Post PC Era: Mobile Banking & Payments in Emerging Markets

Report Covers: India, Kenya, Indonesia, Ghana and Nigeria
In emerging markets, formal banking only reaches a small percent of the population, compared with high penetration rate for mobile phones. Low access to financial services and the fact that people in these markets tend to trust mobile brands more than banks, encourages them to use their device to carry out financial activities.

Mobile phones offer numerous benefits in emerging markets; they ensure the safety and security of money, make payments more convenient and promote M-Commerce opportunities for local entrepreneurs. They also present opportunities for western companies looking to move into these markets, as well as learning’s for those who want to implement similar mobile finance models in developed markets.

Although mobile finance is a popular activity in emerging markets, there is little known about the financial habits of mobile Internet users in these economies. To address this we’ve put together the Post PC Era: Mobile Banking & Payments in Emerging Markets report.
On Device Research uses the mobile Internet to gain access to consumer opinions at any time, place or country.

We’ve surveyed over one million consumers across 53 countries. Have questions of your own you’d like to ask? We can add them to our Omnibus survey: info@ondeviceresearch.com
We make mobile research work...

**Expertise in mobile research projects**
There are numerous variables to consider in mobile research, including devices, survey design, locations, time of day, samples and cultural differences.

**Intelligent survey technology**
That works across any web enabled device – feature phones, smartphones, tablets and computers.

**Profiled survey respondents**
Recruited through our network of mobile publishers, available in any country and prepared to take part in studies anytime, anywhere.
Research Objective:
To understand the behaviour of mobile Internet users engaged in mobile banking and payments in emerging markets
Summary

- **53%** of mobile Internet users in India, Kenya, Indonesia, Ghana and Nigeria have engaged in a financial activity via their mobile – these engaged users present M-Commerce opportunities for both local and western companies.

- Kenya have especially high engaged mobile finance users - In Kenya **96%** of mobile Internet users have engaged in a financial activity via their mobile.

- Those in rural areas are also carrying out mobile finance activities, with almost equal penetration compared to urban usage in some countries – mobile finance provides new opportunities for those who previously didn’t have access to financial services.

- Sending airtime is the most popular mobile banking activity in emerging markets, even in rural areas - airtime can be used as virtual credit to pay for goods & services.

- Sending airtime is more prevalent in the African nations surveyed, more traditional banking activities are carried out in India & Indonesia.
Who did we speak to?

5,993 mobile Internet respondents
Africa: 3,839
Indonesia: 1,348
India: 806

Live in the city: 63%
Live in rural areas: 37%

Feature phone: 93%
Smartphone: 7%

Under 25: 67%
Over 25: 33%

Male: 88%
Female: 12%

*Mobile Research is representative of the mobile Internet population in these markets*
Mobile Banking & Payment Activities
M-Commerce Opportunity: 53%

Have engaged in a financial activity via their mobile

Countries: India, Kenya, Indonesia, Ghana and Nigeria
N=5,993
Kenya and Nigeria have highly engaged mobile users, who are confident in using their mobile to carry out financial activities.

% of people who have engaged in a financial activity via their mobile

- Kenya: 96%
- Nigeria: 78%
- India: 53%
- Ghana: 46%
- Indonesia: 38%
Although lower than in the cities, there is still a high % of people in rural areas engaging in mobile finance, especially in Kenya & Nigeria.

Countries: India, Kenya, Indonesia, Ghana and Nigeria
N=5,993
Which of these do you currently have?
Sending airtime is a popular mobile financial activity in emerging markets - airtime can be used as virtual credit to pay for goods.

Have you used your mobile phone to?

- Send Airtime to someone else: 28%
- Receive money from someone else: 13%
- Send money to someone else: 11%
- Check bank balance: 11%
- Top up mobile wallet: 11%
- Deposit and withdraw money: 7%
- Buy a product/service: 7%
- Pay a bill: 5%
- Apply for credit/loan: 4%
- Make a loan repayment: 1%

Using mobile phones to transfer funds is more popular than carrying out standard banking activities.

Countries: India, Kenya, Indonesia, Ghana and Nigeria
N=5,993
Sending airtime is still the most popular activity across sub-groups

**Top Banking/Payment Activities:**

**Under 25’s:**
• Send Airtime to someone else
• Receive money from someone else
• Top up mobile wallet

**Over 25’s:**
• Send Airtime to someone else
• Receive money from someone else
• Deposit & withdraw money

**City area:**
• Send Airtime to someone else
• Receive money from someone else
• Check bank balance

**Rural area:**
• Send Airtime to someone else
• Receive money from someone else
• Send money to someone else

Countries: India, Kenya, Indonesia, Ghana and Nigeria
N=5,993
Sending airtime is more prevalent in African nations surveyed. More traditional banking activities are carried out in India & Indonesia.

**Ghana**
- 25% Send Airtime to someone else
- 9% Top up mobile wallet
- 8% Receive money from someone else

**Nigeria**
- 65% Send Airtime to someone else
- 11% Check bank balance
- 11% Receive money from someone else

**Kenya**
- 77% Send Airtime to someone else
- 68% Receive money from someone else
- 66% Send money to someone else

**India**
- 15% Top up mobile wallet
- 14% Check bank balance
- 13% Receive money from someone else

**Indonesia**
- 17% Top up mobile wallet
- 13% Check bank balance
- 11% Buy a product/service

Countries: India, Kenya, Indonesia, Ghana and Nigeria
N=5,993
Of the top mobile finance activities, it’s those living in the cities who are most likely to carry out these – apart from India where receiving money is higher for those living in rural areas.

**Ghana**
- Send Airtime to someone else
  - City: 28% vs Rural: 20%

**Nigeria**
- Send Airtime to someone else
  - City: 66% vs Rural: 57%

**Kenya**
- Send money to someone else
  - City: 70% vs Rural: 62%

**India**
- Receive money from someone else
  - City: 11% vs Rural: 16%

**Indonesia**
- Buy a product/service
  - City: 13% vs Rural: 9%

Countries: India, Kenya, Indonesia, Ghana and Nigeria
N=5,993
Do you have questions you’d like to ask respondents in emerging markets?

We run an Omnibus survey which allows you to ask 5 questions, to 1,000 profiled respondents.

Rates are extremely competitive. For a quote or if you have any questions, please get in contact at:

info@ondeviceresearch.com or call us: 0207 2786 627

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