

# **E-Commerce in Developing Nations: Issues and Challenges. Consumer Attitude In the Nigerian Market.**

Oluwaseun Ibikunle

Degree Thesis  
International Business  
2013

DEGREE THESIS	
Arcada	
Programme:	International Business
Identification number:	15448
Author:	Ibikunle, Oluwaseun
Title:	E-Commerce In Developing Nations: Issues and Challenges. Consumer Attitude in the Nigerian Market
Supervisor (Arcada):	Srenius Andreas
Commissioned by:	
<p>Abstract:</p> <p>This thesis is an explorative research that aims to explore further on earlier research on issues and challenges of E-Commerce in developing nations, with a focus on consumer attitude in the Nigerian market, which is one of the largest markets in Africa. This research made use of quantitative written questionnaires that was administered to users of different E-Commerce platforms in Lagos, Nigeria, results were analyzed using SPSS and interpreted using Descriptive Analysis and Simple Relative Percentages, which clearly shows major issues and challenges such as infrastructural, risk and security, education and awareness, finance and cost, trust and confidence in the Nigerian online business terrain. Several E-Commerce platforms that are available in the business environment were identified and cross tabulations were made among different age groups and genders that use these platforms. From the result of the research, it was clear that the issues and challenges notwithstanding, consumer attitude is on the positive side but issues of trust/confidence in the system needs to be addressed as well as improvement in infrastructure especially internet supply which is the platform on which E-Commerce stands, also recommendations for further studies and also constant attitudinal checks must be performed regularly as E-Commerce is an evolving trend, and as it evolves, consumer attitude need to be evaluated to ensure its survival in developing counties.</p>	
Keywords:	E-Commerce, Developing Countries, Internet, ICT, E-Commerce Platforms
Number of pages:	65
Language:	English
Date of acceptance:	

# TABLE OF CONTENTS

Title Page

Thesis

Table of Contents

List of Tables

List of Figures

**CHAPTER 1: GENERAL OVERVIEW.....5**

1.1 Definition of E-Commerce.....7

1.2 History of E-Commerce.....7

1.3 Classification of E-Commerce.....10

1.4 E-Commerce Platforms.....13

1.5 An Overview of Developing Nations Peculiarities.....15

**CHAPTER 2: LITERATURE REVIEW.....17**

**CHAPTER 3: RESEARCH METHODOLOGY.....31**

3.1 Sources and Collection of Data.....31

3.2 Research Design.....31

3.3 Sampling Techniques and Sample Size Determination.....32

3.4 Validity and Reliability of Study Instrument.....32

3.5 Administration of Data Collection Instrument.....33

3.6 Procedure for Processing Collected Data.....33

3.7 Limitation of Methodology.....33

**CHAPTER 4: DATA ANALYSIS, FINDINGS AND DISCUSSION.....34**

4.1 Analysis of Data.....34

4.2 Interpretation of Data.....55

<b>CHAPTER 5: RECOMMENDATIONS, SUMMARY AND CONCLUSIONS.....</b>	<b>56</b>
5.1 Recommendations.....	56
5.2 Summary of Thesis.....	59
5.3 Conclusion.....	59
<b>BIBLIOGRAPHY.....</b>	<b>61</b>
<b>APPENDIX.....</b>	<b>63</b>

## LIST OF TABLES

<b>Table 1:</b> Price of sending 42 page document to Tokyo from New York.....	20
<b>Table 2.</b> Demographic profile.....	34
<b>Table 3:</b> Which E-Commerce platform do you frequently use.....	35
<b>Table 4:</b> Relationship between Age Group and the medium of E-Commerce platform frequently used.....	36
<b>Table 5:</b> Do you experience difficulty or obstacles when using the E-commerce platforms.....	37
<b>Table 6:</b> Age Group * Do you experience difficulty or obstacles when using the E-commerce platforms Cross tabulation.....	38
<b>Table 7:</b> Sex * Do you experience difficulty or obstacles when using the E-commerce platforms Cross tabulation.....	40
<b>Table 8:</b> Do you feel safe using bank/credit card information for online transaction through E-Commerce platforms.....	41
<b>Table 9:</b> If No, Reason.....	42
<b>Table 10:</b> Has E-Commerce platforms been able to help improve your level of business transaction.....	43
<b>Table 11:</b> How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria.....	43
<b>Table 12:</b> Obstacles Faced in using E-Commerce platforms.....	44
<b>Table 13:</b> Sex * Reasons for not feeling safe using bank/credit card information for online transaction through E-Commerce platforms Cross tabulation.....	45
<b>Table 14:</b> Age Group * Reasons for not feeling safe using bank/credit card information for online transaction through E-Commerce platforms Cross tabulate.....	46
<b>Table 15:</b> Age Group * Obstacles Faced in using E-Commerce platforms Cross tabulation.....	47
<b>Table 16:</b> Sex * Obstacles Faced in using E-Commerce platforms Cross tabulation.....	48
<b>Table 17:</b> Sex * How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria Cross tabulation.....	49

<b>Table 18:</b> Age Group * How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria Cross tabulation.....	50
<b>Table 19:</b> Age Group * Has E-Commerce platforms been able to help improve your level of business transaction Cross tabulation.....	52
<b>Table 20:</b> Sex * Has E-Commerce platforms been able to help improve your level of business transactions Cross tabulation.....	54

## List of Figures

<b>Figure 1:</b> Age Group of Respondents.....	34
<b>Figure 2:</b> To what extent do you trust the service of the E-Commerce platforms.....	41
<b>Figure 3:</b> What benefits/difficulties have you derived/faced in using the E-Commerce platforms.....	42

# CHAPTER 1

## A GENERAL OVERVIEW OF E-COMMERCE AND THE PECULIARITIES OF DEVELOPING NATIONS

### 1.1 Definition of E-Commerce

There are many definitions for the concept of E-Commerce depending on the perspective of the viewer or commentator. Some authors define E-Commerce as being different from E-Business; others see and define both concepts as same. When we look at it from the perspective of differentiating both concepts, E-Commerce is keenly looked at from the commercial aspect, in which there are values and also corresponding payments. This can however be described as financial transactions which are mediated electronically between organizations and stakeholders alike. E-Commerce however can be looked at from a broader perspective which includes different forms of business dealings that may not most often times involve forms of payments or from another perspective, beyond what may be generally refer to as commerce in the real sense but rather all types of transactions which are mediated electronically either commercial or otherwise between an organization and its transactions with individuals and third parties alike that its various dealings with them. This is however seen by some authors as defining E-Business which makes E-Commerce an aspect of E-Business, while others see it as defining E-Commerce which invariably makes it the same as E-Business which makes them use the two concepts interchangeably. For the purpose of this study however, below are a few definitions of E-Commerce as described by different authors.

- “Electronic commerce is the sharing of business information, maintaining business relationships and conducting business transactions by means of telecommunication networks”. (Vladimir Zwass, 1996).
- “Electronic Commerce deals with facilitation of transactions and selling of products and services online either via the internet or any other telecommunications network”. (Jelassi and Enders 2005).
- “The use of electronic communication or and digital information processing technology in business transactions to create, transform and redefine relationships for

value creation between or among organizations and between organizations and individuals”. (Emmanuel Lallana et al, 2000)

- In the World Trade Organization (WTO) Work Programme on Electronic Commerce (1998), E-Commerce is understood to “mean the production, distribution, marketing, sale or delivery of goods and services by electronic means”. A commercial transaction can be divided into three main stages: the advertising and searching stage, the ordering and payment stage and the delivery stage.

- “The exchange of information across electronics networks at any stage in the supply chain, whether within an organization, between businesses and consumers, or between the public and private sector, whether paid or unpaid”. (UK Government Cabinet office, 1999).

Some authors however could not describe E-Commerce in one definition, as they opined that E-Commerce can be viewed from different perspectives. According to Turban et al (2008), E-Commerce can be defined from different perspectives which include but not limited to:

From a **communications perspective**, E-Commerce is perceived as the delivery of information, products and services and/or payments over varied communication lines i.e. telephones, computer networks, or other electronic channels.

From a **business perspective**, E-Commerce is perceived as the application of technological applications towards the automation of business transactions and flow of work.

From a **service perspective**, E-Commerce is perceived as a tool that caters for consumers, management of firms to reduce service costs in an effort to improve quality of goods and foster the speed of delivering services.

From an **online perspective**, E-Commerce makes possible an enabling atmosphere for products transaction, services and information via the internet and other services that are available online.

The definitions above however reflect the many different views and perspectives of E-Commerce proposed by varied authors and commentators, and we want to believe they all have a point depending on which perspective we view this from. However for the purpose of this research work, E-Commerce will be looked at from a perspective that involves transactions that maybe either commercial or non commercial and also if there is either a corresponding payment or otherwise thereby making E-Commerce synonymous with E-Business. In the light of all the above, E-Commerce is all about fully inte-



grating the operations of an organization in such a way that all its various external activities and its internal business processes of research and development, sales and marketing, manufacturing, finance and accounts, inbound and outbound logistics, human resources management using information and communication technology. (Jelassi & Enders 2005).

## **1.2 History of E-Commerce**

The first E-Commerce in history dates back to 1886, when a telegraph operator by name Richard Sears who after obtaining a shipment of watches that was refused by the local jeweler, used the telegraph to sell the watches to fellow operators and railroad employees. In a matter of months, he had saved up enough money to quit his job to start his own business which later became Sears, Roebuck and co. (Sears, 1863-1914).

While the event described above could be described as the first of what can ever be referred to as E-Commerce in history, its purest form according to Vladimir Zwass (Editor-in Chief of International Journal of Electronic Commerce) in recent times can be traced to 1948 electronic transmission of messages during the Berlin airlift. (FDU Magazine, 2000).

The next stage of E-Commerce according to Turban et al (2008) was the development of Electronic Data Interchange (EDI) which started in the 1960's in form of cooperative efforts at producing a common electronic data formats between industry groups. This format were used only for purchasing, transportation and in intra-industry transactions and it was not until the 1970's that work started on national Electronic Data Interchange (EDI) standards that eventually created a platform for Electronic Funds Transfer (EFT). This was used by businesses to send commercial documents like purchase orders, invoices and also to facilitate online payment for business transactions as well as funds transfer. This however was not without its own challenges at inception due to the fact that there was no standardization and as such, two companies must have the same application software or else, transactions cannot take place between them. Turban et al (2008) also added that the EDI was very expensive and limited to very rich global corporations who for their own benefit pressurized and at times incentivized small suppliers to implement it at very high cost. This challenge of standardization was however surmounted with the introduction of ASC X12 standard in 1984, as a standard which

became a reliable means of handling a large number of transactions and EDI became an efficient system for the transfer of information between organizations and trading partners though, the implementation cost for small businesses was still very high. It was the advent of internet that actually lowered the barrier of E-Commerce for small businesses. According to Turban et al (2008), one of the major events in the 90's was the introduction of Asymmetrical Digital Subscriber Line (ADSL) services which helped to increase internet access speed by up to 50 times more the initial level of 28.8 kilobits by a company known as SBC Communications, this happened in May 1998, and this was used to serve more than 200 communities in the state of California. This led to increased internet usage due to the higher bandwidth which invariably created an atmosphere for increased commercial activities online. Due to these developments, PayPal launched pay service; Google started its own version of E-commerce operations, while Yahoo opened Yahoo store.

Turban et al (2008) also went further, In December 1998, Amazon and AOL took advantage of the massive online holiday shopping spree to generate sales in excess of \$1 billion, which generated lots of waves and fear to offline firms who did not embrace the massive opportunities on online transactions as this was and became a defining moment in the history of E-Commerce.

As time moved on, the events of the 2000's still as opined helped in shaping the history of E-Commerce. Turban et al (2008) outlined further that in January 2000, AOL an online juggernaut merged with Time Warner to create a purely E-Commerce platform, which introduced various dimensions business transactions and exposed the potentials of E-Commerce. However, in February of the same year, the hacking of E-Commerce sites of major online companies like Amazon, Yahoo, and eBay in a series of well coordinated assaults led to loss of confidence in doing business online because of the rise in scrutiny issues in online transactions. In May however, things began to look up as there year extension of moratorium on specific internet taxes, and in 2002, eBay acquired PayPal, and also CSN stores started selling different products through several targeted domain were additional dimension. In 2003, Apple launches iTunes store while the Can-Spam act was passed into law by the American Congress. In 2004, PCI data card security standard was created by the credit card company. In 2005, YouTube was launched with a 2.0 version debut and also there was the release of Virtue Mart, which despite the

fact that it was an open source of E-Commerce solution, it provides performance, good usability and security like any other professional software.

While most of the historic events and developments discussed above are major upsides in the history of E-Commerce, this section will not be complete without also mentioning the downsides. According to Turban et al (2008), major reference to dot.com burst era of 2000 and 2001, when quite a few E-Commerce companies like WorldCom, Boo.com, startups.com, open.com and the likes collapsed and totally disappeared from the online business space. However the positives of the events were that it helped rephrase and re-define the structure of online business for sustainability. The learning and outcomes of the events has often been used as case studies in business schools on how not to run online businesses.

However regardless of the events of the dot.com burst, as argues by Turban et al (2008), the massive potentials inherent in E-Commerce was recognized by business analysts as they made projections for growth in revenue and profits of E-Commerce for the future as also companies who still practiced the traditional brick and mortar way of doing business like Wal-Mart and the likes, were to begin to have more presence on the internet while they also still operate their offline businesses, thereby giving birth to a mixed strategy application which was a blend of online and offline stores in other to have a market edge. Haven identified the many prospects serving a wide range of online global consumers electronically on E-Commerce platform; the traditional offline companies used the experience from factors that led to E-Commerce companies that were first movers and as such, they were able to build well structured E-Commerce platforms that made adjustments for the considerable risks and errors which led failure of earlier dot.com firms. Additionally, the historical development of E-Commerce cannot be totally complete without making proper reference to acceptance and growth, acceptance and development of telephone banking in the 1980's, data mining and data warehousing in the 1990's, credit cards, Automated Teller Machines(ATM), Enterprise Resource Planning(ERP), and also more recently, developments in Electronic Governance (eGovernance), and also eLearning, all of which have come to be known and generally accepted as part of E-Commerce.(Turban et al., 2008)

### 1.3 Classification of E-Commerce

According to Gebrezigabihir (2001), there are different forms of classifications that are used to group E-Commerce operations depending on the parameters that is been used by the author or commentator. Listed below are some of the classifications that are used:

- Classification by seller/buyer. (Government, consumer, business, etc.)
- Classification by product or activity. (Search engine, online commercial, etc.)
- Classification by sources of revenue. (Advertising revenues, fees from referrals, etc.)
- Classification according to tasks. (Shopping, Investment, Banking etc.)
- Classification with technology. (Internet infrastructure, internet Application framework, etc.)

While the above are varied classifications and methods, the most widely used type is the buyer/seller classification form. This is because of the description of the different parties involved in the transaction which makes reference to person or party that has made the order for the good or services to be sold, who is the seller of the goods and services and the type of transaction that is been done. Based on this, the various classifications of E-Commerce are described below as defined in classification of E-Commerce as outlined by Turban et al 2008.

- Consumer to Consumer (C2C): This is a type of E-Commerce transaction that is directly between individuals that is void of any human intermediary; it uses a platform that serves as an invincible intermediary. The platforms are often used for sales and auctions of online expertise and also online advertisement of personal services. Examples of these sites includes eBay, MSN.com, and other social networking site like Facebook, Twitter, My Space etc fall into this category.
- Business to Consumer (B2C): This is a type of E-Commerce transaction that involves businesses and consumers in which the businesses sells directly to the consumer. The platform for this type of E-Commerce transactions could be for transaction purposes or relationship and brand building, with the main purpose

changing consumer attitude by getting more patronage for the products and services. Here the consumer is able to compare prices before making a buying decision and also the business can relate directly with the consumer without the use of intermediaries. Sale of non-standardized products is also possible on this type platform. Examples are compUSA.com, amazon.com, indiaballs.com among others. Multinational companies like British Petroleum, Accenture are also involved in B2C E-Commerce.

- Consumer to Business (C2B): This kind of E-Commerce transactions can also be referred to as demand collections, Turban et al (2008), describes it to be an avenue where individual sells products and services through the internet to other individuals and organizations. It allows for bidding in which names their price for the good and services available. Involves a situation where the customer based on his/her requirements makes an online post with a price or at least a set budget, and businesses makes bids based on this, the customer in turn reviews the bids and makes selections as appropriate.
- Business to Business (B2B): This according to Turban et al (2008) is the largest form of E-Commerce transaction based on value as both the buyers and also the sellers are business organizations with the exemption of individual consumers from such transactions.

Gebrezigabihier (2001) stressed that the earlier forms of B2B was transacted using Electronic Data Interchange (EDI), which mainly involved manufacturers and wholesalers. Gebrezigabihier (2001) went further by positing that B2B is often relational driven and most times it involves the transaction of commodities and standardized products while pricing is mostly based on quantities ordered which makes it negotiable which makes its activities transactional and also relationship building. This helps in direct consumer interaction, building customer loyalty, savings in distribution as well as transaction cost.

- Business-to-Business-to-Customer (B2B2C): Jelassi and Enders (2005) describe this type of E-Commerce transaction as where a business owner provides a product or service it receives from another business to its customer without adding any extra value on the product or service provided. In this type of transaction, the client acts as an intermediary.

- **Business to Employee (B2E):** This is mostly used by for organizations that that has quite a few mobile staff and/or also run a virtual office as information, goods and services are passed on to the employees through this medium.

Turban at all (2008) describes the role of government transaction among many other groups and sectors of the economy. Other forms of E-Commerce transactions the government engages into are analyzed below.

1. **Government to Consumer (G2C):** This can also be referred to as Government to Citizen, and this transactions are government related payments such as taxes, levies etc. and is also used in the dissemination of governmental information to the citizens. Mostly used by the IRS and other revenue managing agencies on behalf of the government.
2. **Government to Business (G2B):** In this type of E-Commerce transaction, designated government agencies relate with business owners and organizations in the aspects of corporate taxes, levies, legal regulations etc.
3. **Consumer to Government (C2G):** This according to Gebrezigabiher (2001) may also be referred to as Citizens to Government, which creates a platform for feedbacks to the government on happenings and policies from individuals and pressure groups alike, as it allows the citizens to be to make valuable inputs and contribute their own quota to governance and also to make enquiries about governmental services provided to the citizens.

Others transactions according to Turban et al., (2008), includes, Government to Employee (G2E), which is transactions between the government and its various employees; Business to Government (B2G), which is basically transactions that exists when business to give feedbacks to government agencies and departments in aspects of public procurements and contract bids etc; and also Government to Government (G2G), which helps to exchange information, and also intra and inter- government service issues.

Other classifications according to Turban et al (2008) also include:

- a. **Peer to Peer (P2P):** This is a particular type of E-Commerce platform whereby individuals share computer resources without the use of a web server, however

there is need to install software or download which will allow for electronic sharing of video, music and other digital files.

- b. M-Commerce: This is otherwise called Mobile Commerce, because this type of E-Commerce transactions is done in a wireless environment through the use of a mobile device which is internet enabled, it allows parties involved in the transactions to be connected in a wireless business environment.
- c. Intra-Business E-Commerce: This type of E-Commerce transactions includes all the internal activities within an organization which involves exchange of goods and services as well as information. It basically involves the use of the intranet to deliver online training, cost reduction activities etc.
- d. E-Learning: This basically is a platform where online educational trainings are held by universities, business organizations as well as government agencies.
- e. Exchange to Exchange: Here, buyers and sellers can connect and also link exchanges between them on the E-Commerce platform. E.g. the stock exchange.
- f. Collaborative Commerce: This is a type of E-Commerce platform where individuals and groups meet online for the purpose of product designing or forecast or other purposes.

According to Turban et al (2005), the E-commerce classification types above is perceived to be more commonly used and widely accepted form, however other forms of classifications are valid and can be appropriately used depending on classification purpose that is being done.

Due to the fact that the angle to this research work bends towards the consumer attitude to E-Commerce in developing nations, we will next take a look at some of the possible E-Commerce platforms found in developing markets and also do a general overview of E-Commerce in developing nations.

## **1.4 E-Commerce Platforms**

E-Commerce basically operates on digital technology for its activities and transactions which is totally based on electronic communication. (Turban et al 2008). According to them, the technology used includes internet communications via websites, emails (intranet and extranet), digital media such as mobile or wireless media for the availability of

cable television and satellites, mobile phones/devices for mobile banking services and also telemarketing, fixed telephone lines which are used for telephone banking. While all these platforms are basically used for E-Commerce operations, it is important to state the importance of the web as it is the base of all the E-Commerce platforms. This is due to the fact that web has been a very useful tool in breaking through different nations and transactions can be done at almost any time irrespective of the various time zones that exist around the world. The importance of the web to E-Commerce cannot be over emphasized, and this is because it has become an unwritten rule for business organizations that want to be relevant by having a well and fully functional website where also E-Commerce activities can take place. However most E-Commerce sites and platforms are not entirely the same as they differ in capabilities, these capabilities are based on the purpose which will inform its features and design.

The different types of E-Commerce site using its features and designs according to Turban et al 2008 are as follows:

- Transactional E-Commerce sites: These sites allow for product purchase on-line while at the same time provide adequate information for those who prefer to buy their products off-line. Examples are Retail on-line stores, On-line banking services etc.
- Service-oriented relationship-building web sites: These sites typically do not allow for product purchase on-line but rather, they provide information to stimulate purchase and build relationships. The main purpose of these sites is to generate leads and enquiries from customers while actual sales are consummated off-line. The sites also provide up to date information to existing customers as a value added service. Service oriented organizations such as Accounting and Audit firms, Tax consultants, Management consultants etc, are examples of organizations that make use of these types of sites.
- Brand Building sites: These sites provide a platform to support the brand but sales are done off-line. Their main focus is to support the brand by providing an avenue to develop an on-line experience of the brand. These sites can be used by all cadre of businesses, be it low-value, or high-volume and fast moving consumer goods. Global corporations such as Unilever, Procter and Gamble, are examples of organizations that operate such sites.



- **Portal or Media Sites:** These are sites that provide information and news about range of topics and also serve as link or gateway to other sites. An example of such site is Yahoo website, MSN website, etc.

The name given to different type of E-Commerce sites used above may differ a bit from what some other authors may call them nevertheless, the basic description in terms of features are basically the same.

While E-Commerce has changed the face of commerce globally allowing for market penetration to where businesses were previously restricted as a result of artificial barriers and costs, its advent has also thrown up some issues and challenges which differ across the nations of the world. However, the issues and challenges of the developed nations and that of the developing nations which are also referred at times as emerging markets are very much different and because of the peculiarities of the nations under each grouping, it has become necessary to look at the differences between developed nations and developing nations as a foundation for this study.

## **1.6 An Overview of Developing Nations Peculiarities**

The term developing nation does not really have a universal definition and various terms such as emerging markets, less developed countries, underdeveloped nations, non-industrialized nations and third world countries are being used interchangeably at different times to refer to such group of nations. While nations within the group are not homogenous, there are however a few factors that are peculiar to such nations on the basis of which they are referred to as developing nations. Also within the group, there are some form of sub groupings or classifications such as low and middle income countries, as well as newly industrialized countries and oil exporting countries. It should be noted that more than 150 nations considered as developing nations with diverse culture, religion, geography, economic activities and political structure, are in Asia, Latin America, Middle East and Africa. Also different world bodies such International Monetary Fund (IMF), United Nations Organization (UNO), World Bank, World Trade Organizations (WTO), etc. have some parameters which are peculiar to them that are used to classify the nations of the world. There are cases where the groupings are not exactly the same and as such, a country classified somewhere as developed nation could be classified as developing nation elsewhere.

While the above categorization might not be exhaustive, it to a large extent covers most of the attributes of developing economies across the world. While it is a fact that some developing economies are doing much better and are inching closer to the developed world, some of the above factors been present in those economies still pose a great risk not minding the fact that some of them have even overtaken some of the developed economy in some of these economic indicators. The overall effect of these characteristics is that in the developing economies, they are considered to be more risky in terms of investment, cost of business is high, investible funds in form of capital are not easily available, all of which make the economy not to be able to compete effectively with the developed world and in turn make the environment more challenging for businesses generally.

## CHAPTER 2

### LITERATURE REVIEW

The potential of E-Commerce is no more a matter of debate. From the world of hype and fantasy it has moved into that of digital reality. Electronic commerce looms large on the horizons of tomorrow, and it promises to transform trade and industry in ways not yet imagined or perceived as its impact is expected to go far beyond commerce to affect the lives of millions of Internet users, consumers, workers and producers. (Singh, 2000). While E-Commerce involves the use of ATM'S, credit and debit cards, mobile phones etc, the real game changer happens to be the internet. This so because, the Internet alone has the potential to deliver what the notion of electronic commerce had always implied due to the fact that for the first time in the history of trade and electronics, the internet would be able to give direct unlimited access and control on buying and selling transactions to just about everyone from the individual investor to the ordinary shopper. The internet goes beyond the transaction itself to everything that comes, from marketing and product display to order-tracking and sometimes even delivery. However, unlike the commercial online services which reserve their services for their subscribers and select- ed merchants, the Internet is open to everyone. (Singh, 2000).

Furthermore, in line with the definition of E-Commerce in this project which is taken to be synonymous with E-Business making the two to be one and the same thing, one of the benefits of E-Commerce which is also a key attraction is that it helps businesses in enhancing its Production, Customer relationship management and Internal management processes. This has made E-commerce become a necessary component of business strategy as well as a strong catalyst for economic development in the emerging global economy; of which developing nations of the world have become a critical mass because they have become the major drivers of the global GDP growth when compared to the developed nations, whose markets have become matured thereby living little room for growth opportunities, and also more importantly how consumers have responded to the growth and development of E-Commerce in developing economies. This has been facilitated by the integration of information and communications technology (ICT) in business, which has revolutionized relationships within and between organizations on

one hand, and those between organizations and individuals on the other hand. Also, it has helped in increasing productivity, encouraged greater participation from customers, and also mass customization was enabled and cost reduction (Andam, 2003).

In other to have a greater understanding of the subject of this project work, this chapter will be reviewing papers on related topics by different authors as it relates to consumer attitude and behavior in a developing economy.

In a discussion paper titled *Electronic Commerce: Some implications for firms and workers in developing countries* by Alwyn Didar Singh, a number of issues relating to the subject of this project study were highlighted in preliminary results of research undertaken by the International Institute for Labor Studies (IILS), an autonomous facility of International Labor Organization (ILO).

According to Alwyn Didar Singh, the biggest issue and fear in developing nations and their firms is not lack of knowledge and expertise in introducing and engaging E-Commerce but rather that of not engaging it, as a result of not having a basic understanding and appreciation of its potentials, the framework of its operation and the multiplier effect on the economy in general as well as firms and workers in particular. The objective of this paper according to Alwyn Didar Singh is actually an attempt to tackle these issues.

Section one looks at E-Commerce today and its development status in the south or developing nations while Section Two raises the question of technology and standards in the context of infrastructure requirements which is referred to as 'info-structure' in the paper, the issue of legal and financial framework and also, the need to develop the necessary human capacity for the promotion of E-Commerce. Section Three tries to assess the impact of E-Commerce on businesses and firms in developing nations by highlighting some potential benefits as well as challenges that governments and firms operating in these nations should be aware of. In section Four, some policy issues for workers and employment were outlined while the last section lists out possible future research and policy agenda in this area for international agencies in general and ILO in particular.

In trying to lay a foundation on the subject of discussion, Alwyn Didar Singh mentioned a number of electronic trading technologies like ATM, EDI etc., all of which are some forms of E-Commerce and have changed their markets in some radical ways. However, the real game changer according to him is the internet, which is a network of computers across the globe interconnected over existing telecommunication networks. The advent

of the internet helped in removing the restrictions on the previous form of electronic trading technologies which was only to their subscribers and selected merchants as compared to the internet, which is accessible to everyone from the casual shopper to the individual investor. Furthermore, it extends beyond the transaction to what happens before and after the transactions in areas like marketing and product display, order tracking and even delivery in some cases. Statistics from ITU as at the time of this paper by Alwyn Didar Singh showed that there were 43 million internet hosts worldwide, 148 million internet users with double digit growth in many developing nations and an estimate of business conducted on internet as at 1997 put at US\$8-9 billion with a projection of US\$400 by 2002 as a result of this communication revolution that will affect the way trade and business will be conducted in the future.

Alwyn Didar Singh furthermore highlighted the under listed as areas where in his own opinion, the impact might be greatest:

- Network growth will make distance irrelevant in communication costing
- Company's location will be determined by access to the best bargains of skills and best financial arrangements.
- Giant corporations and SME's will be able to offer similar services at lower costs.
- Middlemen and agents will probably be replaced by the 'infomediaries' on the internet.
- Large manufacturers will also transform into service providers thereby blurring the distinction between the goods and services sector.
- Digital tools and the Internet will be very crucial to business success.
- Access by the developing world will become easier as information grows but with the attendant risk of dependence on the develop world.
- Labor mobility could decline, as E-Commerce will provide local opportunities and networks in both developed and developing countries.
- English will emerge as the language of the Internet and E-Commerce.

While the assertion of Alwyn Didar Singh is true about the internet, he however did not acknowledge the dimension of mobile technology which in recent years have also become a major factor in E-Commerce particularly in many developing nations and Nige-

ria is a good example of this as a result of tremendous growth in the last ten years of mobile telephone users, where many people who might not have access to the internet have a mobile phone which might not necessarily be internet enabled but which are been used for commercial transactions. It is also very important to note that while PC penetration is still very low in developing nations compared to the developed nation, mobile phone penetration is growing astronomically in developing nations and is becoming a very important component of E-Commerce in these nations. Also, while English is still a major language of the internet, many other languages are also available on the internet now as a result of the increasing dominant of emerging economies of Africa and Asia which has made this essential to make internet usage easier. In trying to establish the benefits of E-Commerce, the Alwyn Didar Singh was able to use simple economics as illustrated below:

Table 1: Price of sending 42 page document to Tokyo from New York

	COST (US\$)	TIME
Air Mail	7.4	5 days
Courier	26.25	24 Hours
Fax	28.83	31 Minutes
Internet E-Mail	0.095	2 Minutes

*Source: Northern River Challenge cited in ITU Challenges to the Network 1997.*

From the above illustration, it is clear that E-Commerce saves both time and costs. This is further replicated in another example using cost of banking transactions, whereas at branch level it was US\$1.27, it however went down to US\$0.27 at ATM and further re-

duced to US\$0.01 when the transaction was done through the internet, all pointing to the cost reduction that comes with E-Commerce.

While the author Alwyn Didar Singh was able to establish the fact that E-Commerce can be a tool for cost reduction, he was quick to point out that this is just one of the benefits of E-Commerce business growth strategy. In addition, it is also tool for increasing sales and it leads to creation of new businesses such as call centers, maintenance and software services, etc., for both existing businesses and new entrants. While all the above are true in terms of the benefits of E-Commerce, the Alwyn Didar Singh however failed to mention some of the attendant costs associated with setting up an E-Commerce platform as well as maintaining the same, all of which might not have been reflected in the costs highlighted in the above examples which could be very substantial. However, when viewed in the light of substantial cost reduction as illustrated in the examples above, the set up and operational costs will likely be written off by the savings which will still make E-Commerce a tool for growth through cost reduction apart from sales increase that comes with it.

Having established the benefits of E-Commerce and also traced the origin and growth of E-Commerce over the years, He also looked at E-Commerce in developing countries which are sometimes referred to as the South while the developed economy is referred to as the North.

In the paper, Alwyn Didar Singh stated clearly that there already exists a large development gap and differences between the North and South and this is sometimes referred to as the digital divide. Developing countries therefore face a distinct challenge in order to realize the promises inherent in this new technological development. The tasks according to the paper are two folds:

- How to equip developing countries to benefit from and use the internet as a tool for development.
- How to ensure and manage the growth and development of the internet as a public good and utility that would also promote development.

The former is a developmental challenge and requires investments in the infrastructure of telecommunications, in the Information Technology (IT) industry to ensure that computers as well as software are made easily available at affordable prices, in training as

well as internet literacy. The latter however is more of an international challenge which may involve the development and regulation of the internet facilities at a global level.

Moreover, the paper by Alwyn Didar Singh highlighted a few other facts that are very critical to the issues of E-Commerce in developing nations, some of which are outlined below:

- While the image of the internet as a mirror is presumed to be accurate, it is still not a reflection of people as a whole. The fact that only an estimated 5-10% of the content on the Internet is of non-Western origin while the developing world population represents more than half of the world's population indicates how far the Internet is from true cultural and global diversity.
- E-Commerce today remains mostly a Western based activity, though connectivity has significantly improved in many parts of the developing world. For example, nearly every capital city in Africa enjoys some level of internet access nowadays. However, there are still significant differences in the level of internet penetration across different regions of Africa, which can have great significance for a country's ability to participate in the global electronic market.
- Developing countries lag far behind developed country markets in the availability of the technical pre-requisites for conducting electronic commerce. The gaps in the two main requirements for internet which are telephone and computer availability highlight this difference clearly. For example, 65 per cent of households in the world do not have telephones; on the other hand, 90 per cent of households in countries with high income level have a telephone. The personal computer ratio per 100 inhabitants is 18 for high-income countries, 2.3 for medium-income and just 0.1 for low-income. While the situation today has improved, the fact is that developing nations still lag behind the developed nations in these areas.

Given the facts stated above which highlights some specifics about developing nations and also confirm the likely dominant role E-Commerce will be playing in the unfolding global economy coupled with the fact already highlighted that the global economy growth will be driven by developing nations, it becomes necessary for any business organization that wants to be relevant to develop a business growth strategy for E-Commerce taking into considerations issues that are peculiar to developing nations.



Also, Alwyn Didar Singh pointed out the role of government in E-Commerce development in developing nations generally. It further highlighted the need for governments in developing countries to address the issues that will help in the growth of E-Commerce by distinguishing between IT policy and promotion on one hand and E-Commerce strategies on the other hand. According to the paper, many state initiatives seem to blur and confuse this issue in that, while the promotion of the Information Technology industry fundamentally refers to developing both the hardware and software IT industry, it is important to note that E-Commerce is by no means limited to only that industry. E-Commerce, besides IT and digital commerce, in fact encompasses all trade and commerce and therefore impacts the entire economy. This is important to bear in mind when formulating plans for E-Commerce in developing countries. While the fact of the above difference as pointed out by the author is true, it should be noted that a sound IT policy and promotion is very crucial and foundational to success of any E-Commerce strategy. This has been a challenge in many developing nations where until very recently many government have not done much in this area particularly in countries where there is great resistance from the labor who see IT as something that will increase unemployment and as such, they are not willing to embrace it and never understood the fact that while IT could eliminate some Jobs, it invariably creates some new ones. The reality of the fact is that the world has become digital and any country that does not embrace it might lose out ultimately, has made a number of developing nations to embrace it because they have no option and this is a very important foundation without which E-Commerce cannot thrive in developing nations of the world.

The issues that are very critical to E-Commerce in developing countries according to Alwyn Didar Singh can be summarized as follows:

- **Info-structure including technology and standards:** The term info-structure deals with right framework and environment conducive for the development of E-Commerce as well as the capacity to deal with it.
- **Legal and Financial Framework:** The legal framework deals with the regulation of E-Commerce as it relates to trading practices in many diverse communities and practices that have long existed before the advent of E-Commerce. The financial framework deals with the need to encourage the development of E-

Commerce by making banking procedures within developing countries to be aligned and compatible with digital trade transactions, so that consumers and buyers can easily make purchases locally through the Internet.

- **Tariff and taxation:** This is of importance for most developing countries because domestic taxes, import and export duties are major revenue sources for the government. However, this could be very contentious when all aspects of the transaction have taken place in a digitalized format and there is no physical movement of goods that will pass through recognized customs and domestic tax point.
- **Building the human resource:** E-Commerce has changed the way the developed world do business and is also one of the proofs that they have moved from an industrial based economy to an information based economy which knows no geographical boundaries. In this new environment, education and continuous learning is key and if developing nations are to benefit from the growth and boom that E-Commerce represents, the most important component which is human resources must be in place. There is therefore a need for policies and investment for capacity development by developing nations so as to benefit from this development.

All the above represent the main issues highlighted in the paper by Alwyn Didar Singh as been critical to E-Commerce in developing nations.

While it is true that there are a lot of factors common to developing nations, the fact as highlighted when discussing the peculiarities of developing nations in the introductory chapter is that the nations under this group are not homogenous. While some are moving closer in terms of developmental indices to the developed nations and such nations are classified as emerging markets examples of which are China, India, Brazil, etc., there are some that are classified as frontier markets such as Bulgaria, Croatia, Kazakhstan, Nigeria, Sri Lanka and Vietnam etc., while there are still others that are referred to as least developed countries examples of which are Haiti, Swaziland, Niger, Sudan, Chad, Liberia, Sierra Leone, etc. Statistics show that while a few African Countries are classified as frontier Markets, most of them fall in the category of least developed countries (LDC).

With this background, it has become necessary to review consumer attitudes to E-Commerce platforms, also taking into consideration the non-homogeneity of the developing nations by reviewing papers that reflected these peculiarities. It is in the light of

the above that a paper by Philip Esselaar and Jonathan Miller, *Towards Electronic Commerce in Africa: A Perspective from Three Country Studies* which was published in the Southern African Journal of Information and Communication, Vol 2. No 1, June 2001, is been reviewed.

The paper by Phillip Esselaar and Jonathan Miller is a study conducted to assess the activity of E-Commerce in three African countries of Rwanda, Namibia and South Africa. It also identified the key areas of E-Commerce, the interactions between the major participants and also looked at the major obstacles characterizing developing countries which are reflected in the fact that the presence of E-Commerce in Africa is minimal except in South Africa. As a background to the subject of discussion in the paper, Phillip Esselaar and Jonathan Miller the authors started by discussing the nature of E-Commerce and three broad categories that were identified by them are as follows:

- Trade in physical goods which theoretically allow African countries to place order for any good across the globe and pay for such over the internet. Furthermore it also allows African entrepreneur to market their products online and access the larger global markets for their goods.
- Trade in Offline Teleservices and Virtual goods where physical presence on clients' premises is not required. These are services like translating, capturing medical records, etc., where African countries can take advantage of lower wages to provide this services if electronic communication is effective and reliable. Also, virtual goods are downloadable electronic materials that are created anywhere globally.
- Trade in Online Teleservices which are real time teleservices like call centers which can be offered by African countries subject to good and affordable telecommunication facility, reliable and affordable bandwidth. India, been a lower income country is already taking advantage of this opportunity.

With this background which tried to highlight the opportunities for African countries in E-Commerce, Phillip Esselaar and Jonathan Miller examined the reality about E-Commerce in Africa and came to the conclusion that with the exception of South Africa, there is minimal evidence of E-Commerce in the continent. While it is a fact that E-Commerce in Africa is still very low compared to the developed nations of Europe and

America, the reality as of today is that many African countries have been doing a lot to improve on this; thus bridging the digital divide so that they will not be left out in the digital commerce that is revolutionizing the way business and trade is been conducted on a global scale.

Furthermore, Phillip Esselaar and Jonathan Miller highlighted what it described as obstacles to E-Commerce in Africa by making reference to the early days of E-Commerce in developed nations when the challenges were supplier reliability, privacy of information as a result of credit card fraud, slow telecommunication links. While these have greatly diminished in developed nations with E-Commerce maturing, the developing nations particularly the African countries are still battling with these challenges presently and these are key impediments to E-Commerce business growth strategy in Africa.

Other issues and challenges in relation to E-Commerce in Africa that were identified by Phillip Esselaar and Jonathan Miller in the paper are as follows:

- **Policy Regimes:** This relates to the monopoly provision of telecommunication access in most cases by government owned organizations, weak regulation which leads to high costs of services as well as limited business opportunities value-added.
- **Legal Framework:** Most African countries are yet to legalize digital signatures and contracts as well as intellectual property rights and consumer protection in digital arena. Conflict resolutions in the whole B2C arena and protection and preservation of intellectual property rights in the teleservices and “virtual goods” marketplace are major areas of challenges of E-Commerce in Africa.
- **Financial Environment:** While credit cards are is very common in developed world which is very core to E-Commerce, the same cannot be said about developing nations particularly, African countries where the economies are almost entirely cash based. In most of the African countries, credit cards are virtually non-existent and central bank clearing facilities are very limited. These issues pose a great challenge to the growth of E-Commerce in Africa.
- **The Information Infrastructure:** The level of infrastructure is very low in most African countries and where they are available; the cost is high particularly in

monopolistic regimes in addition to limited bandwidth, which inhibits access to high quality fast network.

- **Transportation and Delivery System:** This is a major issue and challenge to E-Commerce in African countries when compared to developed world where transportation infrastructures are well developed. The essence of B2C e-commerce is immediate fulfillment. The placing of an immediate order and perhaps the equally quick debiting of the consumer's account has to be checked with fittingly fast delivery of the goods which is considerable threat particularly because of shortage in infrastructures among other factors.
- **Human Capacity:** The issue of low literacy level is prevalent in most African countries. When this is coupled with computer literacy level with the understanding of relevant web languages, then it becomes a major challenge of E-Commerce growth in most African countries.

While some of the issues are similar to the other developing nations, the authors Phillip Esselaar and Jonathan Miller were able to highlight some that are more related to the African countries particularly the area of transportation and delivery services as well as the issue of cash based economy.

The position of Phillip Esselaar and Jonathan Miller in the paper is that the African environment in general is relatively hostile to E-Commerce. Also, they made reference to several recent studies that examined the potential of ICT and in particular E-Commerce to improve the living standards of African countries and have recommended actions. However, when faced with a wealth of information on ICT within a given country and complex interplays between many economic and social factors, Phillip Esselaar and Jonathan Miller concluded that it may be difficult to arrive at a useful summary of the overall situation and identify the useful ways forward.

While the position of their position may be understandable having conducted the study ten years ago, the development over the years in the area of ICT in Africa and some of the deliberate policy being put in place by governments to support E-Commerce might not fully support some of the assertion Phillip Esselaar and Jonathan Miller, notwithstanding the reality of some of the challenges already identified. The compelling need not to be left out of the opportunities that E-Commerce provides so as to attract substantial Foreign Direct Investment (FDI) which will be greatly enhanced in an environment that support E-Commerce transactions has started changing the seemingly hostile envi-

ronment to E-Commerce in Africa. Also, the global fight against money laundering is also a compelling reason for many African countries to make the environment to be more receptive to E-Commerce.

The authors Phillip Esselaar and Jonathan Miller, in attempting to overcome the difficulty in summarizing the overall situation and in identifying the useful ways forward utilized a tool developed by the Center for International Development (CID) at Harvard University called 'Readiness for the Networked World – A Guide for Developing Countries'. This tool has been extensively applied in Africa and elsewhere; it can be applicable to a number of other African countries in particular and developing nations in general. This was used to assess the Country's readiness for a networked world which is another way of looking at E-Readiness of a country. The following factors or indices were used to ascertain the readiness or otherwise of the three nations that were covered by the study.

- Network Access: What are the cost, quality and availability of ICT networks, equipments and services?
- Networked Learning: Does the education system integrate ICTs into its processes to improve learning? Are there technical training programs in the community that can train and prepare an ICT workforce?
- Networked Society: To what level do people that use technologies in information and communication at work or at home? Do individuals with IT potentials and skills have any significant opportunities?
- Networked Economy: How is information and communication technology been used by the government as well as businesses in interacting within themselves and also the public?
- Network Policy: To what level does the policy environment improve or impede the development of ICT adoption and usage?

All the three countries were assessed using the above criteria and the study revealed that Rwanda, Namibia and South Africa are at very different stages in preparedness for the networked world. While E-Commerce in Rwanda, for instance is almost non-existent, and its emergence will rely on heroic steps that will tackle the infrastructural challenges required particularly in the rural areas of the country. Also, in both Rwanda and Namib-

ia, very small sections of the population are “ready” for ICT and this will only change when special emphasis is placed on ICT-related training and education which can only happen when there is a deliberate policy on the part of government to promote human capacity development in ICT. While, the situation in Rwanda and Namibia may mirror a large number of African Countries and also a large number of developing nations outside the emerging markets, South Africa’s case is very much different as it is well on the road to becoming a networked society and to build on its progress in E-Commerce. There is a need to emphasize the types of policy and “E-Law” interventions that is more characteristic of developed economies. The South African situation may serve as a mirror of what is likely to be the case of some of the more advanced developing nations most of which are also classified as emerging markets.

The third paper to be reviewed is a paper titled *Factors affecting E-Commerce adoptions in Nigerian Banks* a paper within IT & Business Renewal for Jonkoping International Business School, Jonkoping University. The authors are Lavin Aghaunor and Xaveria Fotoh with June 2006 as the date of publication. The paper was chosen because it gives a Nigerian perspective to the subject of this study unlike the other two papers earlier reviewed that focused on developing nations and Africa and more importantly to serve as a preface to the next phase of this research work as it is being narrowed down to the Nigerian market as a sample location to have an idea of the consumer attitude to E-Commerce in a developing market such as Nigeria is.

The reasons for this topic according to the authors Lavin Aghaunor and Xaveria Fotoh are:

- Limited research on E-Commerce in developing countries particularly Africa and

Nigeria with its large population presently estimated at about 150 million, is very lucrative for E-Commerce.

- The banking sector in recent times has been the more successful sector in the country with E-Commerce in Nigeria.

All these made it compelling for the authors to concentrate on the subject of the paper that has been reviewed. The objectives of the study according to the authors are:

- To understand the E-Commerce adoption behavior of banks and the factors that could drive or inhibit the wide adoption and use of E-Commerce in Nigerian Banking Industry.
- To be able to rank the importance of these factors on the decision to accept and use E-Commerce applications in by banks in Nigeria.

This paper on Factors affecting E-Commerce adoptions in Nigerian Banks looked at E-Commerce adoption in Nigerian bank as an Innovation because E-Commerce has long been in existence before its adoption by the banks. In looking at the subject of E-Commerce adoption, the subject was dichotomized on the basis of whether a business has or has not adopted E-Commerce. Furthermore a business is defined as having adopted E-Commerce if it has achieved interactive E-Commerce status which is one of the identified six phases in E-Commerce status indicator relevant to developing countries. The phases are: no E-Commerce connected E-Commerce, interactive E-Commerce, transactive E-Commerce and integrated E-Commerce.

In subsequent, chapters we try to feel the pulse of consumers of different consumers from different backgrounds on how effective E-Commerce has performed in the Nigerian market overtime. This is paramount because for E-Commerce to survive in a developing economy such as Nigeria, consumer attitude needs to be constantly checked in other to be able to access the responses to the ever changing and evolving world of E-Commerce and ICT.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Sources and Collection of Data

In this study, a total of 200 questionnaires was designed, presented and administered to respondents, and out of this 150 was returned representing 75% response rate. Even though our target sample size was initially 200, we think 150 is also a reasonably big sample size considering the nature and peculiarity of the research design as the aim here is to get as much varied views and responses as possible considering the explorative nature of the research work. Direct personal interview was carried out to supplement the questionnaire method.

#### 3.2 Research Design

Considering the peculiarity of this research work, the questions were carefully selected and designed to feel the pulse of the consumer - the people who really use this services and E-Commerce platforms. In other to avoid complexities and ensure thoroughness in this research work, we decided to design the questionnaire and analyze data by:

**Gender**, which will allow us know which gender actually uses E-Commerce platform more; **Age group**, which will give us which particular age group uses E-Commerce platforms more frequently, why?, and the relationship that exists among these groups; and by **E-Commerce platforms**, by grouping data this way, we were able to have a clearer view of type of transactions were made and which platform was used to make these transactions by which gender and age group as we were able to navigate easily through the data and cross tabulate among different issues and challenges with regards to benefits/difficulties, trust/safety, and also essentially how E-Commerce has been able to affect the level of business transactions among the respondent in a developing market.

### **3.3 Sampling Techniques and Sample Size Determination**

For the purpose of this study, data was analyzed using Statistical Package for Social Sciences (SPSS) and

also Descriptive Analysis and Simple Relative Percentages were used to finding answers to the research questions. The principle governing the sample size is to choose such sample which would scientifically represent the larger population as we tried to get as much diverse responses as possible.

The sample size of 200 was chosen as we tried to engage people from different parts of the sample location. Our main target we people essentially using E-Commerce platforms at that particular time. For instance, we noticed a small queue at some particular ATM, we quickly administered a few questionnaires there just have an idea of what the people felt at that time in the queue and the reason why there is the queue. Also we approached some people as they were about to enter and also coming out of some banks and financial institutions in other to feel their pulse of how the they feel about their transactions. The last major place we administered questionnaires was a quite big and popular cyber café in the sample location, here we could find lots of people making different transactions and shopping online. Others responses came from random people in the location.

At the end we were able to round up a figure of 150 questionnaires which we feel is also a good reflection of our sample location and not too far away from our initial target of 200.

### **3.4 Validity and Reliability of Study Instrument**

Under this section, the state of reliability and validity of the questionnaire is put to test. To a very large extent, validity and reliability in this research work is at a very high degree, this is because, my partner and I were on ground at the sample location to personally administer the questionnaires and analysis was done afterwards. Also, reliability in this research work is very high, even though we will still recommend further studies and research, this is because, E-Commerce is an emerging trend and will always be improved upon as the world advances technologically, so much so further research on this aspect will also need to be updated as time passes.

### **3.5 Administration of Data Collection Instrument**

The questionnaires were administered to users of varied E-Commerce platforms, in the commercial nerve centre in the heart of Lagos called Broad Street.

The choice of Lagos is borne out of the fact that, according to the UN cyber school bus 2013, Lagos is the most populous city in Nigeria, second largest growing city in Africa, and seventh largest growing city in the world. According to the Nigeria census 2006, Lagos had an estimated 7.9 million which makes it one of the five largest cities in Africa. Broad Street in many ways can be likened to Wall Street in New York, United States of America. It is home to all the important commercial activities in Lagos. Commercial monuments like Nigeria Stock Exchange, Central Bank of Nigeria, among others can be found on it. Also, head offices and branches of major banks, finance houses, airlines offices can be found on Broad Street. By this we believe this is a perfect place to administer our questionnaires as it experiences a tremendous amount of human traffic on a daily basis due to the commercial activities that are being transacted, hence as this would enable us have a holistic view of the issues and challenges associated with E-Commerce using Broad Street as a case study.

### **3.6 Procedure for Processing Collected Data**

Questionnaires were prepared in paper forms and handed out as same, the questions had spaces for respondents to fill up in order to answer the questions there in. We put all responses in SPSS software and also used descriptive analysis and simple relative percentages to get an accurate interpretation of the responses; this is because of the peculiar nature of the questions asked.

### **3.7 Limitation of Methodology**

Challenges experienced in the administration of the questionnaires were largely due to the busy and rowdy nature of our sample location, it was very difficult to get people to fill out our questionnaires, as people were busy transacting different businesses. Our aim was to get a wide opinion of the consumers views in order to be able to get as much and varied opinions as possible thus our choice of Broad Street, as it is a meeting point for people from different walks of life and varied background.

## CHAPTER 4

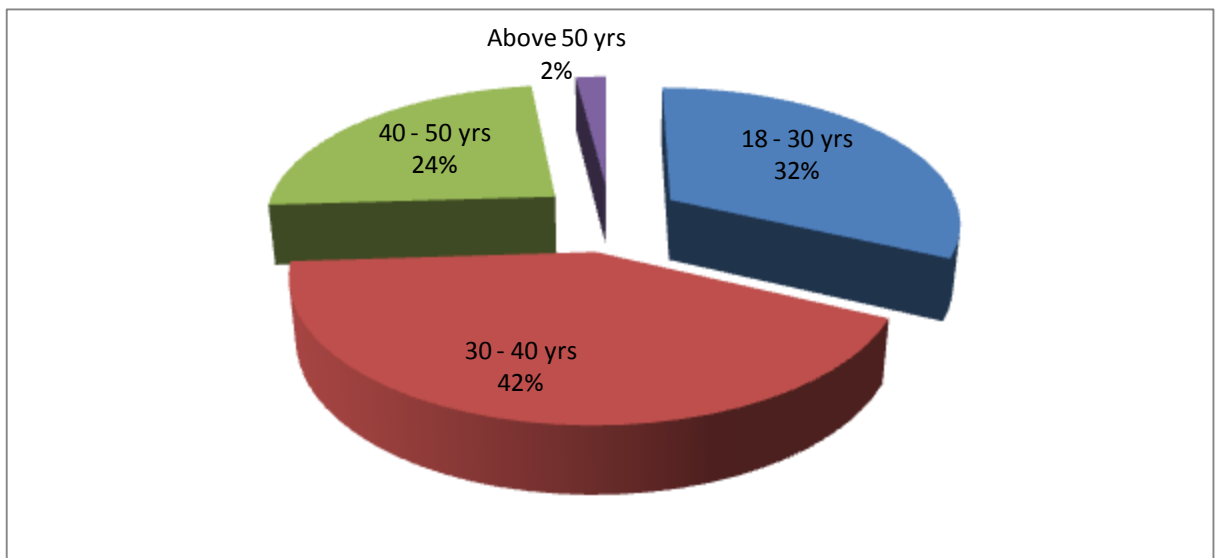
### DATA ANALYSIS, FINDINGS AND DISCUSSION

#### 4.1 Analysis of Data

Table 2. Demographic profile

Gender	Frequency	Percent
Male	81	54.0
Female	69	46.0
Total	150	100.0

Fig 1: Age Group of Respondents



From Table 1, it could be observed that majority (54%) of the respondents were males while females represented only 46%. Also, from fig. 1, 98.0% of the respondents were between the ages of 18 to 50 years.

**Table 3: Which E-Commerce platform do you frequently use?**

	Frequency	Percent
Valid		
E-Banking Platforms	142	94.7
Transaction E-Commerce	3	2.0
Portal or Media Platforms	3	2.0
Others	2	1.3
Total	150	100.0

Almost all the respondents used E-Banking as the dominant E-commerce platform representing 94.7% of the respondents. This shows that E-banking platforms are the most popular form of E-commerce amongst respondents in Nigeria.

**Table 4: Relationship between Age Group and the medium of E-Commerce platform frequently used**

Age Group		Which E-Commerce platform do you frequently use				Total
		E-Banking Platforms	Transaction E-Commerce	Portal or Media Platforms	Others	
18 - 30 yrs	Count	47	1	0	0	48
	% within Age Group	97.9%	2.1%	.0%	.0%	100.0%
	% within Which E-Commerce platform do you frequently use	33.1%	33.3%	.0%	.0%	32.0%
	% of Total	31.3%	.7%	.0%	.0%	32.0%
30 - 40 yrs	Count	59	2	2	0	63
	% within Age Group	93.7%	3.2%	3.2%	.0%	100.0%
	% within Which E-Commerce platform do you frequently use	41.5%	66.7%	66.7%	.0%	42.0%
	% of Total	39.3%	1.3%	1.3%	.0%	42.0%
40 - 50 yrs	Count	35	0	1	0	36
	% within Age Group	97.2%	.0%	2.8%	.0%	100.0%
	% within Which E-Commerce platform do you frequently use	24.6%	.0%	33.3%	.0%	24.0%
	% of Total	23.3%	.0%	.7%	.0%	24.0%
Above 50 yrs	Count	1	0	0	2	3
	% within Age Group	33.3%	.0%	.0%	66.7%	100.0%
	% within Which E-Commerce platform do you frequently use	.7%	.0%	.0%	100.0%	2.0%
	% of Total	.7%	.0%	.0%	1.3%	2.0%
Total	Count	142	3	3	2	150
	% within Age Group	94.7%	2.0%	2.0%	1.3%	100.0%
	% within Which E-Commerce platform do you frequently use	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	94.7%	2.0%	2.0%	1.3%	100.0%

We observe from the above table that there is a relationship between age group and the medium of E-commerce used. The table shows that those who are between the ages of 30 and 40 years had the highest percentage of e-commerce usage, followed by those who fall between the age group 18-30 years. This could be because majority of the working class group in the country falls within that age range and the computer literacy level amongst them is high compared to those that were within the age range 40-50 years and above 50 years. Though they might fall between the working class, but the computer literacy level amongst them is low.

**Table 5: Do you experience difficulty or obstacles when using the E-commerce platforms?**

		Frequency	Percent
Valid	Yes	63	42.0
	No	87	58.0
	Total	150	100.0

Findings from this table show that more than half of the respondents (58%) had not experienced difficulty or obstacle when using the E-commerce platform while 42% of the respondents claimed to have experienced difficulty.

**Table 6: Age Group \* Do you experience difficulty or obstacles when using the E-commerce platforms Cross tabulation?**

Age Group		Do you experience difficulty or obstacles when using the E-commerce platforms		Total
		Yes	No	
18 - 30 yrs	Count	15	33	48
	% within Age Group	31.3%	68.8%	100.0%
	% within Do you experience difficulty or obstacles when using the E-commerce platforms	24.6%	37.9%	32.4%
	% of Total	10.1%	22.3%	32.4%
30 - 40 yrs	Count	32	30	62
	% within Age Group	51.6%	48.4%	100.0%
	% within Do you experience difficulty or obstacles when using the E-commerce platforms	52.5%	34.5%	41.9%
	% of Total	21.6%	20.3%	41.9%
40 - 50 yrs	Count	14	21	35
	% within Age Group	40.0%	60.0%	100.0%
	% within Do you experience difficulty or obstacles when using the E-commerce platforms	23.0%	24.1%	23.6%
	% of Total	9.5%	14.2%	23.6%
Above 50 yrs	Count	0	3	3
	% within Age Group	.0%	100.0%	100.0%
	% within Do you experience difficulty or obstacles when using the E-commerce platforms	.0%	3.4%	2.0%
	% of Total	.0%	2.0%	2.0%
Total	Count	61	87	148
	% within Age Group	41.2%	58.8%	100.0%
	% within Do you experience difficulty or obstacles when using the E-commerce platforms	100.0%	100.0%	100.0%
	% of Total	41.2%	58.8%	100.0%



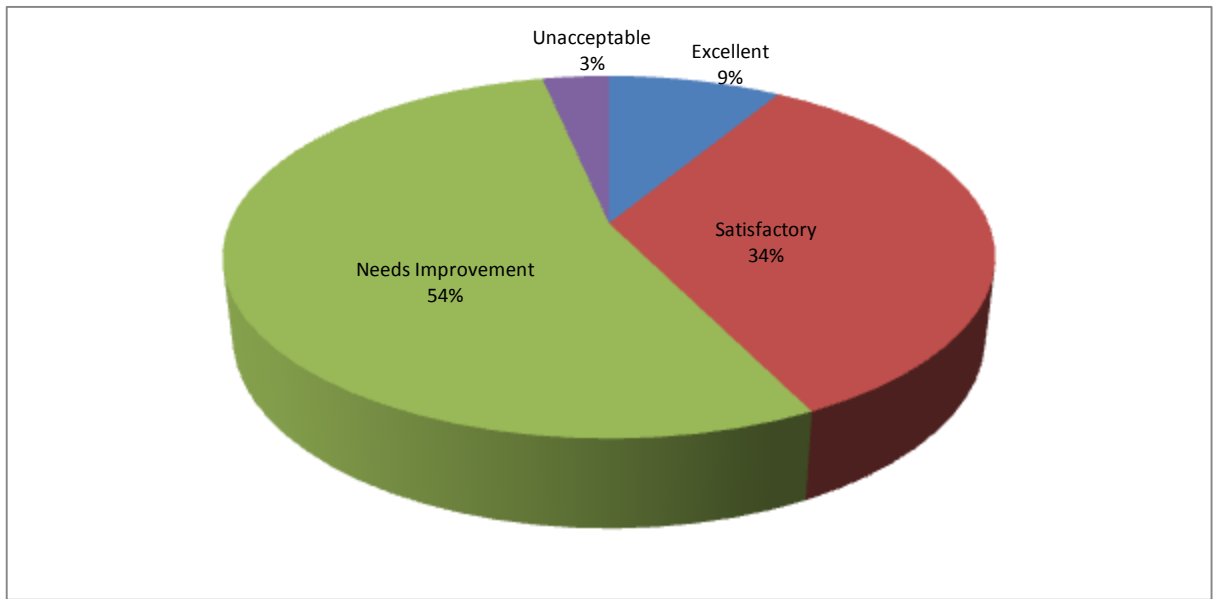
From the table above, it can be observed that respondents who fall between the age group of 30-40 years are the ones who have experienced the most difficulty while using the e-commerce platforms. This is expected based on the findings in table 3.

**Table 7: Sex \* Do you experience difficulty or obstacles when using the E-commerce platforms Cross tabulation?**

Sex		Do you experience difficulty or obstacles when using the E-commerce platforms		Total
		Yes	No	
Male	Count	31	49	80
	% within Sex	38.8%	61.3%	100.0%
	% within Do you experience difficulty or obstacles when using the E-commerce platforms	50.8%	56.3%	54.1%
	% of Total	20.9%	33.1%	54.1%
Female	Count	30	38	68
	% within Sex	44.1%	55.9%	100.0%
	% within Do you experience difficulty or obstacles when using the E-commerce platforms	49.2%	43.7%	45.9%
	% of Total	20.3%	25.7%	45.9%
Total	Count	61	87	148
	% within Sex	41.2%	58.8%	100.0%
	% within Do you experience difficulty or obstacles when using the E-commerce platforms	100.0%	100.0%	100.0%
	% of Total	41.2%	58.8%	100.0%

From this table, it could be observed that the gender of the respondents is not a determining factor in whether they would experience difficulty or not while using the e-commerce platforms.

**Fig 2: To what extent do you trust the service of the E-Commerce Platforms?**



Findings from this table show that only a few of the respondents rated their trust in the services of the E-commerce platform as excellent. Also, majority of the respondents rated their trust in the services of the E-commerce platform as needing improvement. This is expected because the internet facility in Nigeria is not so good.

**Table 8: Do you feel safe using bank/credit card information for online transaction through E-Commerce platforms?**

		Frequency	Percent
Valid	Yes	114	76.0
	No	36	24.0
	Total	150	100.0

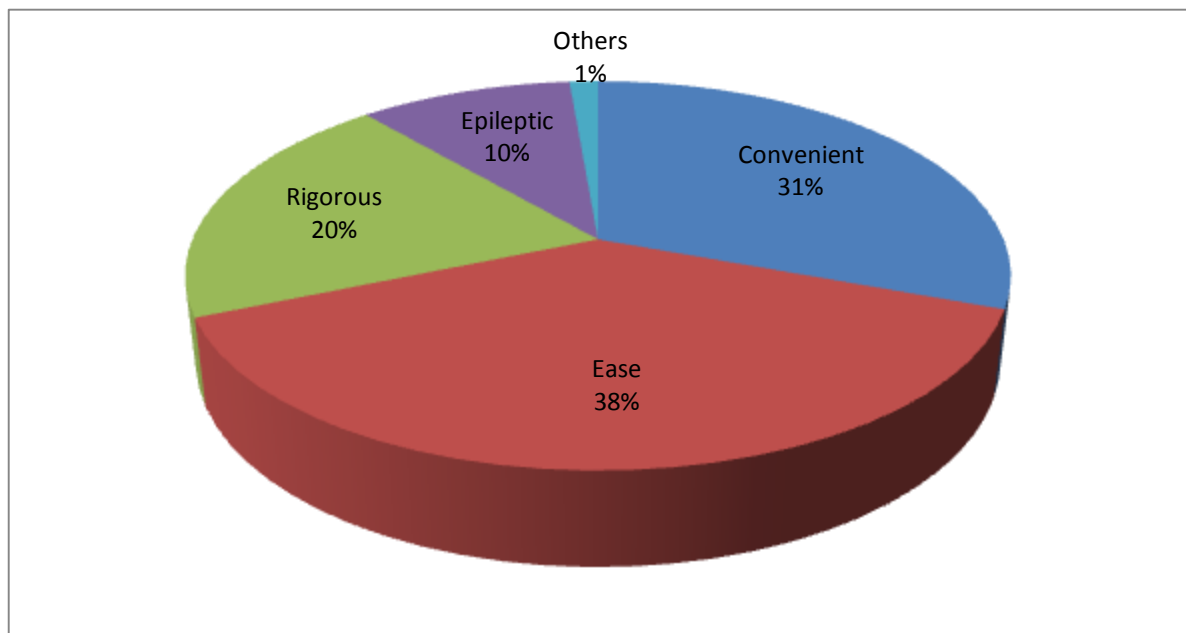
From Table 7, it can be seen that majority (76%) of the respondents felt safe using their bank/credit information for online transaction through E-commerce platforms while only 24% of the respondents did not feel safe using their bank/credit card information for online transaction through the E-commerce platforms.

**Table 9: If No, Reason**

	Frequency	Percent
Debiting account without payment	5	13.9
Fraud	31	86.1
Total	36	100.0

Fraud was the major reason (86.1%) given by the respondents for not feeling safe when using bank/credit card information for online transaction through-commerce. This is expected because the rate of internet fraud in Nigeria is very high while, only few (13.9%) of the respondents experienced debiting of account without payment as their reason for not trusting the E-commerce platforms.

**Fig 3: What benefits/difficulties have you derived/faced in using the E-Commerce Platforms?**



From the graph above, the benefits derived in using the E-commerce platforms includes ease and convenience while the biggest difficulty faced by the respondents in using the E-commerce platforms is because of it rigorousness followed by epileptic supply.

**Table 10: Has E-Commerce platforms been able to help improve your level of business transaction**

		Frequency	Percent
Valid	Yes	74	49.3
	No	26	17.3
	Not sure	39	26.0
	I don't know	6	4.0
	N/A	5	3.3
	Total	150	100.0

Most (49.3%) of the respondents agreed that E-Commerce platforms had been able to help improve their level of business transaction by making their transactions faster and convenient and also providing ease of transaction.

**Table 11: How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria?**

		Frequency	Percent
Valid	Excellent	7	4.7
	Satisfactory	56	37.3
	Needs Improvement	81	54.0
	Unacceptable	5	3.3
	N/A	1	.7
	Total	150	100.0

It can be observed from the table above that most (54%) of the respondents rated their confidence in internet facilities vis-à-vis is E-Commerce in Nigeria as needing improvement while about 42% of the respondent rated their confidence as either excellent or satisfactory.

**Table 12: Obstacles Faced in using E-Commerce platforms**

	Frequency	Percent
Valid		
Long queues	3	15.0
Network Problem	8	40.0
Posting wrong amount of money after using ATM	7	35.0
Retaining ATM cards by the machine	2	10.0
Total	20	100.0

Network problem accounted for the biggest obstacle (40%) faced by the respondents in using E-commerce platforms. This is as a result of the bad internet facility in the country. Another obstacle faced the respondents is Posting wrong amount of money after using ATM which accounted for 35% response rate followed by long queues and retaining of their ATM cards by the machine which accounted for 15% and 10% response rate respectively.

**Table 13: Sex \* Reasons for not feeling safe using bank/credit card information for online transaction through E-Commerce platforms Cross tabulation**

Sex		If No, Reason		Total
		Fraud	wrongful debiting of account	
Male	Count	9	2	11
	% within Sex	81.8%	18.2%	100.0%
	% within If No, Reason	40.9%	66.7%	44.0%
	% of Total	36.0%	8.0%	44.0%
Female	Count	13	1	14
	% within Sex	92.9%	7.1%	100.0%
	% within If No, Reason	59.1%	33.3%	56.0%
	% of Total	52.0%	4.0%	56.0%
Total	Count	22	3	25
	% within Sex	88.0%	12.0%	100.0%
	% within If No, Reason	100.0%	100.0%	100.0%
	% of Total	88.0%	12.0%	100.0%

As the table above shows, fraud was the major reason given by the respondents as the reason for not feeling safe using their credit card information for online transaction, but from the table above, it could be seen that more females were scared of being defrauded than males.

**Table 14: Age Group \* Reasons for not feeling safe using bank/credit card information for online transaction through E-Commerce platforms Cross tabulation**

Age Group		If No, Reason		Total
		Fraud	wrongful debiting of account	
18 - 30 yrs	Count	3	0	3
	% within Age Group	100.0%	.0%	100.0%
	% within If No, Reason	13.6%	.0%	12.0%
	% of Total	12.0%	.0%	12.0%
30 - 40 yrs	Count	14	3	17
	% within Age Group	82.4%	17.6%	100.0%
	% within If No, Reason	63.6%	100.0%	68.0%
	% of Total	56.0%	12.0%	68.0%
40 - 50 yrs	Count	5	0	5
	% within Age Group	100.0%	.0%	100.0%
	% within If No, Reason	22.7%	.0%	20.0%
	% of Total	20.0%	.0%	20.0%
Total	Count	22	3	25
	% within Age Group	88.0%	12.0%	100.0%
	% within If No, Reason	100.0%	100.0%	100.0%
	% of Total	88.0%	12.0%	100.0%

From this table, it could be observed that there is a relationship between age group and reasons for not feeling safe using bank/credit card information for online transaction. Those who were between the age group of 30 – 40 years had the highest percentage of those that were scared of being defrauded. This could be because they tend to use their credit cards more frequently. Those who were between the age group of 18 – 30 years had the least frequency of those who were scared of being defrauded. This is also expected because most of them do not fall in the working class group in the country.



**Table 15: Age Group \* Obstacles Faced in using E-Commerce platforms**

**Cross tabulation**

Age Group		Obstacles Faced in using E-Commerce platforms				
		Long queues	Network Problem	Posting wrong amount of money after using ATM	Retaining ATM cards by the machine	Total
18 - 30 yrs	Count	0	3	0	0	3
	% within Age Group	.0%	100.0%	.0%	.0%	100.0%
	% within Obstacles Faced in using E-Commerce platforms	.0%	37.5%	.0%	.0%	15.0%
	% of Total	.0%	15.0%	.0%	.0%	15.0%
30 - 40 yrs	Count	1	3	2	2	8
	% within Age Group	12.5%	37.5%	25.0%	25.0%	100.0%
	% within Obstacles Faced in using E-Commerce platforms	33.3%	37.5%	28.6%	100.0%	40.0%
	% of Total	5.0%	15.0%	10.0%	10.0%	40.0%
40 - 50 yrs	Count	2	2	5	0	9
	% within Age Group	22.2%	22.2%	55.6%	.0%	100.0%
	% within Obstacles Faced in using E-Commerce platforms	66.7%	25.0%	71.4%	.0%	45.0%
	% of Total	10.0%	10.0%	25.0%	.0%	45.0%
Total	Count	3	8	7	2	20
	% within Age Group	15.0%	40.0%	35.0%	10.0%	100.0%
	% within Obstacles Faced in using E-Commerce platforms	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	15.0%	40.0%	35.0%	10.0%	100.0%

From this table, we observe that network problem was the commonest obstacles faced in using the E-Commerce platforms across the various age groups apart from those who were

between the age group of 40-50 years who felt Posting of wrong amount of money after using ATM was the major obstacle they experienced.

**Table 16: Sex \* Obstacles Faced in using E-Commerce platforms Cross tabulation**

Sex		Obstacles Faced in using E-Commerce platforms				
		Long queues	Network Problem	Posting wrong amount of money after using ATM	Retaining ATM cards by the machine	Total
Male	Count	2	7	1	0	10
	% within Sex	20.0%	70.0%	10.0%	.0%	100.0%
	% within Obstacles Faced in using E-Commerce platforms	66.7%	87.5%	14.3%	.0%	50.0%
	% of Total	10.0%	35.0%	5.0%	.0%	50.0%
Female	Count	1	1	6	2	10
	% within Sex	10.0%	10.0%	60.0%	20.0%	100.0%
	% within Obstacles Faced in using E-Commerce platforms	33.3%	12.5%	85.7%	100.0%	50.0%
	% of Total	5.0%	5.0%	30.0%	10.0%	50.0%
Total	Count	3	8	7	2	20
	% within Sex	15.0%	40.0%	35.0%	10.0%	100.0%
	% within Obstacles Faced in using E-Commerce platforms	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	15.0%	40.0%	35.0%	10.0%	100.0%

Also, from this table, network problem was the major obstacles faced in using E-Commerce platforms by the males while, the major obstacles faced by the females was posting wrong amount of money after using ATM.

**Table 17: Sex \* How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria Cross tabulation?**

Sex		How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria			
		Satisfactory	Needs Improvement	Not Acceptable	Total
Male	Count	34	44	3	81
	% within Sex	42.0%	54.3%	3.7%	100.0%
	% within How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria	53.6%	54.3%	60.0%	54.4%
	% of Total	22.8%	29.5%	2.0%	54.4%
Female	Count	29	37	2	68
	% within Sex	42.6%	54.4%	2.9%	100.0%
	% within How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria	46.4%	45.7%	40.0%	45.6%
	% of Total	19.5%	24.8%	1.3%	45.6%
Total	Count	63	81	5	149
	% within Sex	42.3%	54.4%	3.4%	100.0%
	% within How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria	100.0%	100.0%	100.0%	100.0%
	% of Total	42.3%	54.4%	3.4%	100.0%

In rating their confidence in the internet facilities vis-à-vis E-Commerce in Nigeria, both gender felt it needs improvement. This is not surprising, because generally, the internet facility in Nigeria is poor and it is a major cause of concern.

**Table 18: Age Group \* How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria Cross tabulation**

Age Group		How would you rate your confidence in internet facilities vis-à-vis E-Commerce in Nigeria			
		Excellent/ Satisfactory	Needs Improvement	Not Acceptable	Total
18 - 30 yrs	Count	23	24	1	48
	% within Age Group	41.7%	50.0%	2.1%	100.0%
	% within rating of confidence in internet facilities vis-à-vis E-Commerce in Nigeria	35.7%	29.6%	20.0%	32.0%
	% of Total	13.3%	16.0%	.7%	32.0%
30 - 40 yrs	Count	24	35	3	63
	% within Age Group	33.3%	55.6%	4.8%	100.0%
	% within rating of confidence in internet facilities vis-à-vis E-Commerce in Nigeria	37.5%	43.2%	60.0%	42.0%
	% of Total	14.0%	23.3%	2.0%	42.0%
40 - 50 yrs	Count	16	19	1	36
	% within Age Group	41.7%	52.8%	2.8%	100.0%
	% within rating of confidence in internet facilities vis-à-vis E-Commerce in Nigeria	26.8%	23.5%	20.0%	24.0%
	% of Total	10.0%	12.7%	.7%	24.0%
Above 50 yrs	Count	0	3	0	3
	% within Age Group	.0%	100.0%	.0%	100.0%
	% within rating of confidence in internet facilities vis-à-vis E-Commerce in Nigeria	.0%	3.7%	.0%	2.0%
	% of Total	.0%	2.0%	.0%	2.0%
Total	Count	63	81	5	150
	% within Age Group	37.3%	54.0%	3.3%	100.0%
	% within rating of confidence in internet facilities vis-à-vis E-Commerce in Nigeria	100.0%	100.0%	100.0%	100.0%
	% of Total	37.3%	54.0%	3.3%	100.0%

Also, within the various age groups too, it could be observed that they all are of the opinion that internet facilities vis-à-vis E-Commerce in Nigeria needs improvement. Though, some felt it was satisfactory/excellent, but the general consensus was that it needs improvement.

**Table 19: Age Group \* Has E-Commerce platforms been able to help improve your level of business transaction Cross tabulation**

Age Group		Has E-Commerce platforms been able to help improve your level of business transaction			
		Yes	No	Not sure	Total
18 - 30 yrs	Count	20	8	20	48
	% within Age Group	41.7%	16.7%	41.7%	100.0%
	% within Has E-Commerce platforms improved your business transaction	27.0%	30.8%	41.0%	32.0%
	% of Total	13.3%	5.3%	13.3%	32.0%
30 - 40 yrs	Count	29	11	23	63
	% within Age Group	46.0%	17.5%	36.5%	100.0%
	% within Has E-Commerce platforms improved your business transaction	39.2%	42.3%	48.7%	42.0%
	% of Total	19.3%	7.3%	15.3%	42.0%
40 - 50 yrs	Count	25	7	4	36
	% within Age Group	69.4%	19.4%	11.1%	100.0%
	% within Has E-Commerce platforms improved your business transaction	33.8%	26.9%	7.7%	24.0%
	% of Total	16.7%	4.7%	2.7%	24.0%
Above 50 yrs	Count	0	0	3	3
	% within Age Group	.0%	.0%	100.0%	100.0%
	% within Has E-Commerce platforms improved your business transaction	.0%	.0%	2.6%	2.0%
	% of Total	.0%	.0%	2.0%	2.0%
Total	Count	74	26	50	150
	% within Age Group	49.3%	17.3%	33.3%	100.0%
	% within Has E-Commerce platforms improved your business transaction	100.0%	100.0%	100.0%	100.0%
	% of Total	49.3%	17.3%	33.3%	100.0%

The general agreement amongst the various age groups was that the E-Commerce platforms had been able to help improve their level of business transaction. With the introduction of E-commerce, transactions could take place online, hence, improving their level of transaction.

**Table 20: Sex \* Has E-Commerce platforms been able to help improve your level of business transactions Cross tabulation**

Sex		Has E-Commerce platforms been able to help improve your level of business transaction			
		Yes	No	Not sure	Total
Male	Count	39	13	29	81
	% within Sex	48.1%	16.0%	35.8%	100.0%
	% within Has E-Commerce platforms improved your business transaction	52.7%	50.0%	59.0%	54.0%
	% of Total	26.0%	8.7%	19.3%	54.0%
Female	Count	35	13	21	69
	% within Sex	50.7%	18.8%	30.4%	100.0%
	% within Has E-Commerce platforms improved your business transaction	47.3%	50.0%	41.0%	46.0%
	% of Total	23.3%	8.7%	14.0%	46.0%
Total	Count	74	26	50	150
	% within Sex	49.3%	17.3%	33.3%	100.0%
	% within Has E-Commerce platforms improved your business transaction	100.0%	100.0%	100.0%	100.0%
	% of Total	49.3%	17.3%	33.3%	100.0%

From this table also, it could be noted that both gender felt the E-Commerce platforms had been able to help improve their level of business transaction.



## **4.2 Interpretation of Data**

From the analysis above, it could be observed that among the available E-Commerce platforms, E-Banking is the most frequently used in Nigeria. Other E-commerce platforms such as transaction e-commerce, portal or media platforms are not very popular in the country.

The acceptability of the E-banking platform amongst respondents stems from the fact that it had been able to improve their business transaction by making it faster and convenient and also providing ease of transaction. Gone were the days when customers would queue up for several hours at the bank to make transaction. With the introduction of E-commerce, transactions could take place online, hence, improving their level of transaction.

Also, it could be observed from the responses of the respondents that the service of the E-Commerce platforms in Nigeria needs improvement, this is because majority of them felt they were not getting quality services as a result of bad network and inter-connectivity issues, long queue at the Automated Teller Machine (ATM) machines, debiting of their account by the ATM machine without dispensing money.

And finally, though, doing transactions online via the E-commerce platforms is relatively new in Nigeria, most of the respondents felt safe with using their bank/credit information for online transaction. However, the level of internet fraud in the country is a cause for concern because fraud was the major reason why some of the respondents did not feel safe with using their credit cards for online transactions.

It could be established that E-commerce has been generally accepted by majority of the respondents in Nigeria.

## CHAPTER 5

### RECOMMENDATIONS, SUMMARY AND CONCLUSIONS

#### 5.1 Recommendations

Consumer attitude to E-Commerce goes a long way in determining its survival and sustainability in developing markets and economy at large. According to Andrew Groves in his book “High Output Management” written in 1983, he posited that “In the future, all companies will be internet companies”. In this framework, E-Commerce symbolizes the future and the future is here now, as business have moved from the traditional brick and mortar era to primarily business over the internet , this is of course apart from digital platforms and tools that are used for E-Commerce transactions discussed in the earlier chapters of this research work. If the future mentioned by Andrew Groves many years ago is already here, then the usage of E-Commerce and the attitude of consumers towards E-Commerce is a vital aspect of a developing economy that pursue relevance among other economies around the world.

The absolute fact that of the issues and challenges associated with E-Commerce in developing countries is a great reality; this is mainly because of the environment, these challenges however should not be a reason to jettison this game changing platform but rather business and firms should devise appropriate strategies that will help in overcoming these challenges which will in turn make consumers more open to using these platforms to transact business. In the light of the above, we would want to make the following recommendations.

1. A lot of attention should be paid to infrastructural issues that will culminate in its rapid development as that is the very foundation of E-Commerce. The issue of epileptic internet coverage, bandwidth and appropriate technology that can help overcome the limitations of the local environment should be given a lot of priority. This can be done by linking up with the developed world where possible to have a back up for the limitations that are associated with the locally available infrastructure and where possible, it can be used as a substitute when what is available locally is grossly inadequate.

2. While the issue of infrastructural challenge in most developing nations is a reality though there have been some improvements over the years, the fact is that some infrastructure required for E-Commerce have developed more than others in developing nations. Recent statistics according to Internet World Stat 2013, internet penetration as at 2012 was 28.4%, and also according to the Nigerian Communications Commission 2013 communiqué, mobile phone penetration is estimated at 50% at the end of 2015, these figures are massive considering the total population of Nigeria. It is therefore recommended that E-Commerce strategy should be crafted around mobile platforms in order to achieve a good mileage in the interim and a substantial level of market penetration in developing nations.

The success story of mobile money in the east African country of Kenya (Business Day Report 2012), and its recent introduction in Nigeria as well as increasing awareness of increasing awareness of mobile advertising in Nigeria are all pointers to the fact that more can be achieved by using mobile phones platforms in developing nations.

3. Literacy level in most developing nations is still very low and this is the first level that is a pre-requisite to computer literacy which is also very core to effectiveness of E-Commerce and has adverse effect on consumer attitude in any society. However, this can be overcome by ensuring that most of the processes are not complicated so as to serve as incentives for switching from cash based transactions to electronics based transactions. The fact is that there are many literate people in the developing nation that are not computer literate and simplification of transactions process will encourage them to try E-Commerce. This is confirmed by the analysis of data in the previous chapter that shows that the younger generation are more disposed to E-Commerce than the older generation.
4. Understanding the socio-cultural dimension of the challenges is very important to changing consumer attitude to E-Commerce in developing nations. The fact is that, most of the transactions are still largely cash based and switching to electronics based transactions will require a change which can only be achieved through enlightenment and incentives that will encourage a cultural, mental and attitudinal change. The attendant cost associated with this will be offset by the cost savings that will be made when there is a substantial shift from cash based

transactions to electronic based ones.

5. Investment in trainings and other enlightenment programs is a very vital to attitudinal changes of consumers to E-Commerce transactions in developing markets. While it is a known fact that such trainings might not be readily available in developing nations, they are however available in developed nations. Countries like Sweden, Finland and the United States who have facilities for trainings and development especially when it comes to E-Commerce can be partnered with by bringing their expertise to the developing markets.
6. Adequate attention should be paid to risks and security, which is a major issue why consumers shy away from using E-Commerce in general. In as much as experts believe that E-Commerce may not be totally void of fraud as it is still possible even in developed economies, more secured platforms are being introduced on a daily basis and this should extend to developing markets coupled with a good risk management system. This is where the government should play an active role.
7. The challenge of cost development and finance which makes E-Commerce not to be cost effective to end users should be improved on. Collaborations between organizations through infrastructural sharing, joint negotiation is vital to cut down on deploring cost which will in turn reduce cost on the consumer end. A joint negotiation by Nigerian banks with manufacturers of POS terminals resulted in 30% discount which was a substantial cost reduction strategy, this resulted in lowering the financial barrier in the deployment of POS terminals for E-payment systems and this has also drastically reduced the end user cost. More of this kind of strategies is needed to sustain end user.

Conclusively, we have seen that the global economy is becoming digital with most transactions nowadays partially or completely digital, both in developing and developed markets and economies at large. The few recommendations above can go a long way in helping to improve consumer attitude in developing markets despite the issues and challenges that abound.

## **5.2 Summary of Thesis**

The introductory chapter of this thesis looked at the overview of E-Commerce in developing nations focusing on the different definitions of E-Commerce by various authors, historical background, types as well as different E-Commerce platforms so as to have a clear understanding of what E-Commerce is about. Also the issues and peculiarities of developing nations was also extensively discussed in order to have insights as to the system differs from the developed nation.

With this as a background, the next chapter reviewed some papers by different authors that are related to the project topic. These papers were carefully selected to capture a general perspective of developing nations, the Africa perspective because of the uniqueness of African environment among developing nations and also, the Nigerian market perspective. Though there were a few variances from the reviews; nevertheless, there was a high level of consistency in the conclusion of the authors in relation to issues and challenges of E-Commerce in developing nations.

Subsequent chapters focused on the Nigerian market and how consumers who are the user end of the divide has been able to react to the use of E-Commerce products using the different platforms available in the Nigerian market. We tried to analyze how well and otherwise respondents of different genders and age groups have reacted to using different E-Commerce platforms. This included the research methodology which detailed exactly what and how we made our findings in addition to the analysis of findings from research questionnaires used in our evaluation.

The last chapter made a number of recommendations on how to mitigate the challenges associated with consumer attitude regarding E-Commerce in developing economies as this might help foreign business that intend to take advantage of the vast and enormous market available in developing countries set up online businesses there.

## **5.3 Conclusion**

E-Commerce dominance has been on the increase and the growth worldwide has been phenomenon. While may be impossible to completely eliminate brick and mortar business, the reality is that E-Commerce is the future of commerce globally and developing nations been part of a world that has been reduced to a global village have no option

than to flow in the direction of the tide or they will be left behind. It is also imperative the consumers who are the end users of the E-Commerce products are continually encouraged so as to ensure attitudinal changes so that they can become more disposed to using these products and platforms.

The developing nations are not immune from the fact that E-commerce rightly rides on a technology that causes boundaries of nations to collapse, a platform that has made distance no much of an issue in trade and commerce. It is high time that the developing nations embraced this phenomenon holistically.

While issues and challenges of E-Commerce in developing nations are factual, consumer attitude to E-Commerce is changing, as we have seen in the data analysis chapter of the rise in the usage of different platforms by consumers in developing markets. The developing nations are becoming more dominant in the global economy as they are the terrain where growth opportunities for businesses now exist if this is juxtaposed with the realization that E-Commerce represents the future of commerce worldwide, it can therefore be concluded that for developing economies to keep developing, consumer attitude to frequently be checked by regularly feeling the pulse of the consumers that uses there E-Commerce products and platforms as it wouldn't make too much sense to invest so much into making these products and platforms available and consumer attitude as not moved away from the brick and mortar ways.

## BIBLIOGRAPHY

- Aghaunor L. & Fotoh X. (2006) 'Factors affecting the adoption of E-Commerce in Nigerian Banks'. Jonkoping International Business School, Jonkoping University. June, 2006.
- Esselaar P. & Miller J. PhD. (2001), 'Towards Electronic Commerce in Africa: A Perspective from Three Country Studies'. Miller Esselaar & Associates.
- Fruhling, A.L. & Digman, L.A (2000) 'The Impact of Electronic Commerce on Business Level Strategies. Journal of Electronic Commerce' Research, VOL 1, NO 1.
- Gebrezigabihier A. (2001) 'Classification of E-Commerce'. [Online]. Available at: [www.authorstream.com/Presentation/gerieadiet-297943-classification-commerce-ais-education-ppt-powerpoint](http://www.authorstream.com/Presentation/gerieadiet-297943-classification-commerce-ais-education-ppt-powerpoint). (Accessed 31 March 2011).
- Horst S. *The World Economy*. [Online]. Available at: <http://books.google.com.ng/books>. (Accessed on 31 March 2013).
- Howard M. (2008). 'Six Global Trends Shaping the Business World. Emerging Markets Increase their Global Power'. [Online] Available at: <http://www.ey.com/GL/en/Issues/Business-environment/Six-global-trends-shaping-the-business-world---Emerging-markets-increase-their-global-power>.(Accessed 30 March 2013).
- Olatidoye, O. (2004). *Cyber-Security and E-Commerce*. [Online]. Available at: <http://www.edc.org/GLG/gkd/2004/Sep/0750.html> (Accessed 4 March 2013)
- Poon, S. & Swatman, P.M.C. (1998) 'A combined method study of small business Internet commerce'. *Intl. J. Electronic Comm.*, 2: 31-42.
- Rainer R.K., Cegielski C.G., *Introduction to Information Systems: Enabling and Transforming Business*. [Online]. Available at: Google books. <http://books.google.com.ng/books>. (Accessed 1 April 2013).
- Singh S. (2005) 'Electronic Commerce Technologies Management- ELECTRONIC COMMERCE, Types of EC, Classification According to Participations, Classification According to Tasks, E-Shopping'. [Online]. Available at: <http://encyclopedia.jrank.org/articles/pages/6600/Electronic-Commerce-Technologies-Management.html> (Accessed 1 April, 2013).
- Singh, A.D. (2000) *Electronic Commerce: Some implications for firms and workers in developing countries*. International Labor Organization. (International Institute for Labor Studies). [Online]. Available at <http://www.ilo.org/public/english/bureau/inst/publications/discussion/dp12300.pdf> (Accessed 6 March 2013).

- The Internet Coaching Library, (2013) Internet World Stats, *Usage and Population Statistics* [Online]. Available at: <http://www.internetworldstats.com/africa.htm>. (Accessed 30 October 2013)
- Turban, E., King, D., Mckay, J., Marshall, P., Lee, J., Viehland, D., (2008), *Electronic Commerce: A managerial Perspective*. New Jersey: Prentice Hall.
- Turban, E., Lee, J., King, D., & Chung, H.M. (2000). *Electronic commerce: A managerial perspective*. New Jersey: Prentice Hall.
- UNCTAD (2001) *E-commerce and Development Report*.
- Vadapalli A. & Ramamurthy K., (1998) '*Business use of the internet: An analytical framework and explanatory study of International Electronics Commerce*', 2: 71-94.
- Weisman J. (2000) '*The making of E-Commerce: 10 Key Moment Part II*'. [Online]. Available at: <http://www.ecommercetimes.com/story/4097.html> (Accessed 30 March 2013).
- Weisman J. (2000) '*The making of E-Commerce*': 10 Key Moments. [Online]. Available at: [www.ecommercetimes.com/story/4085.html](http://www.ecommercetimes.com/story/4085.html). (Accessed 30 March 2013).
- Woherem E. (2000), '*Information Technology in the Nigerian Banking Industry*' Spectrum Books Ltd.
- Zorayda R.A., (2003) '*Common Characteristics of the Developing Countries*'. [Online]. Available at: [www.economypoint.org/developing-country/p2.htm](http://www.economypoint.org/developing-country/p2.htm). (Accessed 31 March 2013).
- Zwass V. (1996) *Electronic Commerce: Structures and Issues*. *International Journal of Electronic Commerce* Volume 1, Number 1, fall, 1996, pp. 3 - 23.
- Zwass V. (2000) '*The E-merging E- Commerce Culture*'. [Online]. Available at: [www.fdu.edu/newspubs/magazine/00fw/e-com.html](http://www.fdu.edu/newspubs/magazine/00fw/e-com.html). (Accessed 30 March 2013).



## APPENDIX

### *Bio Data*

Sex: (a) Male (b) Female

Age bracket: (a) 18-30yrs (b) 30-40yrs (c) 40-50yrs (d) Above 50yrs.

### *Research Questions*

1. Which E-Commerce platform do you frequently use?

- E-Banking Platforms- Online Banking services, Cards/ATM services, Funds Transfer
- Transaction E-Commerce- Online Retail Stores services
- Portal or Media Platforms- Yahoo business, MSN
- Brand Building Platforms
- Service Oriented Platforms
- Others- Please specify

2. How often do you use this E-Commerce Platform?

- Frequently  Once Week  More than once a week
- Sometimes  Once a month  Less than once a month
- Seldom  Occasionally  When I don't have a choice
- Never  Busy  Don't trust the services
- Others  Please specify .....

3. Do you experience difficulties or obstacles when using the E-Commerce Platforms?

- Yes  No

If Yes, Please Specify.....

4. To what extent do you trust the service of the E-Commerce platform(s)?

- Excellent
- Satisfactory
- Needs Improvement
- Unacceptable
- N/A

5. Do you feel safe using your bank/credit card information to make transactions online through the E-Commerce platform?

- Yes
- No

If No, please state the reason why

.....

...

6. What benefits/ difficulties have you derived/faced in using the E-Commerce platform(s)?

- Convenient
- Ease
- Rigorous
- Epileptic
- Others Please Specify.....

7. Has the E-Commerce platforms been able to help improve your level of business transactions?

- Yes
- No
- Not sure
- Don't Know
- N/A

If yes how?

.....

8. How would you rate your confidence in internet facilities vis-à-vis E-commerce in Nigeria?

- Excellent
- Satisfactory
- Needs Improvement
- 
-

- Unacceptable
- N/A

Please let us know (in a few words) other obstacles and difficulties faced in using the E-Commerce platforms that was not covered in this questionnaire.

.....

.....

.....

.....

Thank you for your time.