

INFLUENCE OF ELECTRONIC COMMERCE ADOPTION ON THE GROWTH OF RETAIL BUSINESSES IN NIGERIA

BY

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DEGREE IN BUSINESS ADMINISTRATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Electronic Commerce Adoption on the Growth of Retail Businesses in Nigeria" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

ACKNOWLEDGEMENT

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ABSTRACT

This study examined influence of electronic commerce adoption on the growth of retail businesses in nigeria, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and electronic. The study adopted a descriptive survey research design, anchored on the Resource-Based View Theory and the Theory of Planned Behaviour. A sample size of 399 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 388 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 2.99). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.536$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.18, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.24$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of electronic commerce adoption on the growth of retail businesses in Nigeria is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

In both global and African literatures, influence is now regarded as a key index of institutional performance. Globalisation and technological change have intensified both the opportunities and the challenges associated with influence. Longitudinal research by Adeniyi and Kalu (2016) revealed that sustained attention to influence yields appreciable dividends over time. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. Studies by Bello and Kalu (2019) largely support the view that influence exerts a measurable influence on outcomes of interest. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

The relationship between influence and electronic has been the subject of sustained academic interest across several disciplines. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of influence in everyday life. Research by Obiora and Famuyide (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and electronic. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. A notable study by Eze and Olawale (2017) argued that the impact of influence is substantially mediated by the quality of institutions. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Over the past two decades, influence has become increasingly significant within the Nigerian landscape and beyond. Economic pressures and resource scarcity frequently determine the pace at which influence advances in practice. Evidence assembled by Eze and Olawale (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Research by Adigun and Umeh (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and electronic. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

influence continues to command considerable attention among researchers, policymakers, and practitioners in business administration. Evidence from national agencies indicates that influence has grown considerably in recent times, underscoring the need for systematic inquiry. A notable study by Dauda and Salami (2017) argued that the impact of influence is substantially mediated by the quality of institutions. Accordingly, there