Current and Potential Users Adoption of Mobile Payment Technology in Nigeria

Abner, Ishaku Prince, Udo Emmanuel Samuel, Akpan Ededem Jack, Clementina Kanu

Abstract: Mobile technology advancement has significantly transformed the functionality of smartphones, into a one-stop-shop from conventional communication to wireless technology for purchase and transactions through mobile payment technology. The bond between the smartphone and the users in recent times has increasingly replaced the bond between the physical money wallet and the owner. Necessitating the need to adopt mobile payment service technology. Most empirical studies focus on single users in Europe, Asia, America among others, developing constructs that work in these technologically advanced nations. This study examines the impact of current users of mobile payment technology on potential user adoption in Nigeria. Developing constructs factors that impact on an individual’s intention to adopt m-payment technology services. The construct tests the behavioral intention of 40 current users and 330 potential users. The results revealed that 11% risk, 35% trust, 48% ease of use, 52% usefulness, 10% personal innovation and cost significantly influenced current users’ intentions while 27% Subjective norms, 34% self-efficacy, 10% personal innovation and cost, 35% trust, 11% risk and 52% usefulness serves as a stimulus to potential users’ intentions to adopt m-payment service in Nigeria. Recommendation there is need to integrate the construct into the strategies designed to promote the service adoption in Nigeria for future marketersby managers and mobile App developers in Nigeria.

Keywords: Adoption intention, mobile payment services, potential users, current users, Nigeria

I. INTRODUCTION

The impact and benefit of Information, Communication Technology (ICT) on the financial sectors especially the banking sector globally cannot be overemphasized. Mobile technology advancement has significantly transformed the functionality of mobile phones, into a one-stop-shop from the conventional instantaneous communication to wireless technology for financial transactions through mobile payment service technology. According to (50) there is a significant nexus between innovation and improvement in ICT and financial sector development. Financial sector development through e-commerce creates the desire for refined financial services which in many cases the traditional banking and payment systems cannot effectively and efficiently provide to consumers. (51), opine that mobile communication services create a handyrerelationship between the device and the user especially the smartphones for convenient of communication, entertainment, and transactions. The mobile technology services embrace a wide-range technology from network infrastructure to software application and communication equipment (53); (54).

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Abner Ishaku Prince, Department of Management University of Nigeria, Enugu
Udo Emmanuel Samuel, Department Of Banking And Finance, Major Economic Development University Of Nigeria Enugu 2.
Akpan Ededem Jack, Department Of Banking And Finance University Of Nigeria Enugu
Clementina Kanu, Department Of Banking And Finance Alex Ekwueme Federal University, Ndufu Alike Ikwo

The services are considered, portable, efficient and universal. The mobile payment (m-payments) technology is the fulcrum of mobile commerce (m-commerce) facilitating financial transactions and purchases. Electronic transaction (E-transaction) encircles the application of ICT, online and computerized business transaction system (39). The benefit and success of mobile commerce depend exclusively on consumers’ acceptance, safety, and efficiency of m-payments transactions conducted through mobile phones, tablets or IPadterminals channels (36).

The improved functionality of mobile phones into a one-stop-shop has proportionately increased the number of active mobile phone lines in Nigeria. According to the Nigerian Communication Commission report active mobile phone lines increased from 144,631 in December 2017 to 146 million in 2018 showing an increase of 2,233,467. Smartphone users in Nigeria estimated at about 25 million and 40 million. It’s projected to increase to 140 million by 2025.

The mobile telecommunication sub-sector contributes about 7.4% to the GDP in 2018 compared to 5.5% in 2017. According to the report, about 44% of mobile subscribers are users of 3G technology and about 4% users of 4G technology in direct comparison to over 18% 4G penetration in South Africa, and 16% in Angola.

Mobile broadband penetration in Nigeria is forecast to grow by 55% of the total population in 2025, 70% of the populace are projected to adopt 3G connectivity and 17% 4G connectivity. From 2019 -2025 it’s estimated that new mobile subscribers globally will increase by about 700 million to boost the number of mobile subscribers to 6 billion in 2025. Nigeria is expected to contribute 4-5% of the estimated 700 million new subscribers.

On average Nigeria is expected to contribute 7 million new mobile subscribers annually to meet the 28 million quotas by 2025 (57).

The mobile market communication sub-sector in Nigeria has grown proportionately with large consumer-based. The acceptance rate of m-payment services is still below the threshold compared to the number of active mobile phone lines and smartphone users in Nigeria. (26) observed that only 23% of smartphone users in Nigeria are users of m-payment service. Despite innovation and advancement in mobile technology networks from 2G, 3G, 4G and the projected 5G by 2020.

The rate of acceptance and adoption of m-payment services among smartphone users in Nigeria falls below the threshold. Empirical studies of (13); (15) focus on single user’s perspective “the potential users” ignoring current users of m-payment; (19a,20b) focus on internet users, (22); (26); and (48); focus on owners of mobile phone. Employing the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT) to investigate individual consumer...
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intents and acceptance of m-payment services. These studies ignore current user’s experiences which has a ripple down influence on potential user’s acceptance rate of m-payment especially in technologically evolving nations like Nigeria. To empirically examine the cause-effect relationship between current and potential user’s acceptance and adoption of m-payment in Nigeria. It’s essential to examine current users’ experience, perceive usefulness, trust, risk,ease ofomang otherinfluential factors as it may affect potential users, perceptions towards adopting m-payment services.

II. REVIEW OF LITERATURE

Mobile Payment Services (MPS) is a financial transaction process designed to fast track purchase, payment or transfer of monetary values of goods and services enjoy and delivery through the mobile device without the interfaces of the bank (55). Mobile devices encompass cell and smartphones, tablets and iPad. The M-payment system technology offers service providers and consumera secure universal financial transaction platform from transaction initiation, to authorization, and confirmation (29). The M-Payment service transaction and confirmation terminals model include; Short message service (SMS), unstructured supplementary service data (USSD), the wireless application protocol (WAP) and mobile wallet and near field communication (NFC).

M-payment Service Workability

The M-payment service can be achieved: Remotely and within network proximity.

1. Remotely achieved independently from initiation to confirmation using the transitional network, without interfaces“staff, merchant or POS system” (6; 21).

2. Network, proximity transaction requires interfaces “staff, merchant or POS system” (Smart Card) (56).

The bond between the smartphone andthe user has progressively replaced the bond between the physical cash wallet and the users. The replacement Provides the justification and the need for potential users to adopt m-payment technology which offers fast, safe, convenient, flexible and cashless transactions (25; 33).

M-payment services serve as a business strategy in technologically advanced nationsenhancing the competitive advantage prowess of financial and non-financial institutions, providing consumer’s satisfaction through the ease of transaction.

Mobile banking and mobile payment are not comparable or alike phenomena as projected by various scholars. Mobile banking connects directly with the financial institution (the banks and the user), m-payment, requires a third party confirmation of the successful transaction (23); (30). M-payment allows direct payment of bills.

M-Payment Transaction Model

a. Carrier Billing:
The carrier billing is an m-payment model that transfers all charges from any technique of transaction directly to the user’s phone bill. The carrier bill interface is regarded as the most user-friendly and most acceptable medium of m-payment service by current users, due to its fastness, flexibility, and proficiency in bypassing bureaucratic barriers. The registration process is less burdensome, understandable, accessible and compatible with any mobile device and brand (56). Its predominantly used for the purchase of digital content from developers and where there is no immediate access to any form of debit or credit card by consumer.

The advent of smartphones has reintroduced the carrier billing. The carrier billing service total revenue in 2014 stood at about $3 billion dollars and above in the United States. The revenue in 2019 and 2020 is projected to increase to $24.7 billion. The introduction of carrier billing into google play increase sales by 300%. According to Juniper Research, the potential value of digital content in Europe using carrier billing is projected to increase from 2.6 billion euros in 2015 to about 14 billion euros in 2020.

b. Near Field Communication (NFC):
The NFC technology aid financial transactions by allowing users to confirm transactions through their mobile app secure password. The NFC technology is compatible with mobile devices within network proximity establishing a two-way, short-range communication for instant exchange and transmission of information between mobile devices and terminal.

The NFC is not compatible with a wider network (30). (50) observed that NFC allows customers to customize their purchasing profiles and receive personalized offers, where available.

The features of NFC technology are relatively contemporary, having surmounted original hurdles that made it non-practicable among the mainstream user. The card reader interface between the smartphone and the user aid the personal setup of NFC terminal for direct transactions bypassing terminal huddles.

The card reader technology is currently adopted by mobile payment companies of PayPal, Intuit, and Verifone for ease of payment, and exchange for a minimal fee and is provided by the PayAnywhere technology.

c. Mobile Application:

Are specialized Apps, developed and designed by financial institutions or other money transfer service providers. The mobile app offers users a more streamlined interface and transaction setting that accepts minimal input from users, whose transactions are measured to be de facto secured. Despite the massive use of smartphones in everyday professional, operational and personal activities of Nigerians, m-payment service is still very unpopular among Nigerians. Hence, the acceptance rate and adoption of m-payment technology depend solely on user’s intentions, ease of use, risk factor, cost benefits, behavior among other constructs.

The study reviewed the reasoned action theory (RAT), Planned Behavior Theory (PBT), and the Acceptance Model Theory (TAM) to examine factors that may influence the acceptance and adoption of m-payment technology in Nigeria.

1. Theoretical Framework

a. The Reasoned Action Theory (RAT):
The reasoned action theory (RAT) of (2) propose that the behavior of a customer is directly dependent on his intentions to achieve a specific objective (subjective norms). Subjective norms are dependent on the individuals’ attitude/link beliefs, behavior, and motivations.
The weakness: The reasoned action theory fails to specify a particular type or model of belief or behavior proposed to influence consumer intention to achieve a specific objective. The Planned Behavior Theory (PBT) was proposed by (1) to address the gap in RAT.

b. Planned Behavior Theory (PBT):
The Planned Behavior Theory (PBT) of (1) introduce the Perceived Behavioral Control (PBC), to measure and control beliefs, behavior, and intentions influencing customer’s abilities, situation, and assets towards adopting new technology and lifestyle.

The weakness: (32) observed inconsistency in results of studies using the control and PBC measure in envisaging the behavioral intentions and actual behavior of an individual.

c. Acceptance Model Theory (TAM)
(10) proposed the Acceptance Model Theory (TAM) to examine factors such as perceived usefulness (PU), and ease of usage (EOU) as factors responsible for the acceptance of new and improve the technology. The TAM model is important in examining and categorizing users of new and improved technology into more or less technologically savvy users. Studies of (52); (2014a, 2014b); (4); (22); (26;27); (48); (35) and (37) substantiate the above claims using the TAM model to segregate users into early users of smartphone, mobile phone users, online payment users, Internet users, and precise m-payment users. The TAM model is not without its shortcomings. (34) observed the frugal nature of the TAM model,(34) recommend familiarizationof the TAM through value-addition components to fast track better prediction on an individual’s technology acceptance rate. Social and organizational variables of subjective norms, image, job relevance, output quality, and result demonstrability were familiarized into the TAM model using the TAM2 model.

(37) observed that innovations and advancement in technology are adopted by users majorly by decision process observation. The decision processobservation consists of; knowledge, persuasion, decision, implementation, and confirmation.Potential users consider acceptance based on their sensitivities of comparative advantage, ease of usage, compatibility, trialability, and observability. The models adopted to examine the link between current and potential users of m-payment has its strengths and weaknesses.

The benefits, effectiveness, and efficiency of the TAM model in predicting and explaining potential user’s actual behavior and intentions in adopting new innovation provides model credibility over other models in addressing the problem of this study.

The findings of (8)(4) and (26;27) substantiate these clams. This study adopts and modified the TAM model, in line with the recommendations of previous theoretical and empirical findings through the major constructs of usefulness, trust, ease of use, personal innovativeness, self-efficacy, behavioral intentions and actual use among other relevant constructs.

According to (41), and (21) market conditions, economic, financial sector development, cultural differences, and religious beliefs influence the behavioral intentions of individuals and play a vital role in the process of adopting new and innovative technology.

The construct used in studies in America, Europe, Asia, and the recommendation from these constructs may not necessarily work in Nigeria. According to (43) technologically developed nations especially Japan, China, USA, UK, Korea, will easily appreciate and adopt at ease new technologies than nations with a moderate level of technical know-how in technology like Nigeria.

This study employed the construct in figure (i) below to test measure individual perceptions vis-à-vis the adoption of new financial technology the M-payment services.

Figure (I) M-Payment Adoption Intention Model in Nigeria

Source: Authors (2019).

a. Self-efficacy
Self-efficacy measures the extent an individual relies on a specific set of skills and abilities to execute and achieve a specific objective(29). (24) opined that there is a positive and significant nexus between ease of use, self-efficacy, and consumer intention to adopt new mobile technology. (18) substantiated the findings. (16) confirmed that self-efficacy positively influenced and impact on m-commerce adoption through individual purchase intentions. The self-efficacy construct is employed to test the hypothesis:

H1: Self-efficacy has no significant effect on the current and potential user’s behavioral intentions to adopt and sustain the use of m-payment services.

b. Subjective Norm (Behavioral Intentions)
Subjective norm measures the extent individual behavioral intentions are influenced by
family, associates, cultural, and religious beliefs and other societal opinions while considering a specific decision (2). The benefit of the subjective norm cannot be overemphasized, as a result of its impact on potential adopters’ of m-payment technology at the initial stage, especially where potential adopters lack adequate knowledge on the practicalities of the service (36). Depending on the current user’s opinions and experiences to confess feelings of uncertainty vis-à-vis the consequences of using m-payment services at the initial stage (19). Empirical findings on subjective norm revealed that the behavioral intentions of potential adopters of m-payment are projected to be stronger and dependent on the experience shared by current users (9); (23); (48); (35). (5)opine that positive experience shared by current users like friends, relatives, associates, and family members stimulate the urge in potential adopters to adopt new services technology. The subjective norm construct is employed to test the hypothesis:

H1: Subjective norm has no significant impact on current and potential users’ behavioral intentions to adopt and sustain the use of m-payment services.

c. Personal Innovativeness

Personal innovativeness measures individual urge and willingness to adapt, explore and try out new technological innovations (29). A personal level of innovativeness varies across customers and is dependent on the level of knowledge and feasibility the potential user has (14). Innovativeness positively influences the adoption of mobile retailing (45).

Personal innovativeness in pre-adoption and post-adoption stages of m-payment services in China are crucial determinants of m-payment adoption (35). According to (29), the majority of Indians are not technological inclined, exploring new information technology and mobile services requires personal innovation. It’s the fulcrum for potential users adopting of m-payment technology. Ease of use significantly influences the determinant of personal innovation to m-payment adoption. The personal innovation construct is employed to test the hypothesis;

H2: Personal innovativeness has no significant impact on current and potential users’ behavioral intentions to adopt and sustain the use of m-payment services.

d. Ease of Use

Ease of use shows the extent to which new technology can be adopted and use without stress and its effortless. It’s considered relatively free of physical, emotional, or psychological efforts for prospective adopters. The ease of use is a necessary precondition for most consumers considering the adoption of m-payment services. (44) unanimously established that ease of use directly affects the behavioral intention of potential users to adopt m-payment services.

The impact and benefits of ease of use vary from experience users to inexperienced users. Inexperience user is most likely to focus on ease of use while experience users focus on usefulness (32). The ease of use construct is employed to test the hypothesis;

H3: Ease of use has no significant effect on current and potential users’ behavioral intentions to adopt and sustain the use of m-payment services.

e. Usefulness

The usefulness construct shows the extent to which consumer’s beliefs that embracing new and particular technology will enhance their operational performance (10). The application of the usefulness construct demonstrates the importance of the construct in m-payment service in facilitating, smooth transactions, payment of utility bills, smartphone subscriptions, and dish TV, mobile shopping, and ticket booking among others. (19) acknowledged the usefulness construct to be a strong predictor of potential user’s behavioral intention to adopt m-payment services after evaluation of all related benefits among current and potential users (17) report a positive and significant nexus between the usefulness of m-payment service through user-centric characteristics of various users. The findings of (3); (11); (15) and (17) substantiate the importance of the usefulness construct in new technology adoption intention of potential users. Current users are less concern with the usefulness construct and are more focus on trust and risk factors. The usefulness construct is employed to test the hypothesis;

H4: Usefulness construct has no significant effect on current and potential users’ behavioral intentions to adopt and sustain the use of m-payment services.

f. Trust

Trust measures expectations of consumers towards service providers in providing stable, reliable and responsive services to facilitate smooth and efficient transactions. Trust comprises of reliability, facility, and goodwill. Reliability measures service providers’ trust to uphold their obligations of providing reliable and responsive services. The facility measures the technical-knowhow of the service providers to fulfill their promises and safeguard consumer interest against internet fraudsters. Trust is the ultimate requirement determining consumer’s adoption of a particular technology provided by the financial service institutions. (31), (7) proposed a trust-based model in Singapore and acknowledged trust as a vital force compared to other factors in adopting new and innovative technology. (35) report that trust significantly impacts on cross-environmental relationships through a proposed trust transfer theory and valence framework. Service quality significantly impacts trust and influences users’ continuous use of m-payment services (37). Trust is a multidimensional construct in different domains of human endeavors (6). The trust construct is employed to test the hypothesis;

H5: There is no significant relationship between trust, current and potential users’ behavioral intentions to adopt m-payment services.

g. Risk

Risk is the degree of uncertainty associated with the adoption and use of new technology among consumers. High-risk factor detersimprove technology adoption. The higher the risk level associated with new technology the lower the adoption and acceptance rate. Thus, a higher risk rate directly influences potential adopters’ intention to adopt m-payment services. (28) observed, that potential adopters are less motivated to adopt new payment methods if the risk associated with the new method is higher than the former. (48) confirmed the negative impact of risk on behavioral intentions of Malaysians to adopt new mobile banking services. Risk is identified as a
critical determinant in adopting new innovation in
technology. The risk construct is employed to test the
hypothesis;

\[ H_1: \text{Risk has no significant effect on current and potential users' behavioral intentions to adopt m-payment services.} \]

III. METHODOLOGY

This study used the survey design to examine current and prospective users of m-payment services in Nigeria. The study developed various constructst to test the research hypotheses from extant literature, to align with m-payment service. Nigeria is a country with a young population. The target population includes individuals age 18 years and above who are current users of smartphones giving the possibility of adopting m-payment services than individuals without smartphones.

Data were collected through questionnaires and interviews. Current and potential users where randomly interview in Abuja the capital of Nigeria and Lagos state the business hup of Nigeria. To ensure the understanding of the respondents, the following conditions were set bothering on if they had participated in any survey of this nature before and whether they were users and potential users of m-payment services.

The population of the study is 500, a total of 497 questionnaires was collected. Out of which 27 were dropped due to incomplete information and many missing values. 470 collected questionnaires were used to evaluate the effect of current users on potential users of m-payment in Nigeria. Descriptive statistics were used for demographic analysis of the respondents, and the Cronbach’s alpha test was conducted for internal consistency and for the construct reliability.

Model Specification

The regression equation formulated based on the construct is as follows:

\[ MP = \beta_0 + \beta_1 SE_1 + \beta_2 SN_2 + \beta_3 PI_3 + \beta_4 EU_4 + \beta_5 US_5 + \beta_6 TR_6 + \beta_7 RI_7 + \mu \text{……eq (1)} \]

Where; 
- \( MP \) = M-payment Services adopters (current and potential users)
- \( SE \) = Self-Efficacy,
- \( SN \) = Subjective Norm,
- \( PI \) = Personal Inventiveness,
- \( EU \) = Ease of Use
- \( US \) = Usefulness
- \( TR \) = Trust
- \( RI \) = Risk
- \( \beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \mu \) = coefficients of the parameter estimate or the slopes
- \( \beta_0 \) = Intercept of the regression equation

IV. DATA PRESENTATION AND INTERPRETATION

Table 1 shows a pooled summary of respondents group into current and potential users and locations.

<table>
<thead>
<tr>
<th>Users</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Current Users</td>
<td>140</td>
</tr>
<tr>
<td></td>
<td>Potential Users</td>
<td>330</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>470</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Abuja FCT</td>
<td>235</td>
</tr>
<tr>
<td></td>
<td>Lagos State (Business Hub)</td>
<td>235</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>470</td>
</tr>
</tbody>
</table>

Table 2. Demographic Profile of Respondents

Summarizes the demographic profile of the 470 respondents in terms of their gender, age, and occupation.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Male Potential Users</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>Female Potential users</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Male current Users</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>female current users</td>
<td>180</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>470</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>40-49 Potential User</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>18-20 current User</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>20-29 Current User</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>30-39 Current User</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>40-49 Current User</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>50-59 Current User</td>
<td>15</td>
</tr>
</tbody>
</table>
Current and Potential Users Adoption of Mobile Payment Technology in Nigeria

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 above Current User</td>
<td>5</td>
<td>1.1</td>
</tr>
<tr>
<td>18-20 Potential User</td>
<td>40</td>
<td>8.5</td>
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<tr>
<td>20-29 Potential User</td>
<td>119</td>
<td>25.3</td>
</tr>
<tr>
<td>30-39 Potential User</td>
<td>97</td>
<td>20.6</td>
</tr>
<tr>
<td>40-49 Potential User</td>
<td>3</td>
<td>.6</td>
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<tr>
<td>60 above Potential User</td>
<td>8</td>
<td>1.7</td>
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<tr>
<td>50-59 Potential User</td>
<td>9</td>
<td>1.9</td>
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<tr>
<td>Total</td>
<td>470</td>
<td>100.0</td>
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</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Valid Pensioner Current user</td>
<td>5</td>
<td>1.1</td>
</tr>
<tr>
<td>Student current User</td>
<td>75</td>
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</tr>
<tr>
<td>Civil Servant current User</td>
<td>11</td>
<td>2.3</td>
</tr>
<tr>
<td>Entrepreneur current User</td>
<td>20</td>
<td>4.3</td>
</tr>
<tr>
<td>Company Staff current User</td>
<td>30</td>
<td>6.4</td>
</tr>
<tr>
<td>Pensioner Potential User</td>
<td>15</td>
<td>3.2</td>
</tr>
<tr>
<td>Students Potential user</td>
<td>115</td>
<td>24.5</td>
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<tr>
<td>Civil Servant potential user</td>
<td>48</td>
<td>10.2</td>
</tr>
<tr>
<td>Entrepreneur Potential user</td>
<td>100</td>
<td>21.3</td>
</tr>
<tr>
<td>Company staff potential user</td>
<td>51</td>
<td>10.9</td>
</tr>
<tr>
<td>Total</td>
<td>470</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Authors (2019)

Reliability and Validity Analysis

To ensure that collected data are reliability for a meaningful analysis. Cronbach’s alpha test was conducted on all the constructs. The values of all constructs are 0.763 (Table 3).

Cronbach’s alpha value of 0.763 is a good indicator of reliability (49). Therefore, the proposed model is reliable as well as valid for further analysis.

Table 3 Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
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<tbody>
<tr>
<td>.763</td>
<td>.733</td>
<td>7</td>
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</tbody>
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Source: Authors (2019)

Test of Hypotheses

Table 4 Model Summary

<table>
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<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>Durbin-Watson</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td>R Square Change</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>F Change</td>
<td>df1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>df2</td>
<td>Sig. F Change</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>1</td>
<td>.911a</td>
<td>.830</td>
<td>.827</td>
<td>.19019</td>
<td>.830</td>
<td>322.212</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td>462</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.000</td>
<td>.025</td>
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Table 5 ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
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<td>Regression</td>
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<td>7</td>
<td>11.655</td>
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<td></td>
<td>Residual</td>
<td>16.712</td>
<td>462</td>
<td>.036</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>98.298</td>
<td>469</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5 ANOVA

a. Predictors: (Constant), Risk, Subjective Norm, Self-Efficacy, Personal Innovation, Ease of Use, Trust, Usefulness
b. Dependent Variable: M-Payment

Source: Authors (2019)
Table 4 report model summary and the fitness of the regression model. The higher the R² value the more robust the regression model. The R² of 0.83 (83%) is the coefficient determinant explaining the variation in the dependent variable as accounted for by the independent variables with an unexplained variation of 17%. The F-statistics of 322.212 and the corresponding probability value of 0.000, shows that the overall result is statistically significant for a robust analysis. The study constructs of self-efficacy, personal innovativeness, ease of use, usefulness, trust, risk, and subjective norms significantly impact on current and potential users’ behavioral intentions to adopt m-payment services at 5% significant levels.

Table 5 the ANOVA results shows that the independent variables are statistically significant in predicting the impact on the dependent variable, F (7,462) = 322.212, P < 0.000. The ANOVA result further validates the robustness of the regression analysis. The constructs of self-efficacy, personal innovativeness, ease of use, usefulness, trust, risk, and subjective norms significantly impact on current and potential users’ behavioral intentions to adopt m-payment services at 5% significant level.

Table 6

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>.693</td>
<td>.046</td>
<td></td>
<td>14.965</td>
<td>.000</td>
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<tr>
<td>Self-Efficacy</td>
<td>.134</td>
<td>.030</td>
<td>-.191</td>
<td>-4.420</td>
<td>.000</td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>.027</td>
<td>.021</td>
<td>-.039</td>
<td>-1.289</td>
<td>.198</td>
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<tr>
<td>Ease of Use</td>
<td>.348</td>
<td>.035</td>
<td>.653</td>
<td>10.050</td>
<td>.000</td>
</tr>
<tr>
<td>Personal Innovation</td>
<td>.010</td>
<td>.036</td>
<td>-.016</td>
<td>-2.72</td>
<td>.006</td>
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<tr>
<td>Usefulness</td>
<td>.052</td>
<td>.058</td>
<td>.082</td>
<td>.905</td>
<td>.366</td>
</tr>
<tr>
<td>Trust</td>
<td>.351</td>
<td>.053</td>
<td>.532</td>
<td>6.669</td>
<td>.000</td>
</tr>
<tr>
<td>Risk</td>
<td>.111</td>
<td>.051</td>
<td>-.166</td>
<td>-2.194</td>
<td>.029</td>
</tr>
</tbody>
</table>

a. Dependent Variable: M-Payment

MP = 0.693 + 1.34SE + 0.027SN + 0.348ES + 0.010PI + 0.052US + 0.351TR + 0.111RI

From the result in table 6, it can be inferred that a unit increase in current user’s self-efficacy increases potential user’s self-efficacy to adopt m-payment services by 1.34%, subjective norm 27%, personal innovation 10%, risk 11%, ease of use 34.8%, usefulness 0.052% and trust 0.351%.

V. DISCUSSION OF THE RESULTS

H1: current user’s self-efficacy has a significant effect on potential user’s behavioral intentions to adopt m-payment services. The effect of self-efficacy on current users’ will be greater on potential users at 1.34%. Finding is consistent with the results of (8) and (11).

H2: The subjective norm of current users has a significant effect on the potential user’s behavioral intentions to adopt and sustain the use of m-payment services. The effect of Subjective norm on current users’ will be greater on potential users at 27%.

H3: Personal innovativeness of current users has a significant effect on potential user’s behavioral intentions to adopt m-payment services. The effect of personal innovativeness on current users’ will be greater on potential users at 10%.

H4: Current user’s ease of use significantly impact on potential user’s behavioral intentions to adopt m-payment services. The effect of ease of use on current users’ will be greater on potential users by 0.348%. Positive ease of use (+0.348) proves its relevance to potential users as a key factor in adopting and using m-payment service in Nigeria. The result substantiates the results of (3) and (4) among others. Potential users can adopt m-payment only when they find it easy in comparison with other traditional methods of financial transactions.

H5: Usefulness of m-payment services to current users significantly impact on potential user’s behavioral intentions to adopt m-payment services. The effect of usefulness on current users’ will be greater on potential users by 0.052%.

Usefulness is positive (+0.052), plays a vital role in motivating potential users to appreciate its usefulness, effectiveness, and efficiency over existing channels of payment. The result buttresses the results of (11) and (37) among others. Potential user adopts only when there are extra benefits and cost is less.

H6: Current user’s trust in m-payment services significantly impacts on potential user’s behavioral intentions to adopt m-payment services. The effect of trust on current users’ will be greater on potential users by 0.351%. Trust rate is positive (+0.351), that is trust plays a vital role in the adoption of new technological innovations especially network providers providing efficient networks for successful transactions.

H7: the risk factor of m-payment on the current user’s significantly impact on potential user’s behavioral intentions to adopt m-payment services. The effect of risk on current users’ will be greater on potential users by 0.111%. The risk rate is negative (−0.111), that is, the higher the risk perceived, the lower the intention of adopting new technological innovations such as m-payment, which has a significant effect on potential user’s adoption (40).

VI. CONCLUSION

Innovation in technology and the financial system globally especially in Nigeria has made m-payment an alternative system for financial transactions. The m-payment is gradually gaining users in Nigeria. The construct factors affecting m-payment adoption varies across countries. This study fills the gap by developing factors affecting m-payment adoption intention in Nigeria. Using the Abuja and Lagos the business hup of Nigeria as the scope of the study. The findings indicate that the constructs of SE, SN, PI, EU, US, TR, and RI significantly impact on the current and potential user’s adoption behavior of m-payment services in Nigeria.
The findings also revealed that individuals’ perceptions of the constructs are vital elements in their consideration of mobile payment services. The practical implications of these findings show potential users’ intentions are dependent on subjective norms, self-efficacy, personal innovation, and cost, trust, risk, and usefulness. There is a need to integrate the constructs into the strategies designed to promote the service adoption in Nigeria for future markets by managers and developers of mobile App for Nigerians.

REFERENCES


AUTHORS PROFILE

Abner, Ishaku Prince is a doctoral student at the University of Nigeria Enugu Department of Management. He is a scholar with vast research interest and also Associate of various professional bodies in Nigeria.

Udo Emmanuel Samuel is a postgraduate student at the University of Nigeria Enugu department of Banking and finance; major economic development. He is a chartered Economists, Associate Institute of Professional Managers and Administrator of Nigeria. He is also Associate Institute of Policy Review and Research Development Nigeria.

AkpanEdedem Jack is a doctoral student at the University of Nigeria Enugu department of banking and finance. He is a scholar with vast research interest and also Associate of various professional bodies in Nigeria.