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Enhancing the Low Adoption Rate of M-commerce in Nigeria Through Yorùbá Voice Technology

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Abstract

There has been claims and reports that 70% of m-commerce in Nigeria failed due to non-interactive, non-responsive and non-interesting platform. Despite the popularity and growth of m-commerce globally, developing countries like Nigeria seems to be lagging behind and at the same time, many m-commerce sites have been reported to close down due to unprofitability. The key factors that contribute to this failure are health, literacy e-literacy language and accessibility barrier. All these key factors are formidable barriers to adoption of m-commerce in Nigeria and have discouraged most people from fully adopting m-commerce. Hence, this work explored a Yorùbá voice-based m-commerce system to enhance smooth m-commerce operations and at the same time, enhance the low adoption rate of m-commerce users. This work was able to discover a foundation for advancing the current growing trends of m-commerce making them sustainable which is also applicable to e-commerce or any e-platforms.

Keywords

Applications E-commerce Industry M-commerce Yorùbá Automatic speech recognition Speech synthesis Visually impaired

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