



Adoption Patterns and Revenue Growth Metrics of Mobile Payment Services Among Nigerian Merchants in Port Harcourt: A Comparative Study

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Abstract

Port Harcourt, Nigeria is a significant commercial hub where mobile payment services are increasingly adopted by merchants for transactional convenience and revenue optimization. The study employed a mixed-methods approach, including surveys and interviews with merchants to gather data on usage frequencies and revenue outcomes. Quantitative analysis was used to assess trends in payment service adoption and revenue growth among surveyed merchants. Mobile payment services were adopted at varying rates across different sectors, with contactless payments being the most common method, accounting for 70% of transactions observed in Port Harcourt. The study found that higher usage frequencies of mobile payment services correlated with significant revenue growth among merchants. The adoption of these services facilitated smoother and more efficient transaction processes, leading to increased sales and profitability. Governments should support the development and standardisation of mobile payment systems in Port Harcourt, thereby enhancing merchant access to digital financial tools.

Keywords: *Sub-Saharan Africa, Merchant Behaviour, Payment Systems, Transaction Costs, Revenue Streams, Geographic Economics, Comparative Analysis*

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