

# DISPELLING MYTHS, BUILDING KNOWLEDGE: THE REAL USES OF MOBILE MONEY

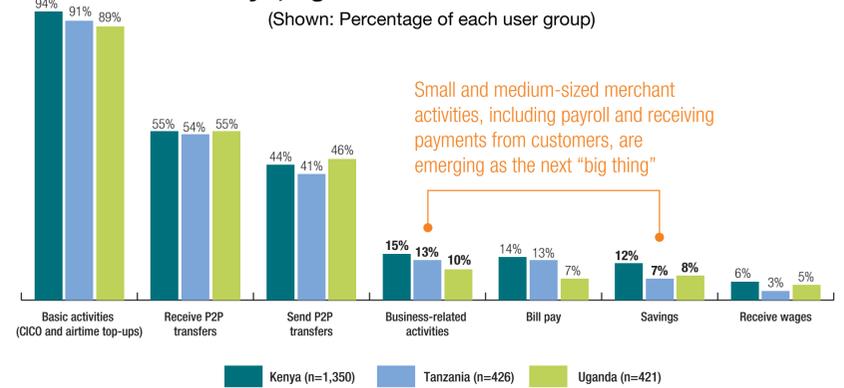
In Kenya, Tanzania and Uganda, consumers are engaging in active and advanced mobile money use

**MYTH:** Mobile money is only about “Send money home!”

**FACT:** Almost half of rural mobile money users in the three East African countries do not receive remittances via mobile money.

**IMPLICATION:** Promotional efforts solely focused on promoting mobile money as a channel for urban-to-rural remittances result in the creation of a strong stereotype about mobile money.

The top uses for mobile money among rural users in Kenya, Uganda and Tanzania in 2014

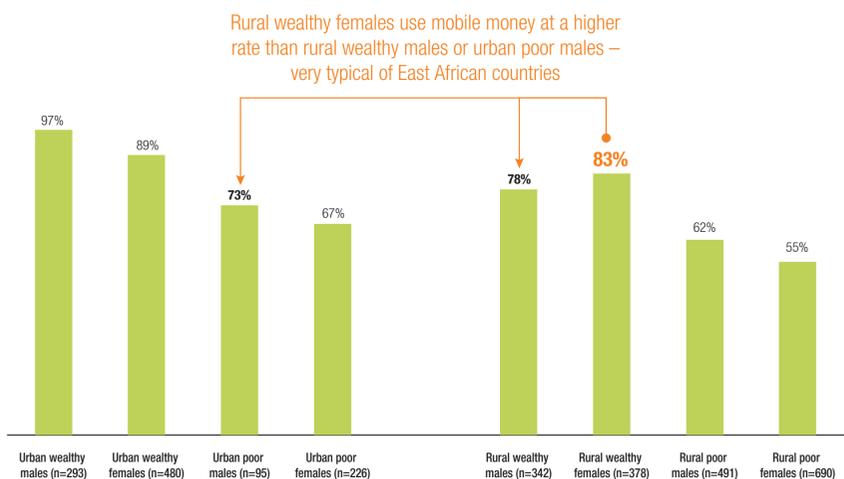


**MYTH:** Gender gap is the most critical issue in financial inclusion and mobile money use.

**FACT:** Remote location and poverty also have a strong impact on the use of digital financial services. Remoteness means poor GSM network quality and poverty hamper the ability to obtain the skills and equipment necessary for using DFS.

**IMPLICATION:** Investment and promotional efforts solely directed at increasing financial inclusion among females might lead to emergence of two new disadvantaged groups: urban poor males and rural males (poor and non-poor).

Mobile money users across demographic subgroups in Kenya



**MYTH:** Once they have a registered account, mobile money users want to make transactions on their own, in their own environment.

**FACT:** There is agent-dependence in the market, driven by a number of financial landscape characteristics aside from account ownership. These include low literacy levels, lack of trust in mobile money, and high rates of crime and fraud.

**IMPLICATION:** Sustained efforts to help people become more comfortable using mobile money services could encourage independent use.

Ugandan mobile money users' preferred way to use mobile money services

(Shown: Percentage of registered and unregistered users who chose each method)

More registered users prefer to use an agent rather than make transactions independently through their accounts – potentially because of the prevalence of CICO activities, confusion with English-language menus and a fear of fraud

