

A Research on Customer Adoption of E-Commerce in Nigeria

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ABSTRACT

Commerce is considered as the exchange of goods and services between two or more parties based on a mutual agreement, the act of commerce could be traced back to thousands of years. Computing and communication technology evolution gave us the birth to e-commerce. E-commerce describes the process of buying, selling, transferring, or exchanging products, services and/or information via computer networks, including the internet (*Turban Efraim et. al, 2004*). E-commerce has brought about a lot of benefits to organizations, customers and the society as a whole. With all the benefits that e-commerce offers its still facing challenges towards acceptance in some parts of the world. Nigeria is one of the developing countries in West Africa, which has provided e-commerce applications and services due to the benefits they offer. In the current situation in Nigeria, the customers are resistant and not actively interacting with the e-commerce services which are being provided. The majority of the Nigerian customers still prefer to visit a physical outlet than use the internet for their transaction. If this persist then all the effort made by the government and organizations to implement e-commerce will go to waste. In order to understand more about customer adoption of e-commerce, a review will be done on the common barriers to e-commerce adoption. The author will use primary data through questionnaires in order to determine which among the barriers affects e-commerce adoption in Nigeria, as different societies might be facing different challenges. The author will then rank the barriers effects based on the data analysis, and will conclude by suggesting better measures in improving customer acceptance towards e-commerce adoption.