What drives mobile money adoption among urban merchant women in Africa?
Evidence from Côte d’Ivoire
Money Transfer in Côte d’Ivoire

- Money transfer, a common monetary practice.

- Money transfer is aided by a good road network and existence of efficient companies of transport.

- 4 providers of mobile money services and 5 millions accounts created between 2008 and 2014.
RESEARCH METHODOLOGY

- A questionnaire with five sections:
  - Access
  - Use
  - Perceptions
  - Monetary Practices
  - Demographics

- A simple random sample

- 477 respondents
8 in 10 women between 20-44 years old.

Slightly more than 1/3 with single status.

An equal distribution between retailers, vendor and wholesalers.

Half of sample with no formal education.
A quasi universal access to cell phones.

Mobile money services, popular among women.

Principal sources of information:
- Entourage
- Media
- Advertisement panels

Source of information:
- ad panels: 11,14%
- internet: 0,56%
- radio: 0,28%
- television: 18,11%
- colleague: 6,69%
- parents: 24,51%
- friend: 38,72%
- MTN MONEY, the leading provider (43.14%).
- Followed by ORANGE MONEY (38.56%).
- And FLOOZ (12.42%).
- 4 in 10 users were at the stage of experimenting mobile money.
- Only 3.27% of users had significant experience with mobile money.
- Transfers and cash withdrawals, the most frequently used services.
- Trade, the main reason.
“I trade with a woman inside the country, I commissioned salads, tomatoes, carrots... When I receive, I sell and I brought him his money through orange money.”

wholesaler, 45 years old, first stage of secondary school
Q16. Does the use of mobile money sound you difficult?

Q17. Do you want a simplification of mobile money?

Q20. Does mobile money seem you risky?
6 in 10 women can easily use mobile money services.

4 in 10 women with perceived risk.

The main fears:
- being wrong recipient during a transfer.
- being robbed her phone and secret code.
"a woman of the market went at an orange money agency and gave her PIN to someone in order to confirm a cash withdrawal as she did not speak French. Another day she received a transfer. When she came to the agent, he told her that there were no money. After that I decided to keep my money in tontine."

wholesaler, 30 years old, no education.
“it is not secured”
retailer, between 20-30 years old, first stage of secondary school.

“they will steal my money”
retailer, between 30-44 years old, primary school.

“they don’t give you all your money”
wholesaler, 30-44 years old, no education.
PERCEIVED UTILITY AND TRUST

METHODOLOGY

Q18. Can the use of mobile money services help you to gain time in your daily activities?

Q19. Can the use of mobile money services increase your revenue?

Q23. Does People influencing your behavior suggest you the use of mobile money?

Q24. Do you intend to create a mobile money account or to continue using the mobile money service?
Mobile money as an opportunity to save time and/or to increase revenue.

More than 1/3 of women with serious doubt about mobile money services.
“Often there is a lot of people at orange money agency. I must wait and that waste my time.”
Wholesaler, 47 years old, primary school.
A LOW LEVEL OF FINANCIAL INCLUSION

- More than 8 women in 10 with no access to financial services.
- 47.86% save money at home.
- Slightly more than 1/3 of women were members of tontine.

Do you have access to financial services?

- 85.12% No
- 11.53% Insurance
- 3.14% Microfinance
- 0.21% Bank
PROFILE OF WOMEN WITH MOBILE MONEY ACCOUNT

- A secondary school education
- A significant perceived ease of use
- An access to ORANGE mobile network
THANK YOU