mWomen

Unlocking the Potential: Women and Mobile Financial Services in Emerging Markets

GSMA mWomen Working Group

Nairobi
11 July 2013

USAID FROM THE AMERICAN PEOPLE

VISA

Australian AID

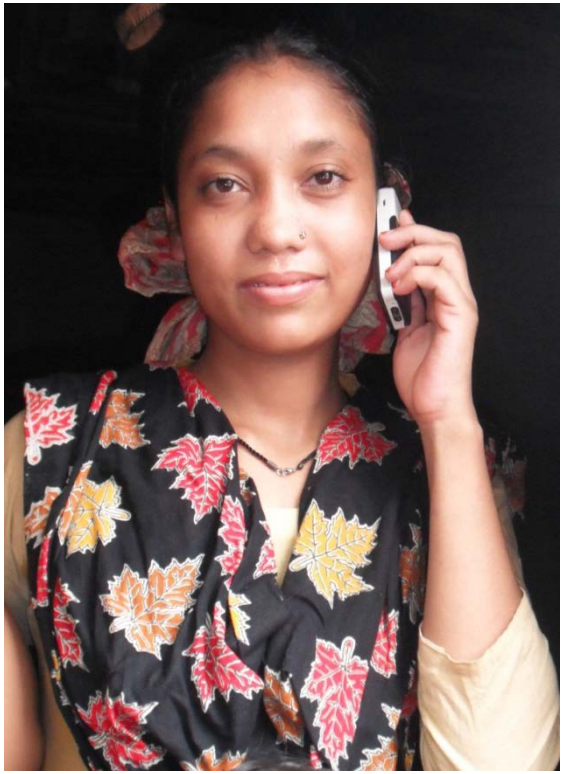
The opportunity we sought to understand

Background

- Women lack access to adequate financial management tools
- Hypothesis that women's adoption of MFS could help financial inclusion and MFS providers to achieve scale of operations

GSMA mWomen and Visa research

- To gain insights on women's financial management activities and needs, and their potential use of MFS
- Research undertaken by Bankable Frontier Associates



Research settings

Kenya

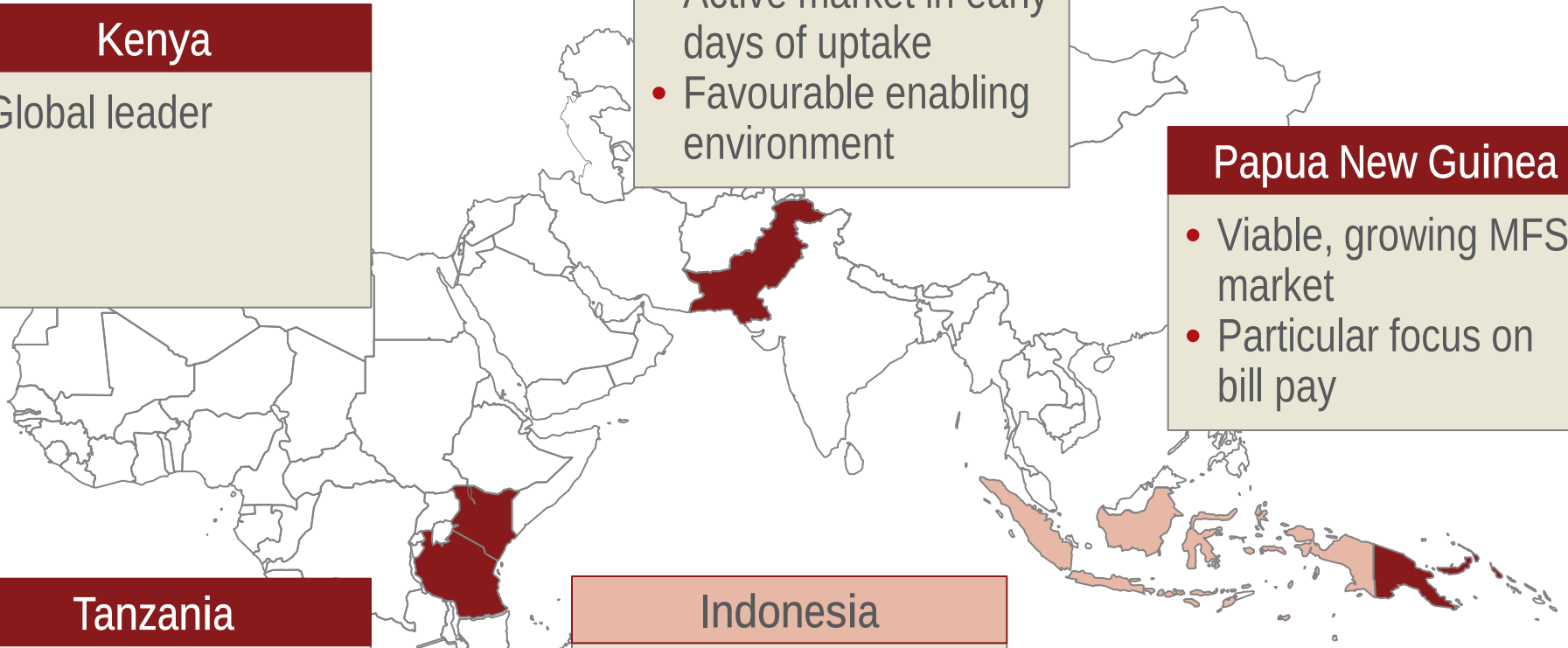
- Global leader

Pakistan

- Active market in early days of uptake
- Favourable enabling environment

Papua New Guinea

- Viable, growing MFS market
- Particular focus on bill pay



Tanzania

- Growth market
- Highly competitive

Indonesia

- Nascent yet large market

Both quantitative and qualitative data collection

Qualitative data collection only

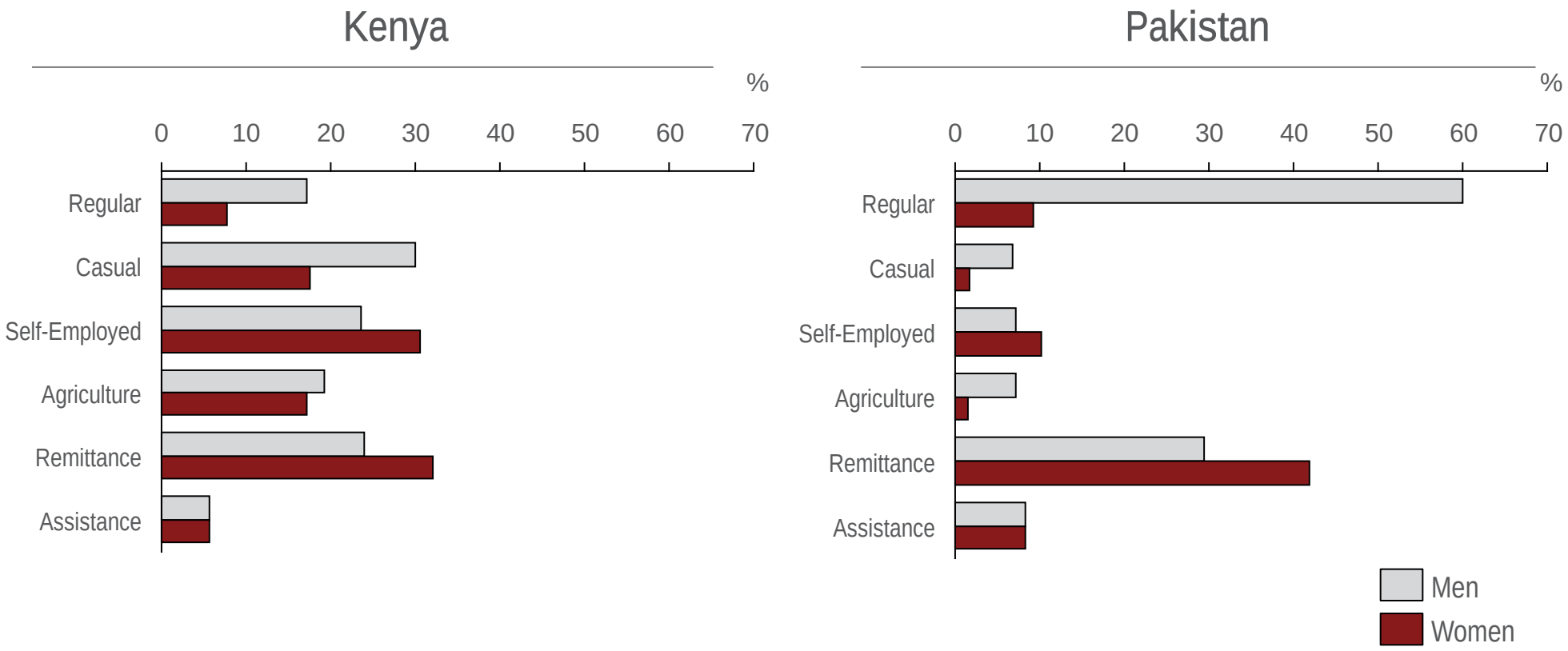
Women in our study markets are active household financial managers

- 75% generate income
- 33% pay bills or send remittances
- 60% save money



For some types of income sources, women are more active than men

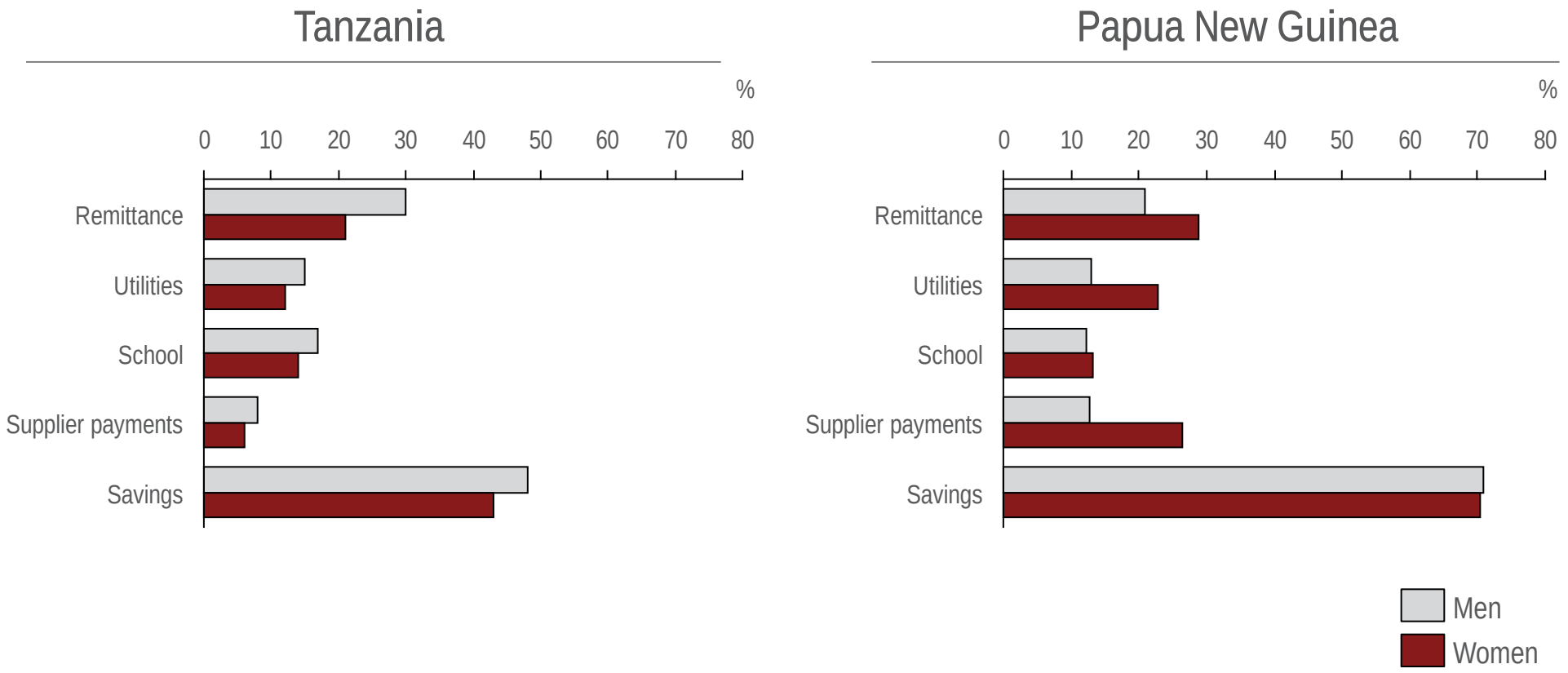
Respondents who report having received income from this source (%)



Note: Income sources not mutually exclusive. 'Assistance' includes rent and pension.

Women have similar levels of payment and saving activity to men

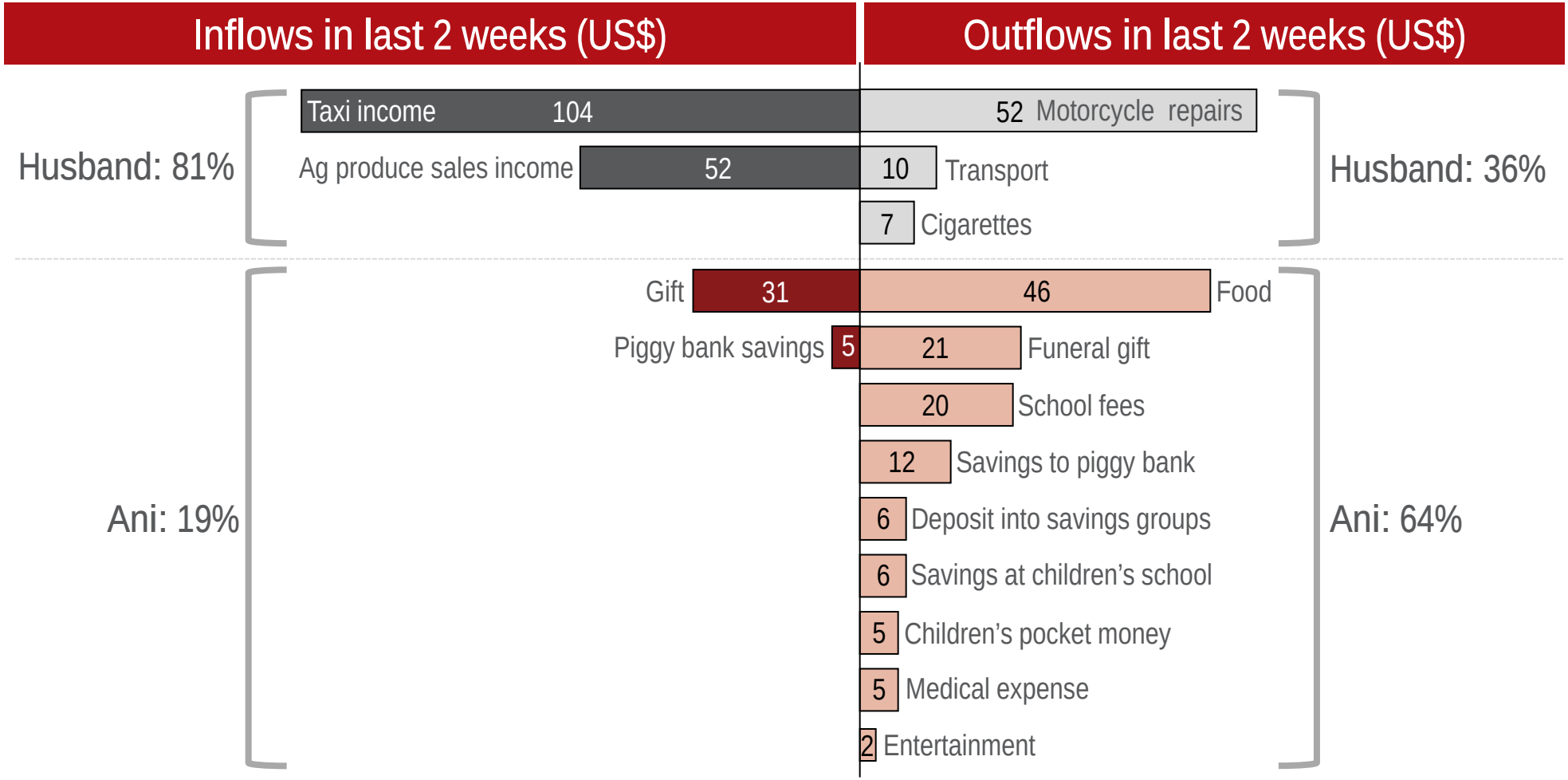
Respondents who report having made the following use of money (%)



Note: Data refers to the percent of respondents who self-reported that they normally are responsible for conducting each type of activity, which are not mutually exclusive. Everyday cash purchases such as food were not included in the survey.

Women handle a high volume of low value transactions

Sources and uses of Ani's household income in West Java, Indonesia



Women's priorities for financial services

Convenience

Reliability



Security

Privacy

Women voiced particular concerns with existing financial tools

In-person payments can be unsafe

In-person payments can be inconvenient

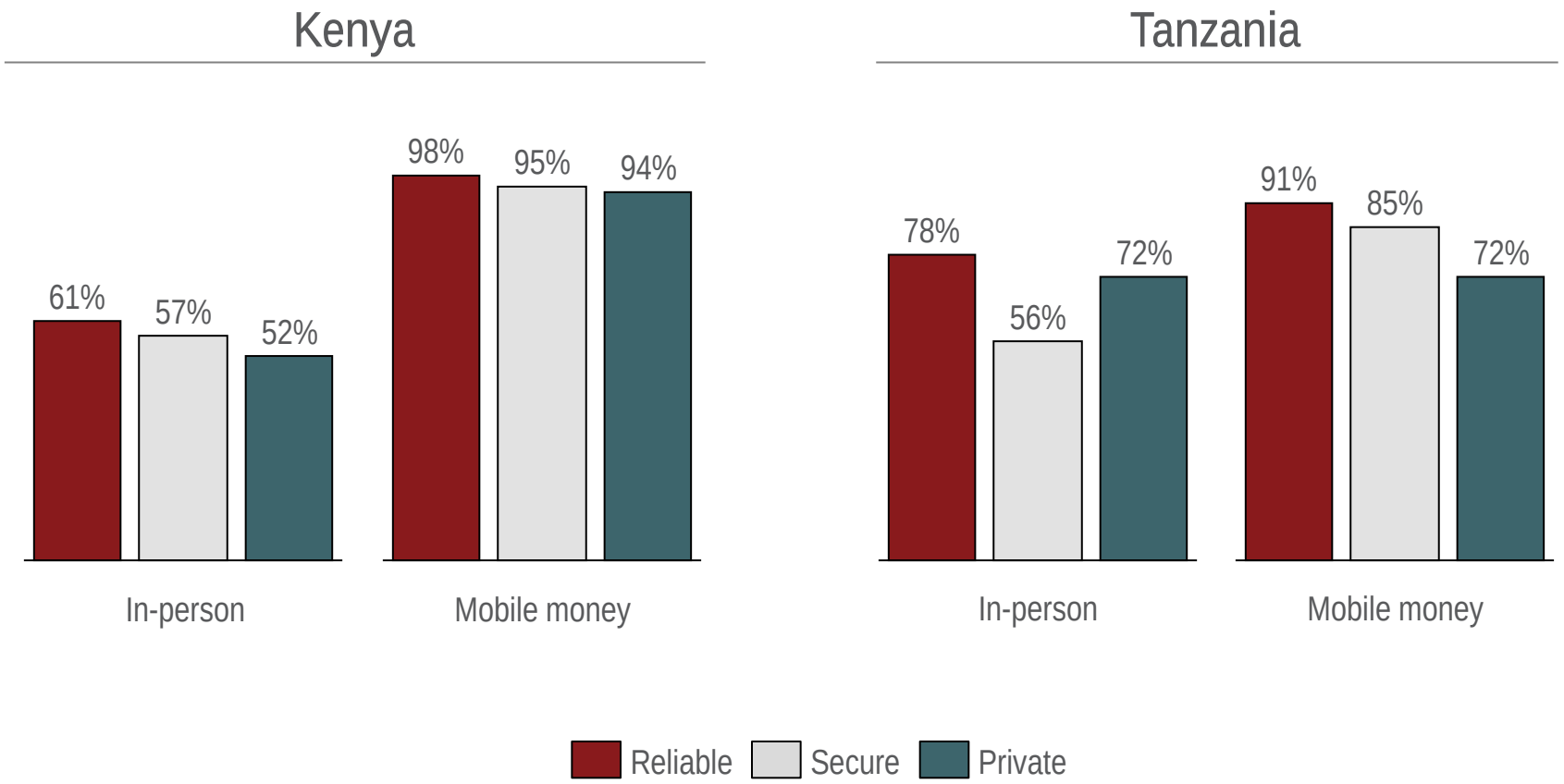
Saving cash at home can be insecure

Savings groups can be unreliable and insecure, and lack privacy



Mobile financial services can better meet women's needs

How women remittance-senders perceive their current method for sending remittances (% who agree)



Challenges to widespread adoption of mobile financial services

- Lack of access to mobile phones
- Lack of awareness
- Lack of understanding and trust of how the service work and their benefits
- Market-specific barriers
  - E.g. onerous registration processes



Actions providers can take to realize faster adoption by women

- Increase mobile access for women
- Increase awareness and understanding of mobile among women
  - Tailor above-the-line marketing to include women
  - Leverage person-to-person communication channels; especially agents
- Address market-specific barriers
- Deliver convenience, reliability, security and privacy



Building the women's segment can create scale and stability for mobile financial services