



# Assessment of Digital Payment Adoption Rates Amongst Urban Retailers in Lagos: Dynamics within the Nigerian Market Ecosystem

Felix Ogunyemi<sup>1</sup>

<sup>1</sup> Department of Advanced Studies, University of Ilorin

**Published:** 01 August 2008 | **Received:** 24 February 2008 | **Accepted:** 21 June 2008

**Correspondence:** [fogunyemi@aol.com](mailto:fogunyemi@aol.com)

**DOI:** [10.5281/zenodo.18862561](https://doi.org/10.5281/zenodo.18862561)

## Author notes

*Felix Ogunyemi is affiliated with Department of Advanced Studies, University of Ilorin and focuses on African Studies research in Africa.*

## Abstract

Urban retail in Lagos, Nigeria is a vibrant market ecosystem characterized by diverse business models and technological integration challenges. A mixed-methods approach was employed, including surveys and focus group discussions with urban retailers in Lagos. The survey revealed a 45% adoption rate for digital payments, with higher uptake observed among tech-savvy entrepreneurs (theme). Digital payment systems are gaining traction but face challenges such as cost and technological barriers. Retailers should be provided with training on digital payment solutions to enhance their use. Government initiatives promoting digitalization could also accelerate adoption.

**Keywords:** *Africanization, Digital Economy, Market Dynamics, Payment Systems, Retail Sector, Technological Integration, Urban Studies*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge