribers would constitute over 40 % of the wireless internet subscriber base (FICCI-KPMG, 2016). Across the different users of mobile phones women are not last in the race. Various studies have been done on the technology association with women. This paper will review what kind of work has been done by the scholars in the area of new technology adoption, specifically related to the mobile or smartphones usage by women in the last few decades. The author will do content analysis of literature reviews on the topic which covers results, objective/s of the study, methodology and variables. The paper will also examine the state of current research on the topic and points out gaps in existing literature. The findings of the review provide insight for further studies.

**Key Words:** Mobile phones, Women, Technology, Communication, Literature Review

## Introduction

Technology inventions narrow down the world in our palm. Mobile technology has changed the scenario of communication which leads to easy connectivity, constant updates and full entertainment. It is a portable technology which you can carry to perform a wide variety of tasks. India topped as the world's fastest growing smartphone market. By the end of 2014, India had around 116 million internet enabled smartphones and the number is expected to reach 435 million by the year 2019. India becomes the second largest internet enabled market breaching 300 million internet users considering 31% year-on-year growth, which is expected to reach 640 million internet users by 2019. However, mobile phones are gradually catching up, with 55 per cent of active urban internet users using them for internet access (FICCI-KPMG, 2015).

In the view point of technology adoption, generally it is found that men adopt new technology more easily than women. However, this belief has blurred the lines in case of smartphone users. The gender has lost its discriminatory capacity as regards the possession and use of the mobile phone through the entire lifetime. According to research

and analytics company Apsalar (2013), women download 40 percent more apps than men. Taking data from half a billion users, study clearly indicates just how genders use their smartphones differently. While men spend 42 percent more than women on in-App purchases, the leading revenue for most developers, women pay 87 percent more than men on paid apps. Developers should pay attention to these stats as it could help them maximize their app revenue. Women clearly lead in Social Media category. In fact, women download 611 percent more apps in this category than men. They also download about 90 percent more News apps and Productivity apps. Lifestyle apps are also liked by women (68 percent more downloads).

The data clearly indicates that there must be some valuable reasons for using mobile phones by women. Varied studies have been done to understand the behaviour of women towards technology in past. Technology helps women to make them independent, educated and confident. Scholars have studied the relationship of technology with women in various context like, health communication, mobility, how technology is helpful for migrants, media, online shopping and many more. In this papers, authors try to explore what kind of studies have been done specifically related to the mobile technology adoptions and usage by women in the past by scholars.

### **Rationale of this study**

The purpose of this study is to review what kind of researches have been done by the scholars in the area of new technology adoption, specifically related to the mobile or smartphones adoption by women in the last few decades. The approach is to understand the studies have done in this field, summarise it and come up with a comprehensive conclusion which may also be fruitful for further research in the same or related area.

### **Research Methodology**

#### **Scope**

This study is based on the secondary data analysis which examines different literatures available on the EBSCO related to the mobile phone and women behaviour. Authors have funnelled various literatures from technology adoption behaviour in all categories to mobile technology and women behaviour in specific.

#### **Objective**

A review of prior relevant literature is an essential feature for the current studies as it provides the way for how to carry out further research in the same field. Similarly, in this study, author wants to explore what kind of researches have been done in the field of technology adoption which specifically focus how women are associated with the mobile or smartphone technology. Furthermore, the objectives to carry out literature based study are

- ✓ In which context scholars have done researches related to mobile technology and women behavior
- ✓ What are the variables, theories & models have been studied so far?
- ✓ To examine methodologies, geographical areas, groups of women or gender have been covered, used, found or worked upon in past studies.

## Method

Authors have referred EBSCO, one of the sources availing literatures in different areas, to investigate the past studies. To start, authors entered the key word 'women and mobile' in the database, where they found total 7692 paper. In the next stage, authors filtered the search by 'Full Text', 'Peer Reviewed', and 'English Language' literatures published in the academic journals only, where total 196 literatures were available. These literatures cover various categories of studies like Health Communications, Social Science, technology and communication, and more

Considering the scope of this study 66 papers related to 'Technology and Women' were selected, where authors finally choose 25 papers which talks about the mobile/smartphone communication adoption/use and women behaviour.

## Findings

### Glimpses of Past Studies

The authors have reviewed total 25 research papers, where it was found that there are 10 papers which had focused on studying both gender behavior with mobile technology as sample of their studies, while there are 15 studies found which had focused women's behavior only with mobile technology.

Following table 1 includes basic details namely objective of the study, key words or theme, and regions where studies have been done.

**Table 1: Glimpse of Past Studies**

Sr. No.	Author/s	Objective/s of the study	Key words/Theme	Geographic Region
<u>Following studies have focused only on Women's Behavior with Mobile Technology</u>				
1	Potnis, D.(2015)	This study fills the gap by studying information use by poor female mobile phone users in rural India. It also defines six stages in the information use process and models them.	Access to information, digital divide, digital inclusion, grounded theory, information behavior, information needs, information seeking, use of information	India
2	Donner, Gitau, & Marsden (2011)	This study explores the challenges, practices, and emergent framings	Not defined by the authors	South Africa

		of mobile-only Internet use in a resource-constrained setting.		
3	Roy (2016)	This study reviews available discourses to understand how the advent of mobile technology may have affected the work life balance of working women in general and particularly in the Information Technology sector in India.	Work life balance, mobile technology, blurred boundary, work life conflict, software professionals.	India
4	Tacchi, Kitner, & Crawford (2012)	In this paper authors have explored development, gender and technology through a focus on mobile phones and examples of their everyday use by rural women in India.	Mobile phones; mobiles for development; gender and technology; development; mobility	India
5	Okazaki (2009)	This paper describes one case pertaining to Knorr's mobile-based new product development projects in Japan.	Blogging, Events and experiences, Mobile-based campaign, New product development.	Japan
6	Cumiskey& Brewster (2012)	A survey study was conducted using female college students from a large US public institution to investigate whether women imagine their mobile phones to be weapons of self-defense.	Mobile intimacy; women's self-defense; mobile phones; personal safety	New York
7	Ganito (2012)	This paper aims to	Women;	Portugal

		provide a better understanding of the relationship between women and technology through an inquiry into the significance of mobile phones in the lives of Portuguese women. The study focuses on the mobile phone as a site where the nuances of women's experiences with technology become visible and on adult women as a meaningful group.	technology; mobile phone; time	
8	Kalpana (2016)	The objectives of the study are to check preferences and usage of mobile applications among college students and teachers.	Not defined by author	India
9	Vincent & Cull (2013)	This article attempts to see the change after having mobile phone in the development of Women-led farming co-operatives in Lesotho. This was based on the qualitative and longitudinal evaluations.	Not defined by authors	Lesotho
10	Soriano et al. (2015)	This article investigates how television advertising of mobile phones engages culturally relevant roles of mothers to attract	Advertising, Gender, Mothering Ideology, Mobile Communication, Consumer Culture,	Philippine

		women as technology consumers.	as semiotic analysis	
11	Frizzo-Baker & Chow-White (2012)	This study explore the daily usage of smart phones and apps by the women conducting in-depth interviews.	Mobile technology; smartphones; apps; social media; networked individualism; Public and private sphere, Gender	Canada
12	Komunte (2015)	Grounded in Habermas' Critical Social Theory (CST), this paper applies the theory of emancipation to understand the usage of mobile phones among women entrepreneurs in urban and rural areas of Uganda.	Mobile phone, Enterprise, Usage, Women and Uganda	Uganda
13	Crowe & Middleton (2012)	This paper explores the ways that a sample of professional women use smartphones to manage their personal activities and work responsibilities	Communication; work; family; responsibility; control; identity; smartphone	Canada
14	Fortunati&Taipale (2012)	The purpose of this study is to investigate whether women's emotions associate differently with the mobile phone depending on the type of family in which they live.	Mobile phone; family typology; gender; women; emotion	USA
15	Idemudia&Raisinghani (2014)	The authors have investigated the influence of	Not defined by authors	USA

		cognitive trust and familiarity on smartphone continuance usage		
<u>Following studies have focused on gender with Mobile Technology</u>				
16	Koenigstorferc and Groeppel-Klein, (2012)	The purpose of this research is to find out how consumers' personality in younger (vs. older) men (vs. women) affects behavioral choices of the mobile Internet, as an example of new technology, and how usage time affects perceived ease of use of innovative (vs. established) media.	Acceptance, Adoption, Mobile commerce, Mobile Internet services, Ubiquity, Technology	Not mentioned
17	Constantiou, I. &Mahnke, V. (2010)	The present article presents the results of a quantitative study conducted in order to explore the relationship between the individual's perceptions of value elements and the adoption intentions, in the case of mobile TV.	adoption decision, mobile TV, gender, reason-based choice	Denmark
18	Kim, Kang & Jo, (2014)	This study examined the key determinants of continuance intention and recommendation intention, two critical post adoption behaviors. Moreover, this study investigated the effects of dedication and constraint factors on MCA post	Not defined by Authors	South Korea

		adoption phenomena from a dual– model perspective.		
19	Blumenstock, J. & Eagle, N. (2012)	This article provides quantitative evidence of disparities in mobile phone access and use in Rwanda	Not defined by authors	Rwanda
20	Burrell (2010)	This article aims to provide this complementary role using ethnographic analysis to focus attention on phone users’ perceptions of benefit and the fuller social context of their access to mobile phones.	shared access, inequality, Africa, Uganda, ethnography, mobile phones, Communalism, culture, gender.	Uganda
21	et. al. (2013)	This study investigates whether mobile phones facilitate or inhibit migrants’ ability to seek the social support needed to reduce the stress they experience in their host country. Further, gender differences are examined and discussed.	Not defined by authors	Singapore
22	Amichai-Hamburger, &Etgar (2016)	This study investigated the relationship between smartphone multitasking and romantic intimacy	Intimacy, multitasking, smartphone use, actor–observer asymmetry	Israel
23	Eunjung Kim*, Ogata Kaoru (2015)	This study seeks 1) to examine the associations between phone usage patterns and mobile phone dependency, specifically by	Mobile Phone Dependency, Adolescents, Gender differences, Parent/Peer Relationships,	Korea



		gender, and 2) to analyze the associations between the impacting factors (i.e., gender, variables regarding parent/peer relationships, and self-esteem) and mobile phone dependency.	Self-esteem	
24	Martin & Abbott (2011)	To successfully use mobile phones to aid development efforts, understanding the impact of the social structure on mobile phone adoption, uses, perceived impacts, and reinvention of uses is invaluable.	Not defined by authors	Uganda
25	Bigne et al. (2005)	This study aims to make an approximation of the M-shopper profile and identify the variables influencing purchase behaviour.	Consumer behavior; Direct shopping; Home Shopper; M-Commerce	Spain

### Variables used in past studies

Demographic Variables are generally defined as the characteristics or attributes of subjects that are collected to describe the sample. In other words, they are also called as sample characteristics which cannot be manipulated. Following are the demographic variables which were used in the past studies

**Table 2:Demographic Variables used in past studies**

Age	(Komunte, 2015; Fortunati&Taipale, 2012; Constantiou, &Mahnke, 2010; Kim, Kang & Jo, 2014;Blumenstock& Eagle, 2012; Burrell, 2010; Chib et al.,2013)
Education	(Komunte, 2015; Fortunati&Taipale, 2012; Constantiou, &Mahnke, 2010; Blumenstock& Eagle, 2012; Burrell, 2010; Chib et al.,2013).
Gender	(Kim, Kang & Jo, 2014; Blumenstock& Eagle, 2012).

Occupation and Financial aspects	(Vincent & Cull, 2013; Frizzo-Baker & Chow-White, 2012; Komunte, 2015; Constantiou, &Mahnke, 2010; Blumenstock& Eagle, 2012; Burrell, 2010; Chib et al., 2013)
Mobile Phone functionality	(Komunte, 2015; Idemudia&Raisinghani, 2014; Kim, Kang & Jo, 2014)
Parenting	(Frizzo-Baker & Chow-White, 2012)
Type of business, and type of family	(Komunte, 2015; Fortunati&Taipale, 2012)
Household size, Socio economic status, Asset ownership	(Blumenstock& Eagle, 2012)
Religious	(Burrell, 2010)
Nationality, marital status	(Chib et al., 2013)

### **Psychographic Variables**

In the field of marketing, social science, and opinion research, psychographic variables generally include any attribute relating with personality, values, attitudes, interests, or lifestyle. Following psychographic variables are found in the reviewed studies.

- ✓ Context of Information Needs, Information-seeking behaviour (Potnis, 2015)
- ✓ Attachments, Contextualizing the mobile (Tacchi et al., 2012)
- ✓ Imagining Mobile Phones as weapons of Self-Defense, (Cumiskey& Brewster, 2012)
- ✓ Perceived benefits of mobile phones (Vincent & Cull, 2013)
- ✓ Mothering ideologies (Soriano et al., 2015)
- ✓ Emotions such as excitement, distress, depression, and contentment (Fortunati&Taipale, 2012)
- ✓ Cognitive trust in integrity and competence, Familiarity, Smartphone emotional trust, Satisfaction (Idemudia&Raisinghani, 2014)
- ✓ Perceived benefits, Adoption Intentions, Perceived Costs (Koenigstorferc and Groeppel-Klein, 2012)
- ✓ User's satisfaction, perceived switching cost, Perceived Usefulness, Perceived Enjoyment, Learning, Habit, Confirmation of expectations (Kim, Kang & Jo, 2014)
- ✓ Discrimination, Homesickness, emotional support (Chib et. al, 2013)
- ✓ emotional intimacy scale (Amichai-Hamburger, &Etgar, 2016)
- ✓ self-esteem (Kim & Kaoru, 2015)
- ✓ Perceived Relative advantage, Perceived Impacts of Mobile Phone Uses (Martin & Abbott, 2011)

### **Behavioural Variables**

Behavioural variables involve end consumer's knowledge, attitude and use of your product or service. Important factors within these units include; occasions, benefits sought, user status, usage rate, loyalty status, readiness stage and attitude toward the product. Following are some behavioral variables found in the past studies

- ✓ Information Processing and Use (Potnis, 2015)
- ✓ Online presentation of self, Job Search, Process of acquiring digital literacy (Donner et al., 2011)
- ✓ Preferences of mobile apps, mobile usage, average time per day spent (Kalpana, 2015)
- ✓ Mobiles and Empowerment, Mobiles and Choice, mobile usage, any problems experience to date (Vincent & Cull, 2013)
- ✓ Reasons given for mobile phone usage, Transformation of women's enterprise, Challenges of using mobile phone services (Komunte, 2015)
- ✓ Accessibility, Continuance usage, Usefulness of Smartphone Siri features, smartphone reliability, Usefulness of smartphones apps features (Idemudia&Raisinghani, 2014)
- ✓ Ownership and sharing (Blumenstock& Eagle, 2012)
- ✓ Multitasking activity, mobile phone interference in life (Amichai-Hamburger, &Etdgar, 2016)
- ✓ Mobile phone usage patterns, mobile phone dependence, Parent child relationship Relationship with peers (Kim & Kaoru, 2015)
- ✓ Mobile phone adoption, agricultural uses of mobile phones and its status, Reinvention of mobile phone uses (Martin & Abbott, 2011)
- ✓ ICT relationship: Technological Cluster, Experience as online shoppers, Internet Exposure (Bigne et al., 2005)

### Research Methodology exercised by Scholars

Research methodology is a heart of any study. It is very important element of conducting any research. In the following table research design, models/theory, data collection methods, and statistical/analytical techniques are mentioned which are adopted by the various scholars.

**Table 3: Research Methodology practiced in past studies**

<b>Research Design</b>	Qualitative study	(Tacchi, Kitner, & Crawford, 2012; Ganito ,2012; Crowe & Middleton, 2012)
	Exploratory research	(Frizzo-Baker & Chow-White, 2012)
	Ethnography study	Burrell, 2010; Donner, Gitau, & Marsden, 2011)
	Quantitative study	(Constantiou&Mahnke, 2010; Blumenstock& Eagle, 2012; Chib et. al., 2013; Eunjung Kim*, Ogata Kaoru, 2015)
	Conclusive research	(Kim, Kang & Jo, 2014; Kalpana, 2015; Fortunati&Taipale, 2012; Idemudia&Raisinghani, 2014; Bigne et al., 2005)
	Longitudinal study	(Vincent & Cull, 2013)
	Case study	(Okazaki , 2009)
	Review of Literature	(Roy, 2016)

	Mix Methods	(Martin & Abbott, 2011; Komunte, 2015)
	Quasi-Experimental Design	(Koenigstorferc and Groeppel-Klein, 2012)
<b>Models/Theoretical Background</b>	Conceptual model : Global model of human information behaviour by Wilson (1997)	(Potnis, 2015)
	theories of developments	(Vincent & Cull, 2013)
	Theory of emancipation	(Komunte, 2015)
	Russell's circumflex model of affect	(Fortunati&Taipale, 2012)
	Visual Perception theory	(Idemudia&Raisinghani, 2014)
	theory of reason-based choice theory of diffusion of innovation (DoI) by Roger's (1995) Technology Acceptance Model (TAM) by Davis (1986) Theory of reasoned action by Ajzen et al. (1980) Thoery of Planned Behaviour by (Ajzen 1985, 1991)	(Constantiou&Mahnke, 2010)
	Information and communication technologies for development (ICTD) Diffusion theory	Martin & Abbott (2011)
<b>Data Collection Methods</b>	Survey	(Constantiou&Mahnke, 2010; Chib et. al., 2013; Cumiskey& Brewster, 2012; Fortunati&Taipale, 2012; Idemudia&Raisinghani, 2014; Eunjung Kim*, Ogata Kaoru, 2015; Potnis, 2015; KoenigstorfercandGroeppel-Klein, 2012)
	In-depth Interviews	(Crowe & Middleton, 2012; Frizzo-Baker & Chow-White, 2012; Vincent & Cull, 2013; Ganito, 2012; Martin & Abbott, 2011; Burrell, 2010; Tacchi, Kitner, & Crawford, 2012; Blumenstock& Eagle, 2012)
	Questionnaire	(Kim, Kang & Jo, 2014; Kalpana, 2016; Soriano et al., 2015; Komunte, 2015; Amichai-Hamburger, &Etgar, 2016)
	FGDs	(Vincent & Cull, 2013; Komunte, 2015;

		Bigne et al, 2005)
	Observation	(Burrell , 2010)
	Training and Evaluation	(Donner, Gitau, & Marsden, 2011)
	Secondary sources	(Soriano et al.,2015; Okazaki, 2009)
	Literature Review	(Roy, 2016)
<b>Statistical/Analytical Techniques</b>	Theme based analysis	(Potnis, 2015; Martin & Abbott, 2011)
	Reliability and validity test (Cronbach Alpha , Convergent and Discriminant) Univariate T-test Multiple regression analysis Discriminant Analysis	(Constantiou&Mahnke, 2010)
	PLS - Partial Least Square Kolmogorov-Smirnov and Shapiro-Wilk tests Confirmatory factor analysis	(Kim, Kang & Jo, 2014)
	Discourse analysis	(Roy, 2016)
	Independent sample t-test Pearson's correlation multiple regression	(Chib et. Al., 2013)
	t-test and multiple regression analysis	(Eunjung Kim*, Ogata Kaoru, 2015)
	ANOVA, Factor Analysis Correlation analysis	(Cumiskey& Brewster, 2012)
	Mean, Standard Deviation, Simple Ranking and T-test	(Kalpana, 2016)
	Semiotic analysis constructivist grounded theory open and axial coding	(Soriano et al., 2015)
	Constructs, Indicators, Reliability, Error Variance, & Variance Extracted, AVE	(Idemudia&Raisinghani, 2014)
	Chi-square and Logistic regression technique descriptive analysis	(Bigne et al.,2005)

## Analysis

### Context of the study

While analysing objectives and key words of the reviewed papers, it was found that there is different context which were focused by the different authors. Many of the authors have focused on the usage, preferences, adoption, access of mobile phones by the gender,

women, entrepreneurs, college students, teachers, IT professionals, youngsters, and rural women. There are only two papers focusing on the behaviour in adopting and using mobile apps. Past studies have also analysed the post adoption behaviour, information usage with internet in mobile and the development among women specifically in rural areas of having mobile phones. Few studies also worked on the emotions, cognitive trust and familiarity on smartphone continuance usage. Certain interesting studies have also been done in the context of how mobile technology is useful in work-life balance, new product launch, as a weapon of self-defence, mothering ideologies, social support, stress management, and romantic intimacy. These studies were taken place in the different regions of the world, namely, India, North and South America, Africa, Japan, New York, Portugal, Lesotho, Philippine, Canada, Denmark, Korea, Singapore, Israel and Spain.

### **Variables worked upon**

During the process of reviewing literature, it was found that scholars have worked out on various variable. Here, authors have bifurcated variables in three categories, which are, demographic variables, psychographic variables and behavioural variables. Demographic variable is those which define sample's characteristics. During analysis it was found that age, gender, education and financial aspects were used much by the scholars as variable of the study. If we talk about psychographic variables, then it involves personality, values, attitudes, interests, or lifestyle. Referred studies by authors reveal that information seeking, usage and adoption were used as psychographic variables by most of the authors. There are some others variables found in this category like, perceived benefits, cognitive trust, perceived cost, user's satisfaction, discrimination, emotional support, self-esteem, etc. The third category which is behavioural variables, involve end consumer's knowledge, attitude and use of your product or service. In this particular study, we have found certain behavioural aspects from literature, such as information processing and use, preferences of mobile apps, accessibility, challenges of using smart phone, ownership and sharing, multitasking activity, internet exposure, etc.

### **Research Methodology used in studies**

In this study, authors have focused in analysing research design, data collection tools, models/theoretical aspects and statistical/analytical were used in past researches. It was found that most of the researchers have used quantitative and conclusive research design, while few of them had used qualitative and mix research methods as well. There are some scholars worked with longitudinal study, case method and quasi-experimental method as well.

Certain models and theories have been used by the researchers in the field of technology related researches. Here, in this study, we have found that theory of development, emancipation, visual perception, reason-based choice, diffusion of innovation (DoI), and ICTD (Information and Communication Technologies for Development) were used by scholars in their researches. While TAM (Technology Acceptance Model) and Global model of human information behaviour were also used for better understanding of the topic.

In this study, survey and in-depth interviews are the most commonly used methods for data collection among scholars. Other methods like questionnaire, FGDs, observation,



training and evaluation were also used. For the analysis, various statistical techniques were experimented like reliability and validity test, ANOVA, T-test, factor analysis, semiotic analysis, etc.

## Conclusion

The authors have explored researches done in the past related to the relation of technology with women using the source of information EBSCO for gathering literatures. Total 25 papers were scrutinized by the authors, where there are 15 papers which has studies only women's behaviour with technology, while 10 papers had studied both gender. These studies are diverse in nature as they were conducted in the different regions of the world starting from North America to Asia to Africa to Europe. There are four studies we found, done in India by the India and Foreign authors. To maximise the authenticity of data, various scholars have used survey and in-depth interview methods for data collection, where qualitative and quantitative studies were done. However, the context of reviewed literature was similar in the sense of studying information seeking, adoption and usage through digital medium, smartphone/mobile is concerned. Few scholars have also studied post adoption behaviour and impact of digital technology on women in their researches. Considering future scope, more literature can be studies from the different sources of information like JSTORE, Google Scholars, etc., with the same or narrow topic to get better understanding of the work done in past related to women's association with technology.

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