**An Empirical Investigation of the Factors Affecting Customers Towards E-banking Adoption in the Nigerian Banking Sector**

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This research covers Goal 9: Industry, Innovation and Infrastructure of the seventeen SDGs

**ABSTRACT**

The UN announcement for the launch of a Technology Facilitation Mechanism (TFM) to support the implementation of the Sustainable Development Goals (SDGs) and support the development and operationalization of the online platform (2020 Connect). This reflect the UN is committed to levelling up access via technology across the globe and this work is an example of how change is happening.

The advancement in information technologies is changing the face of offering service in the business environment. Such advances encourage banks to invest in the new technologies (e-banking) to offer up-to-date service that goes beyond traditional service to their customers. Despite huge investments by the Nigeria banks, the level of adoption of e-banking service is still low. This research focuses on the Nigeria Banking Sector (NBS) by investigating the factors that affect electronic banking (e-banking) adoption in Nigeria using 14 constructs of the Technology Acceptance Model (TAM), Diffusion of Innovation Theory (DIT) and Demographic related factors. The research taking this approach in developing countries such as Nigeria is scarce. By using the TAM-DIT framework and demographic variables, this paper therefore aimed to understand the factors influencing banking customers towards the adoption of e-banking products and services. A convergence parallel mixed-method research design was employed, where quantitative and qualitative research approach were blended to achieve the objectives of the research. In the first phase of the study, a survey questionnaire of 176 banks customers of Guaranteed Trust Bank and First City Monument Bank in Nigeria were analysed using T-Test Statistic, Regression and Correlation Analysis. The second part which involves the qualitative study (semi-structured interviews) involving 10 customers of the two banks analysed by thematic content analysis.

**The research findings from the mixed-method approach revealed that perceived advantage/perceived usefulness, the complexity of use/perceived ease of use, the cost of e-banking, security and risk were factors that affect customers' attitude to adopt e-banking. Additionally, deficiencies in information technology infrastructure and lack of e-banking regulation policies stand out as factors that hinder e-banking development in Nigeria.** The result also found all demographic variables marital status, educational level, occupation, income, religion and culture except gender and age as significant influencing factors determining customers' e-banking adoption in the Nigerian banking sector. Furthermore, ATM, internet banking and mobile banking were found to be the most utilised e-banking channels in Nigeria. These research findings have great implications for banking institutions in terms of formulating effective e-banking strategies. Particularly, it offers insights for banking organisations, practitioners and the Nigerian banks' policy maker (Central Bank of Nigeria) when formulating e-banking adoption strategies. This study contributes to the literature on e-banking practices using TAM-DIT and demographic variables. This is an area where studies have not been sufficiently researched and where there have been limited findings on factors influencing customers’ attitude towards e-banking adoption. It also contributes by providing a better understanding of the fragmented findings on factors affecting customers towards e-banking adoption, particularly in response to the calls for research on demographic factors. Moreover, the study contributes by developing a multi-perspective e-banking model that can inform future research and help the wider body of knowledge that**inform bank management, bank stakeholders and e-banking practitioners in Nigeria. In addition, it can help to understand the influences that can causes e-banking resistance in Nigeria and other developing countries. Finally, it**provides e-banking adoption strategies that can help boost the level of e-banking usage in the country.

**Keywords**: E-banking, Adoption, TAM, DIT, NBS, Technology Information deficiencies, Nigeria.