

Title: Strategic approach to build customers trust in adoption of internet banking in Nigeria

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Abstract: Trust plays a vital role in acceptance and usage of internet banking, hence applying appropriate strategies to build customers' trust is essential for the service providers. The objective of this study is to investigate the strategies to build customers trust in acceptance and usage of internet banking in Nigerian. This study utilized interpretive research approach to understand the strategies used to build customers trust in internet banking in Nigerian banks. The data was primarily collected through semi- structured interviews with bank managers and analysis of the websites and annual reports of the banks were used to complement data from primary source. Five findings which emerged from this research include customer orientation, information technology development, security strategy, institution based trust and viable marketing. These findings provided insight into the strategies used by Nigerian banks to build customers trust in acceptance and usage of internet banking.