

An Empirical Investigation on Adoption of Mobile Technology in Nigeria

Aderonke A. Oni¹

,

Charles K. Ayo²

,

Rowland Goddy-Worlu¹

,

Victor Geteloma¹

,

Temidayo Abayomi-Zannu¹

and

Richard Ayo³

Affiliations

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Abstract

The growth of mobile technology has brought about a paradigm shift in the way and manner businesses are transacted all over the world. The level of diffusion of ICTs has tremendously opened up other vistas of business transactions. The following platforms are commonplace in today's business world: m-business/m-commerce, m-banking, m-news (online radio, online television and online newspapers), m-reservation (flight, hotels, etc.) and m-learning among others. This study adopted Unified Theory of Acceptance and Use of Technology (UTAUT) to investigate the adoption of seven mobile technology-based solutions in Nigeria. The research instrument was developed for the seven solutions (online shopping, online reservation, package tracking, mobile money, mobile banking, mobile news and location-based services) based on the existing items of UTAUT adapted from previous studies. The survey research was adopted with about 600 copies of the questionnaire administered in hard copy to residents in four states in Nigeria (Lagos, Ogun, Rivers and Oyo), and the Federal Capital Territory, Abuja. The data were analysed based on Structural Equation Modelling using SmartPLS 3.2.7. The result showed that there is variation in the factors that influence the intention to use and actual usage of the mobile services investigated. The result of this study has the potential to assist policy makers and developers.

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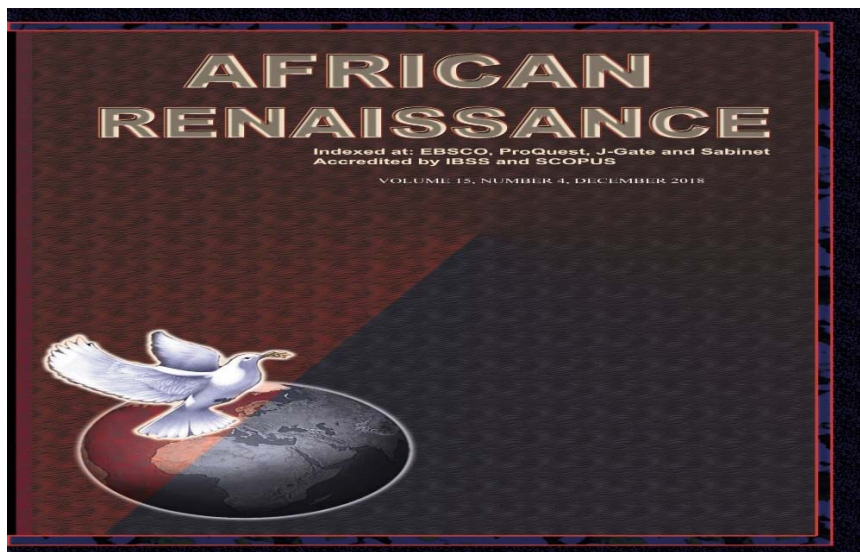
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- Mobile technology
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Ethical conduct of research

The authors state that they have obtained appropriate institutional review board outlined in the Declaration of Helsinki for all human or animal experimental investigations. A signed informed consent document has been obtained from all participants included in the study.

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