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GSMA mWomen's Research on: 'Women's Wants and Needs for Mobile Financial Services'

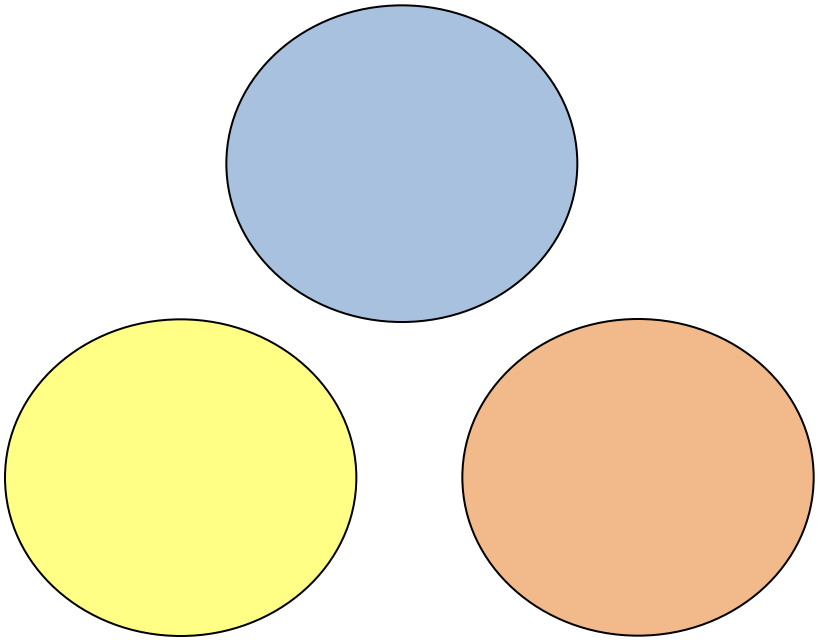
Presentation to GSMA mWomen Working Group
Cape Town
November 12, 2012

The problem of financial management for poor households

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The poor in general face a “triple whammy”

Low incomes



Lack of appropriate financial tools

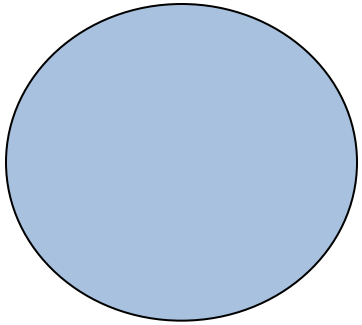
Irregular and unpredictable incomes

Source: Collins et al (2009) Portfolios of the Poor, Princeton University Press.

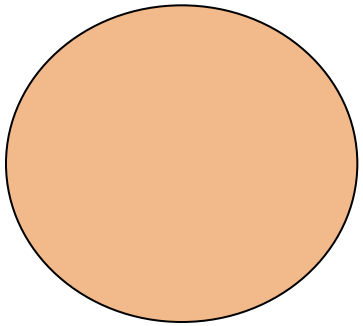
But women face an *intensified* and *quadruple* whammy

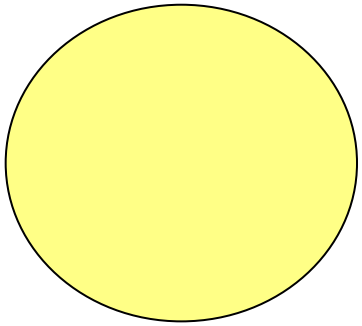
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Low incomes – Lower than men

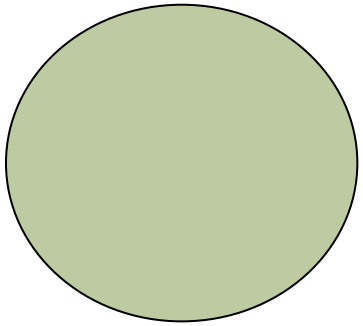


Irregular and unpredictable incomes – More dependent on remittances and small business than men





Lack of appropriate financial tools – More heavily reliant on informal tools



The burden of being the primary household financial manager

Pumza, South Africa

Net cash flows, aggregated weekly, US$



Project objectives

- Primary Objective: Provide insight to stakeholders on how to overcome barriers to the effective usage of mobile financial services by women.

- Research Questions:
  - What are low-income women's wants and needs for mobile financial services?
  - To what extent and how have existing mobile financial services met these needs so far?
  - What are the specific barriers to women's adoption and effective usage of mobile financial services along the typical customer journey?
  - To what extent might mobile financial services encourage women to initiate or increase their usage of mobile services as a whole?
  - What opportunities are available to mobile operators and other actors to help overcome these barriers and increase women's use of mobile financial services to meet their needs?

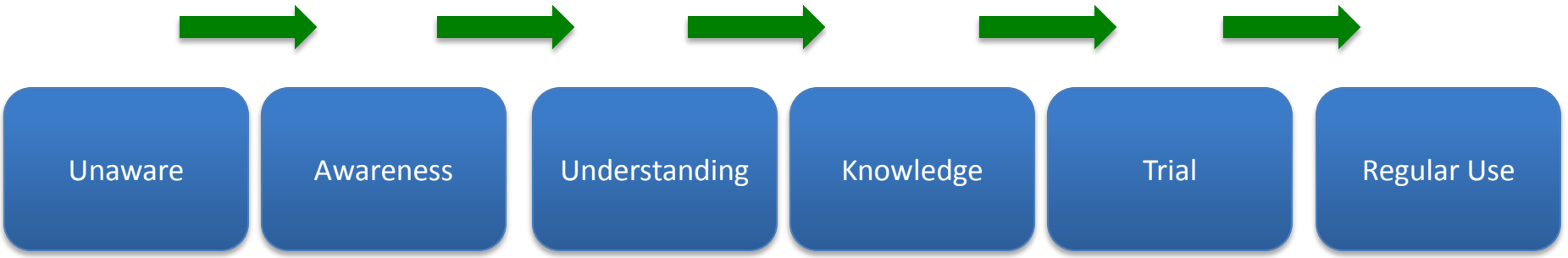
Conceptual framework of the customer journey

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- *Awareness, levels of awareness and where and when gained awareness*

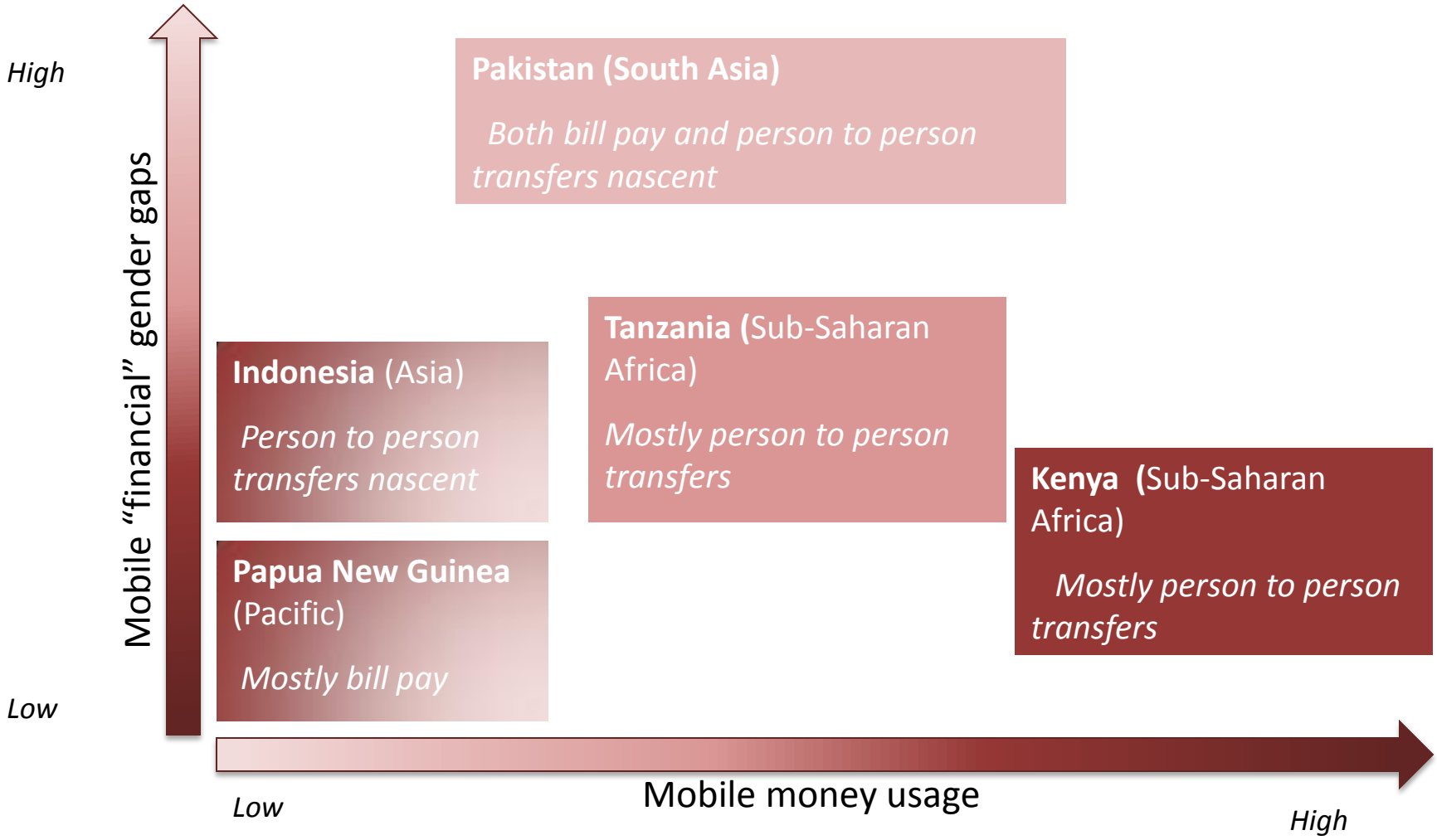
- *Purpose of mobile use (necessity or luxury)*
- *Degree of understanding of what the different services are for*
- *Ability to test services on own*

- *Access to mobile and mobile money*
- *Points of access and degree of control*
- *Mobile phone usage*
- *Current payment mechanisms*



**Framework modified from "Driving Customer Usage of Mobile Money for the Unbanked," GSMA Mobile Money for the Unbanked, 2011.*

Country selection



*Source: World Bank FINDEX. *Note that FINDEX is unavailable for the PNG so PNG's placement in this chart is based on other sources. .*

Data collection

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Type of survey	*Nature of data collected*
Quantitative Surveys	45 minute survey administered to **1000** respondents. Quotas: 1) 75% women; 2) 50% non-mobile users
Focus Groups	Groups of between 6-8 members of community. Split between urban and rural, men / women and users / non-users
Key Informant Interviews	One on one interviews with prominent members of various communities
Expert Interviews	Discussions with experts in mobile financial services within each country.

Quantitative survey:
Total = 1000 respondents in each country

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	Women	Men
Kenya	375 *mobile money* users 375 *mobile money* non-users	125 *mobile money* users 125 *mobile money* non-users
Tanzania	375 *mobile* users 375 *mobile* non-users	125 *mobile* users 125 *mobile* non-users
Pakistan	375 *mobile* users 375 *mobile* non-users	125 *mobile* users 125 *mobile* non-users
PNG	375 *mobile* users 375 *mobile* non-users	125 *mobile* users 125 *mobile* non-users

Focus group sample – total 12 in each country

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	Women	Men
Kenya	4 *mobile money* users 4 *mobile money* non-users	2 *mobile money* users 2 *mobile money* non-users
Tanzania	4 *mobile money* users 4 *mobile money* non-users	2 *mobile money* users 2 *mobile money* non-users
Pakistan	4 *mobile money* users 4 *mobile money* non-users	2 *mobile money* users 2 *mobile money* non-users
PNG	5 rural (mixed mobile users & non-users) 1 urban *mobile* user 1 urban *mobile* non-user	3 rural (mixed mobile users & non users) 1 urban *mobile* user 1 urban *mobile* non - user
Indonesia	4 *mobile* users 4 *mobile* non-users	2 *mobile* users 2 *mobile* non-users

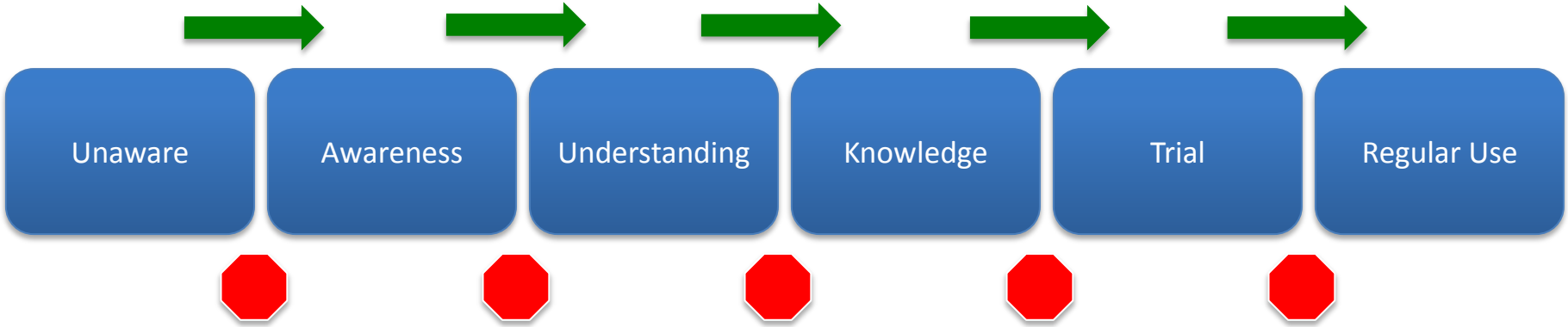
Blockages identified in other studies

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- *Awareness, levels of awareness and where and when gained awareness*

- *Purpose of mobile use (necessity or luxury)*
- *Degree of understanding of what the different services are for*
- *Ability to test services on own*

- *Access to mobile and mobile money*
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- *Isolation from direct advertising*
- *Isolation by word of mouth*
- *Isolation by lack of time or availability*

- *Misunderstand purpose and objective of service*
- *Fear that won't be able to use the service effectively*
- *Misconception about how difficult it is to start*

- *Belief that service is not useful or practical*
- *Miscalculation of risks (privacy and safety)*
- *Poor experience when did use*

**Framework modified from "Driving Customer Usage of Mobile Money for the Unbanked," GSMA Mobile Money for the Unbanked, 2011.*

Preliminary placement of customer segments and blockages along the journey

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