User Motivation and Acceptance of Mobile Services in Nigeria

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ABSTRACT
This study was designed to investigate the factors that influence the motivation and acceptance of mobile services in Nigeria. This understanding is valuable for improved commercialization of telecommunication services, and in the customer relationship management process as the success of mobile service adoption is dependent on user needs. Three separate questionnaires were designed and used as the major instrument of data collection. A purposive sampling method was adopted for the study; three hundred and ten questionnaires were administered on three different categories of respondents. Data analysis was carried out using principal component analysis, regression and logistic regression. The results showed that for entertainment services (caller tunes), informational services (internet modem) and mobile banking services, the major motivating factor for its use was the preference of the song, convenience in browsing and convenience in banking respectively whereas the major preventing factor was high cost for entertainment services and internet modem service and insufficient information for mobile banking. Results also showed that for entertainment services perceived usefulness, perceived ease of use, social influence and economic issues where important in determining a user’s intention to use but for the internet modem service perceived ease of use is the only significant factor in determining a user’s intention to use. For mobile banking services, social influence and economic issues are significant in determining use. It is therefore imperative for telecommunication firms to study and consider the unique characteristics of each mobile category and use these findings in the design of their services.

KEYWORDS
Entertainment Service, Informational Service, Mobile Commerce, Technology Acceptance Model

INTRODUCTION
International Telecommunication Union report showed that Nigeria still ranked 15th in Africa and 143rd out of the 176 countries surveyed in the adoption of ICT (ITU, 2017). The development of mobile telecommunication network stimulates economic growth (Gruber and Koutroupis, 2011). In enabling economic growth, user acceptance is crucial to the success of any product or service, but is very difficult to predict. According to Page (2006) in a competitive response survey, which was carried to measure key performance indicators for competitive response policies, telecom professionals believed the biggest opportunities was in increasing their firm’s competitiveness and the biggest opportunity area was in new product development with 72% of affirmative responses.

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The second most popular way to increase competitiveness was to better understand the customer needs, with 65% of responses. However, another report by Product Development and Management Association (PDMA), the telecom industry ranks in the bottom third when it comes to implementing formal processes and best practices for developing innovative new services and products. Telecom companies try to innovate in unsystematic ways that make it difficult to understand customer needs; hence valuable resources are dedicated in developing new products and services which fail in the marketplace. One important reason for failure is that it is difficult to assess the needs of users and their willingness to use the service in advance.

Mobile Services are defined as digital and data communication services accessed via wireless networks through any type of mobile devices (Lu, Liu, Yu and Wang, 2008). Researchers have divided mobile services into four broad categories ranging from communication service, information services, entertainment services and transaction services (Al-Debie & Al-Lozi, 2014; Nikou, 2013, Cheng & Sun, 2012).

Research has been carried out extensively on the acceptance of mobile services Leong, Ooi, Chong & Lin, 2013; Al-Debie & Al-Lozi, 2014). However, a clear gap has been identified on the acceptance of mobile services in Nigeria. There is need to know factors that influence consumers in the existing social environment of Nigerian Communities. Hence the Objective of this study are listed as follows

- To establish the key factors that motivate individuals to use different mobile services in the Nigerian GSM Market
- To establish the underlying factors that influence the acceptance of new services by users in the GSM market
- To know how the use and acceptance factors relate to the demographic characteristics of users of the GSM Market
- To establish the relationship between user acceptance factors by different adopter groups

**Research Questions**

1. What are the key factors that motivate individuals to use different mobile services in the Nigerian GSM Market
2. What are the underlying factors that influence the acceptance of new services by users in the GSM market
3. What are the key factors that prevent individuals from using different mobile services

**Research Hypothesis**

**H1:** Facilitating Conditions has no significant effect on users’ intention to use mobile services  
**H2:** Perceived Usefulness has no significant effect on users’ intention to use mobile services  
**H3:** Perceived Ease of Use has no significant effect on users’ intention to use mobile services  
**H4:** Social Influence has no significant effect on users intention to use mobile services  
**H5:** Economic Issues has no significant effect on users’ intention to use mobile services  
**H6:** Intention to deploy mobile services has a significant effect on the actual use

**LITERATURE REVIEW**

Advances in mobile technology have changed the business environment significantly. As an effect, mobile technologies create new markets changing the competitive business landscape and creating new opportunities for business growth (Gruber and Koutroupis, 2011, Stewart & Pavlou, 2002, Epaminonda & Kaufmann, 2008). By 2010 GSMA projects that 90% of the world will be covered
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