



Mobile Banking Adoption and Impact Among Urban Youth in Lagos: A Comparative Study on Financial Inclusion in Nigeria,

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Abstract

Mobile banking adoption has become a significant aspect of financial inclusion strategies globally, particularly in developing economies like Nigeria where traditional banking services are often limited or inaccessible to urban youth. The research employs a mixed-methods approach involving surveys and focus groups with participants aged 18-25 years. Data analysis uses descriptive statistics for quantitative results and thematic coding for qualitative insights. Mobile banking adoption among urban youth in Lagos was found to be significantly higher than in rural areas, with over 60% of respondents using mobile apps for basic transactions such as bill payments and savings. Despite widespread acceptance, challenges persist regarding security concerns and digital literacy levels. The study underscores the need for targeted educational programmes and improved financial education among urban youth. Policy makers should prioritise enhancing digital infrastructure and providing subsidized mobile banking services to accelerate financial inclusion in Lagos. Educational institutions must also integrate financial literacy into their curricula. Mobile Banking, Financial Inclusion, Urban Youth, Lagos, Nigeria

Keywords: *Geographic, Urbanization, Financial Inclusion, Mobile Payment, Youth Studies, Development Economics, Comparative Analysis*

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