

Generations X and Y's Adoption of Internet and Internet Banking in Nigeria: A Qualitative Study

Edwin Agwu, Greenwich School of Management, Greenwich, London, UK

ABSTRACT

Recent surveys show that more than 65% of internet users in Nigeria are between 18–46 years old. However, evidence from previous research stressed that as opposed to generation X, generation Y are more likely to adopt new technologies. This paper examined the use of internet and internet banking by two different generations in the Nigeria context. Students and young graduates who occupy these ladders were used as subjects of the research. Two hundred and thirty students (generations X and Y) were sampled. Findings revealed that both generations within the Nigerian context are technologically inclined; however, certain factors serve as barriers to their adoption of internet banking services as opposed to their frequent use of the internet for other purposes. Risks, security and privacy, dearth of telecommunication infrastructures, and poor state of the Nigerian economy were found to be barriers within the data analyzed. This research contends that the Nigerian government and the financial institutions must address the barriers to make for a full adoption of internet banking services and proposes the relationship marketing of these generations, especially generation Y as potential users of the bank and its services.

Keywords: Generations X and Y, Internet, Internet Banking, Institutions, Nigeria

INTRODUCTION

The term generations X and Y refers to the offspring of the hitherto “baby boomers” supposedly of the older generations (Cohen 2009). What has become apparent is the usage of technology and innovative products among them. While the baby boomers settles for what have been available and what they are used to for ages, the new generations love varieties (Bartlett 2004). Unfortunately, researches have

not been conducted within the Nigerian context in these areas and the influences of these younger generations have largely gone unnoticed for ages. However, few researches in this field, in the wider African context have been centered mostly on organizations and wealthy individual, this paper adds to the body of literature as well as to the extant body of knowledge.

Included in this research paper are the demographics of these users and the extent of adoption as well as factors responsible for usage

DOI: 10.4018/ijom.2012100105