

A study of electronic commerce adoption factors in Nigeria

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Abstract: The paradigm shift to e-commerce in business transactions provides significant advantages such as expanding markets, improving customer services, reducing costs, and enhancing productivity. The global phenomenon is less aggressive in developing economies where small and medium enterprises struggle to provide internet services at their own expense due to limited government support and infrastructural deficiency. The acceptance of e-commerce adoption among Nigerians is slow irrespective of the huge population which should be of an advantage. This study investigated the factors hindering the adoption of e-commerce among Nigerians. A quantitative approach through a survey method was utilised with a total of 150 questionnaires distributed to Nigerian post graduate students studying at a Malaysian university. The Statistical Package for Social Sciences (SPSS 16) was used to analyse the data. This study finds among others that poor infrastructural facilities are the major factors hindering e-commerce adoption among Nigerians.

Keywords: adoption; e-commerce; Malaysia; Nigeria; information and communication technology; ICT; information systems; change management.

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Alina Shamsuddin graduated with a PhD in Technology Management from Strathclyde University, UK (2007) and is currently an Associate Professor at the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia. Equipped with a unique training and background in technology-cum-management, she explores the merging of the two, developing measurement tools, assessment models and various bridges to relate the diverse world of both. She is also a keen researcher in the design and development of strategic business models, particularly for small- and medium-size business with a technology-base. She is also an Auditor for the prestigious Malaysian Qualifications Agency (MQA). She is well-versed with the academic systems and requirements, geared towards greater adaptability and compatibility to meet global demands.

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Wallace Imoudu Enebuma possesses eight years of experience in the construction industry. He graduated in 2005 with a Bachelor of Science in Architecture from University of Jos, Nigeria. He studied construction contract management in Universiti Teknologi Malaysia in 2009 and currently pursuing his Doctoral in Quantity Surveying. His area of research interest is in building information modelling (BIM), integrated project delivery (IPD), construction law and construction IT.