

# **EFInA Access to Financial Services in Nigeria 2014 Survey**

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## **Qualitative Phase - Key Findings**

**March 2014**

## **Broad Objective of the EFInA Access to Financial Services in Nigeria Surveys:**

- To generate relevant and reliable data on the demand for and usage of a range of financial products (both formal and informal) by the adult population in Nigeria

## **Specific Objectives of the Qualitative Phase:**

- Provide insights into how the financial services landscape (in terms of obstacles, challenges, products, usage, channels) has changed since the last survey was conducted in 2012
- Explore trends in awareness and the impact of financial policies/regulations from 2012 to date
- Provide input into the draft questionnaire for the 2014 survey

How	10 Focus Group Discussions
<b>Participants</b>	<p><b>Banked (4 FGDs):</b></p> <ul style="list-style-type: none"> <li>Adults who operate a bank account/use a formal financial service provider</li> </ul> <p><b>Unbanked (4 FGDs):</b></p> <ul style="list-style-type: none"> <li>Adults who do not use any formal financial service provider, but use informal financial mechanisms</li> </ul> <p><b>Mobile Money Users (2 FGDs):</b></p> <ul style="list-style-type: none"> <li>Adults with active (monthly) mobile money usage</li> </ul>
<b>Gender</b>	Male & female (in separate groups, however the 15 to 17 years group was mixed)
<b>Age groups</b>	<ul style="list-style-type: none"> <li>15 – 17 years</li> <li>18 – 29 years</li> <li>30 – 45 years</li> </ul>
<b>Socio economic class</b>	<ul style="list-style-type: none"> <li>AB (high income)</li> <li>C1C2 (mid income)</li> <li>DE (low income)</li> </ul>
<b>Where</b>	<p><b>Urban</b></p> <ul style="list-style-type: none"> <li>Lagos, Kano, Enugu,</li> </ul> <p><b>Rural</b></p> <ul style="list-style-type: none"> <li>Ezeagu (Enugu), Kura (Kano), Ikorodu (Lagos), Gwana (Gombe)</li> </ul>
<b>When</b>	February to March 2014

The FGDs were conducted by Nielsen Nigeria

# **Financial Products/Services**

## Income Sources

- Active involvement in more than one income generating activity to:
  - ❖ Complement salary from main source
  - ❖ Adequately cater for numerous family and individual needs

*“Nigeria is not a place that you just sit down and fold your arms and expect food on the table, you need to struggle, and you need to go places so as to get something for a living”*

**Female, 18 – 29 years, C2, Banked, Kano**

*“The reason why I do more than one job is because the work I do as my main occupation is not enough for me and my family”*

**Male, 30 – 45 years, DE, Unbanked, Ikorodu (Lagos)**

- Income is received through varied methods:

**Banked + Urban**

Combination of cash and electronic payment methods



**Unbanked + Rural**

Predominantly cash



## Spending Patterns

- Irrespective of respondents' demographics and source of income, main expenditure was household management i.e. basic necessities like food, clothing, shelter and payment of household bills
- Spending patterns seemed to be influenced by **age** and **marital status**
- Those with **dependents** also showed different spending patterns from those without

### Married (18 – 29 years & 30 – 45 years)

- Family & personal needs namely:
  - ❖ Religious obligations (tithes & offerings) – Christians
  - ❖ Fun/entertainment (e.g. going out with family & friends)
  - ❖ Personal grooming
- Plough back into business /expand business
- Investment in assets (land, houses, shares)
- Gifts for family members (immediate & extended)

### Single (students & 15 – 29 years)

- Education – school books/handouts; assignments
- Personal grooming
- Communication (recharge cards, internet)
- Entertainment/leisure – snacking, novels, movies
- Transportation

# Interest in Financial Issues

Main drivers of interest in financial issues differed between groups:

## Banked consumers

- Want to know how the Naira is performing
- Different investment opportunities that can be exploited
- Current trends in the stock market
- For increased financial knowledge
- To monitor the performance of banks
- To identify opportunities for business growth (entrepreneurs)
- Measures to avoid financial stress /problems

*"Like if you don't manage your finances well you would end up not getting anything at the end of the year so am always interested in financial issues, something that would make me know more about my finances, how to overcome some financial stress..."*

**Female, 30 – 45 years, C2, Banked, Lagos**

## Unbanked consumers

- To identify opportunities for business growth (entrepreneurs)
- To gain wider exposure/increase financial knowledge

*"I pay attention to financial matters because I want to add up to my exposure on business opportunities"*

*"I listen to a programme where they teach how to make small businesses and that will make one self-reliant"*

*"I also do listen to business news so I can broaden my horizon"*

**Females, 18 – 29 years, DE, Unbanked, Kura (Kano)**

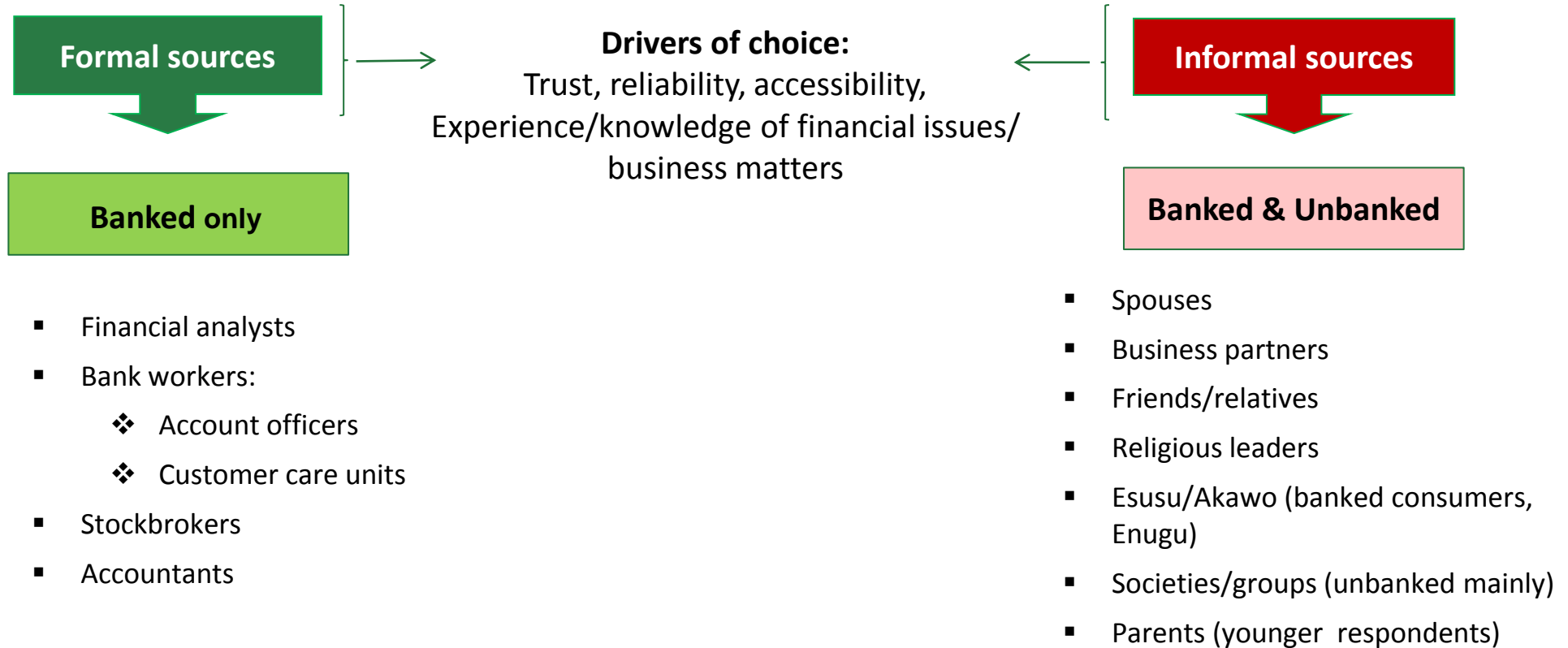
## Students

- To excel in educational pursuits

*"I am a Business Admin student and so if I want to do well in my studies, I must definitely listen to financial news"*

**Female, 18 – 29 years, C2, Banked, Kano**

# Sources of Financial Advice



*"Whenever I need correct advice I prefer to visit my account officer because I believe that he is an expert and so will be able to guide me very well"*

**Male, 30 – 45 years, DE, Banked, Gwana (Gombe)**

*"I prefer to go my friends and other business people because they are always around me, I can easily reach them and they will not deceive me"*

**Male, 30 – 45 years, DE, Unbanked, Ikorodu (Lagos)**

*"I sometimes also go to my business partners for advice because I know the person will have had some experience about the matter"*

**Female, 30 – 45 years, BC1, Banked, Enugu**



## Main Drivers of Savings

Most participants indicated they were saving



Enables future planning

Helps control spending

Enables future investment

Provides a sense of security

Provides security for future purposes

Enables coping with unforeseen circumstances

*"Savings is very important because it will help you to meet up with your needs in the future, like when someone is old, the savings you have made will now help you"*

**Male, mobile money users, 30 – 45 years, BC1, Kano**

*"I save so that I can always have something to fall back on in case of unforeseen circumstances"*

**Female, mobile money users, 18 – 29 years, BC1, Lagos**

# Saving Mechanisms

- Formal and informal mechanisms used to complement each other
- Across age and gender, formal methods via financial institutions emerged as the preferred option to save, mainly because it was considered to be more **secure**
- Informal mechanisms were used mainly because of convenience and ease of access to savings

## Formal mechanisms

**Banks**

**Most frequently used**

- Safety/security of funds
- They provide accurate information and reliable advice

**Mobile money**

## Informal mechanisms

**'Kolo'**



- Convenient
- Proximity
- Saves cost of transport
- Ease of usage

*"I prefer to save in the banks because I am sure that my money is safer than putting it at home"*

**Female, mobile money users, 18 – 29 years, BC1, Lagos**

*"I save with mobile money because it is effective and it's also a cashless way to travel"*

**Male, mobile money users, 30 – 45 years, BC1, Kano**

*"It [kolo] is closer to me and can be used as I want"*

*"Kolo is a saving box... the box cannot tell me there is no network, I will break its head. I also save using GT Mobile Money"*

**Female, mobile money users, 18 – 29 years, BC1, Lagos**

## What Savings are Used for

30 – 45 years



- Education
- Investment in assets like land and houses

*“I withdraw for investment like I am building a house right now so I use part of what I have saved for the project”*

*“I am saving for my children, their education so that when they are grown they will take care of me and their mother”*

**Male, mobile money users, 30 – 45 years, BC1, Kano**

18 – 29 years



- Things that want in the future, e.g. a car
- To augment allowances from parents

*“I want to have a car of my own and that’s why I am seriously saving towards that”*

*“I use my savings to complement the allowance that I usually get from my parents”*

**Female, mobile money users, 18 – 29 years, BC1, Lagos**

- Respondents were aware of the need for a steady income when they are older and generally understood the concept of pensions as an investment for securing their financial welfare in their old age
- Formal pension funds were perceived as being for the employed - “salary earners”, “government workers”

*“It is the money paid to workers after they have retired from work”*

**Female, 18 – 29 years, DE, Unbanked, Kura (Kano)**

*“We are not government workers; it’s for those working with the government”*

**Male, 30 – 45 years, DE, Banked, Gwana (Gombe)**

*“The vision I have is that I don’t want to work in any company; I just want to have my own business so that is where my pension will come from”*

**Female, 30 – 45 years, BC1, Banked, Enugu**

## Perceived benefits:

- Access to regular income at old age/ assurance of steady income
- Gives peace of mind/reduces stress

*“It helps after one must have retired, one can use the money to be feeding the family, though the money is not much but at least it can sustain the family”*

**Female, 18 – 29 years, C2, Banked, Kano**

*“When you are old and can’t work and you see somebody giving you money to take care of yourself, your life will be longer”*

**Male, 30 – 45 years, DE, Unbanked, Ezeagu (Enugu)**

# Willingness to Pay Contributions/Receive Pension Payments Via Mobile Phones

- In general, the notion of paying contributions/receiving pension payments via mobile phones was positively received
- Adoption could be increased with effective monitoring by a credible government authority and assurance of fund's security

## Perceived benefits

- Saves time
- Stress free
- Fast
- No transport cost
- Secure, no need to move around with cash
- Avoid long queues in banking halls

*"For my own perspective, I prefer the idea of using phone for transaction because of time cost, there are many banks you go to that before you will deposit something into your account you will spend 30 minutes or thereabout. For me that I like to manage my time, it's not convenient for me so if I have access using the mobile phone, I'll prefer it irrespective of the cost"*

**Female, 30 – 45 years, BC1, Banked, Enugu**

*"The idea sounds interesting to me and I also like it because it means nobody else will know about it, it makes it personal"*

**Female, 18 – 29 years, C2, Banked, Kano**

Some respondents were however sceptical of the idea, as it was seen as risky – phones can be stolen



*"Your phone can be stolen by someone you don't know and they will decode your PIN"*

*"That is exactly what they told us about ATM when it came out but now they are using the ATM to defraud us"*

**Females, 18 – 29 years, C2, Banked, Kano**

## Sources of Loans

- Employed and banked participants were more likely to use formal sources for loans

### Perceived pros and cons of loan sources :

Sources	Perceived advantages	Perceived disadvantages
<b><u>Formal:</u></b>		
<b>Deposit Money Banks</b>	<ul style="list-style-type: none"> <li>▪ Extensive branch network</li> <li>▪ Ability to lend large sums</li> <li>▪ Provides financial advice (professionals in field)</li> </ul> <p><i>“When you want to collect loan from the bank, you are able to collect a large amount of money”</i> <b>Female, 18 – 29 years, C2, Banked, Kano</b></p>	<ul style="list-style-type: none"> <li>▪ High interest rates</li> <li>▪ Long process involved</li> <li>▪ Collateral needed; confiscation of assets when unable to pay back</li> </ul> <p><i>“You have to drop something before you can get it and the collateral they ask for is not what you can easily get ”</i> <b>Male, 30 – 45 years, DE, Banked, Gwana (Gombe)</b></p>
<b>Microfinance Banks</b>	<ul style="list-style-type: none"> <li>▪ Lower interest rates</li> <li>▪ Give “soft” loans</li> <li>▪ Easy access to loans</li> <li>▪ Minimal collateral required</li> <li>▪ Adequate professional advice provided</li> </ul>	<ul style="list-style-type: none"> <li>▪ Loan sizes are too small</li> <li>▪ Restrictions with regard to who can apply for loans</li> </ul>

## Sources of Loans

Sources	Perceived advantages	Perceived disadvantages
<b><u>Informal:</u></b>		
<b>Co-operatives</b>	<ul style="list-style-type: none"> <li>▪ Low interest rates</li> <li>▪ Ease of getting loans</li> <li>▪ No collateral required</li> <li>▪ Stress free</li> <li>▪ Accessibility/proximity</li> </ul>	<ul style="list-style-type: none"> <li>▪ Guarantors are put at risk when borrower fails to pay up</li> <li>▪ Takes time before the borrower gets access to the money</li> </ul> <p><i>“Sometimes, you don’t get the loan on time especially if the requesters are many, you may be asked to go for emergency loan which has a higher interest rate”</i></p> <p><b>Female, 30 – 45 years, BC1, Banked, Enugu</b></p>
<ul style="list-style-type: none"> <li>▪ <b>Spouses</b></li> <li>▪ <b>Business partners</b></li> <li>▪ <b>Societies &amp; groups</b></li> <li>▪ <b>Religious bodies</b></li> <li>▪ <b>Relatives &amp; family members</b></li> <li>▪ <b>Friends</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ No interest charged</li> <li>▪ Easy to get loans instantly/quick access</li> <li>▪ Trusted</li> <li>▪ No need for collateral or guarantor</li> <li>▪ Are understanding in terms of repayment</li> </ul> <p><i>“Even if I don’t have money to pay back the loan I borrowed from my husband, I won’t have problems, no one can come between us”</i></p> <p><b>Female, 18 – 29 years, C2, Banked, Kano</b></p>	<ul style="list-style-type: none"> <li>▪ Fear of public shame in the case of defaulting on loan repayment</li> </ul> <p><i>“I have a friend who was into it as I have never done it before, my friend said “na wa oh” that they insulted her and everybody knew she borrowed money from her family”</i></p> <p><b>Female, 30 – 45 years, C2, Banked, Lagos</b></p>

# Awareness and Usage of Bank Products & Services

- Banked participants tended to be more aware of a wider range of products & services

## Banked: Awareness



- Savings account
- Current account
- Debit and credit cards
- Hajj accounts (Kano)
- Electronic transfers
- ATM cards
- Online banking
- Cheques

## Banked: Usage



- Savings account
- Current account
- ATM cards
- Electronic transfers
- Online banking

## Unbanked: Awareness



- Savings account
- Current account
- ATM cards
- Bank overdraft

## If encouraged will use:

- Savings account

*"I will prefer to use the savings account because they will pay me interest"*

**Male, 30 – 45 years, DE, Unbanked, Ezeagu (Enugu)**

*"For me whenever I decide to use a bank, it will be a savings account since they will be paying me for putting my money in their bank"*

**Female, 18 – 29 years, DE, Unbanked, Kura (Kano)**



# Factors that Would Encourage the Unbanked to Use Banks

- Unbanked respondents could be encouraged to use banks if their following desires are met:
  - ❖ Proximity - establishment of banks in their locality
  - ❖ Stress free bank visits e.g. absence of long queues
  - ❖ Access to information on the advantages/benefits of using banks
  - ❖ Easy access to money when required i.e. no delays during withdrawals
  - ❖ Steady/regular income

*“There should be no excuse whenever I want to collect my money from my account”*

**Male, 30 – 45 years, DE, Unbanked, Ikorodu (Lagos)**

*“When I have adequate information about banking”*

**Female, 18 – 29 years, DE, Unbanked, Kura, (Kano)**

*“When I get a steady income”*

**Female, 18 – 29 years, DE, Unbanked, Kura, (Kano)**

*“What will encourage me is that if I know that they will not eat my money”*

**Male, 30 – 45 years, DE, Unbanked, Ezeagu, (Enugu)**

# Mobile Money: Awareness and Understanding

Low levels of awareness among those who were not active mobile money users



*"I don't think I have heard of this mobile money before now, I have not come across it before"*

**Male, 30 – 45 years, DE, Banked, Gwana (Gombe)**

## Understanding of mobile money



- Cash transfer through the phone/sending and receiving money through the phone
- Transaction through the phone/mobile phone aided transaction
- Storing of money on the phone

*"I understand it to mean money that I can go along with in my phone"*

**Male, 30 – 45 years, DE, Unbanked, Ezeagu (Enugu)**

*"For me, it means that while on the go, I can easily transfer money with my phone without entering the bank"*

**Female, 30 – 45 years, C2, Banked, Lagos**



# Mobile Money: Perceived Advantages and Disadvantages



## Advantages

- Safer, no need to carry cash around
- Innovative, easy means of sending and receiving money
- Faster transactions, no delays
- Convenient access
- Suitability for varied uses such as paying bills, storing money, sending and receiving money
- Encourages privacy, can transact without other people knowing (females mainly)

*“What interest me about it is because I don’t have to leave the comfort of my home before sending money”*

**Female, 30 – 45 years, C2, Banked, Lagos**

*“I like the idea because with this I don’t need to go to the bank and face long queues which is one of the reason I am not using the bank anyway”*

**Male, 30 – 45 years, DE, Unbanked, Ezeagu (Enugu)**



## Disadvantages

- Network failures would cause delays
- Fear of wrong transfer i.e. transferring money into a wrong account
- Loss of phone
- Likelihood of not remembering one’s PIN code/someone who knows your PIN accessing your money

*“I will rather not use it because some people might go through my phone and see the code and then go and meet the agent and collect my money”*

**Female, 15 – 17 years, BC1, Unbanked Youths, Lagos**

## Bank/Mobile Money Agents

- Low level of awareness of both bank agents and mobile money agents, irrespective of demographics or banking status
- Generally respondents could not differentiate between the two agent types and gave the same responses for both

### Understanding

- Marketers in the banking industry (people who work as marketers for banks)
- Direct sales agents for banks
- Bank advertisers, people who go round advertising banks

*"I see them as marketers of banks who visit us in our offices and shops trying to convince us to use their banks"*

**Female, 30 – 45 Years, BC1, Banked, Urban, Enugu**

### After moderator explained both concepts:

#### Perceived advantages

- Easy access to them as they come around, thus no need to visit banks
- Saves transport cost

*"With them I can do all my bank transactions like deposit and withdrawals and other things without going to the bank"*

**Male, 30 – 45 years, DE, Banked, Gwana (Gombe)**

#### Perceived disadvantages

- Fear of impersonation i.e. unauthorised people posing as agents and duping innocent customers

*"My concern is that ...someone will come to your shop saying he is an agent and just dupe you"*

**Female, 18 – 29 years, C2, Banked, Kano**

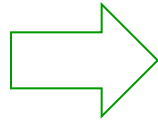
*"What I am afraid of with all these banking agent stuff is that some people can just come around and say they are bank workers and when you give them your money, they will just disappear into thin air"*

**Female, 30 – 45 years, BC1, Banked, Enugu**

# Electronic Payments

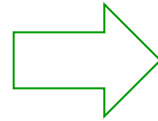
- In general **electronic payment** was interpreted as “**online banking**”

## Understanding



- “Internet payment”; “online banking”
- Process of paying several people at the same time e.g. payment of salaries into workers’ accounts

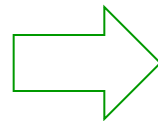
## Benefits



- Ease of conducting several payments at the same time
- Suitable for paying several bills
- Reduces risk
- Ease of usage
- Reduces stress

*“When I did my first payment I found out that e-payment is very easy, it reduces stress”  
Female, 30 – 45 Years, BC1, Banked, Enugu*

## Current usage



Current levels of usage low – mainly used for:

- Sending money
- Paying bills such as DSTV and school fees

# **Financial Policies/Regulations**

# Awareness of Financial Regulations/Policies

- Respondents were generally aware of the CBN as the apex financial regulator in Nigeria
- Awareness of recent bank policies:
  - ❖ Absent amongst unbanked participants
  - ❖ Low amongst banked participants

## Awareness related to:

- Cash-less policy – reduction in the amount of physical cash that citizens can carry around  
*“The common one that everybody is talking about now is this new idea of cashless policy where they are saying that we will be going around with little amount of cash”*  
**Female, 30 – 45 years, BC1, Banked, Enugu**

## Unbanked:

*“I am not interested in banks and so I don’t know of any kind of policy whether old or new”*

**Male, 30 – 45 years, DE, Unbanked, Ezeagu (Enugu)**

*“I don’t have any account in the bank and so I don’t bother myself with what is happening there”*

**Female, 18 – 29 years, DE, Unbanked, Kura (Kano)**

# Impact of the Cash-less Policy



## ▪ Cash-less policy

- ❖ Reduced visits to banking halls
- ❖ No more long queues
- ❖ Saves time

*"Now they have helped to save time especially with the e banking, I don't have to visit the bank all the time"*

***Female, 30 – 45 years, C2, Banked, Lagos***

*"It has affected me positively because the issue of going to bank to queue has stopped now that we have ATM card"*

***Female, 30 – 45 years, BC1, Banked, Enugu***



- Some business owners were not in favour of the policy of third party withdrawals been **restricted to N150,000 per day**:

- ❖ Claims it affects daily business operations - therefore, likelihood of keeping money at home instead of in the bank increases

*"This new idea of only N150,000 withdrawal per day is affecting business, it slows down things because if I get a new business deal I might not be able to take it up with the new policy and so nowadays, instead of putting everything in the bank, I keep some at home"*

***Female, 30 – 45 years, C2, Banked, Lagos***



# Awareness of ‘Know Your Customer’ (KYC) Requirements

- **Banked:** High level of knowledge and awareness
- **Unbanked:** Speculated about the requirements but generally understood the principle

*“It is to know your customers, their business, where they live, what they do for a living and their family members”*

**Female, 30 – 45 years, C2, Banked, Lagos**

*“It is a programme to help them know customers in and out”*

**Female, 18 – 29 years, C2, Banked, Kano**

*“It is to help them know you their customers are and the kind of people they are”*

**Female, 30 – 45 years, BC1, Banked, Enugu**

- Some participants expressed their satisfaction with some of the stringent requirements of the KYC as they perceived it a security measure to safeguard deposits

*“They are hammering on it because of these yahoo boys”*

**Female, 30 – 45 years, BC1, Banked, Enugu**

Variety of sources mentioned including:

- **Banks – Main source**

- Interaction with bank officials during a bank branch visit
- Posters in the banking halls
- SMS alerts

*“Whenever you enter the banks, you will see the different posters talking about these policies”*  
**Male, 30 – 45 years, DE, Banked, Gwana (Gombe)**

- **Media**

- Television (most popular)
- Radio
- Print (newspapers & magazines)
- Internet (mainly younger age groups)

- **Friends/family/spouses (female respondents)**

*“Most times, I get to know about them from my husband because he is very learned about financial issues”*  
**Female, 30 – 45 years, C2, Banked, Lagos**

# Awareness & Perceived Benefits of Deposit Insurance

Awareness is LOW



*"I only know of the normal insurance plans that we have around like car and life insurance, never heard of deposit insurance"*

**Female, 30 – 45 years, BC1, Banked, Enugu**

Acceptance is HIGH  
amongst those who  
are aware



*"...they protect the depositor's money, the funds, that's what they do mainly. They are like an insurance company"*

**Female, 30 – 45 years, C2, Banked, Lagos**

## Perceived Benefits

**Banked**



- Increases confidence in the financial sector and trust of fund's security in banks

*"At least it gives one a little confidence to bank, the idea is a good one because it secures our deposits in the banks"*

**Male, 30 – 45 years, DE, Banked, Gwana (Gombe)**

*"It means that our money is safe and so your mind will be at rest"*

**Female, 30 – 45 years, C2, Banked, Lagos**

**Unbanked**



- Capable of opening and operating a bank account due to perceived benefit of not losing one's deposit

*"At least you will be at rest that you have something to fall back on, it will reduce your pain of losing everything to the bank"*

**Female, 18 – 29 years, DE, Unbanked, Kura (Kano)**

*"I know that my money is coming back to me even though it's not the same amount but something is coming back"*

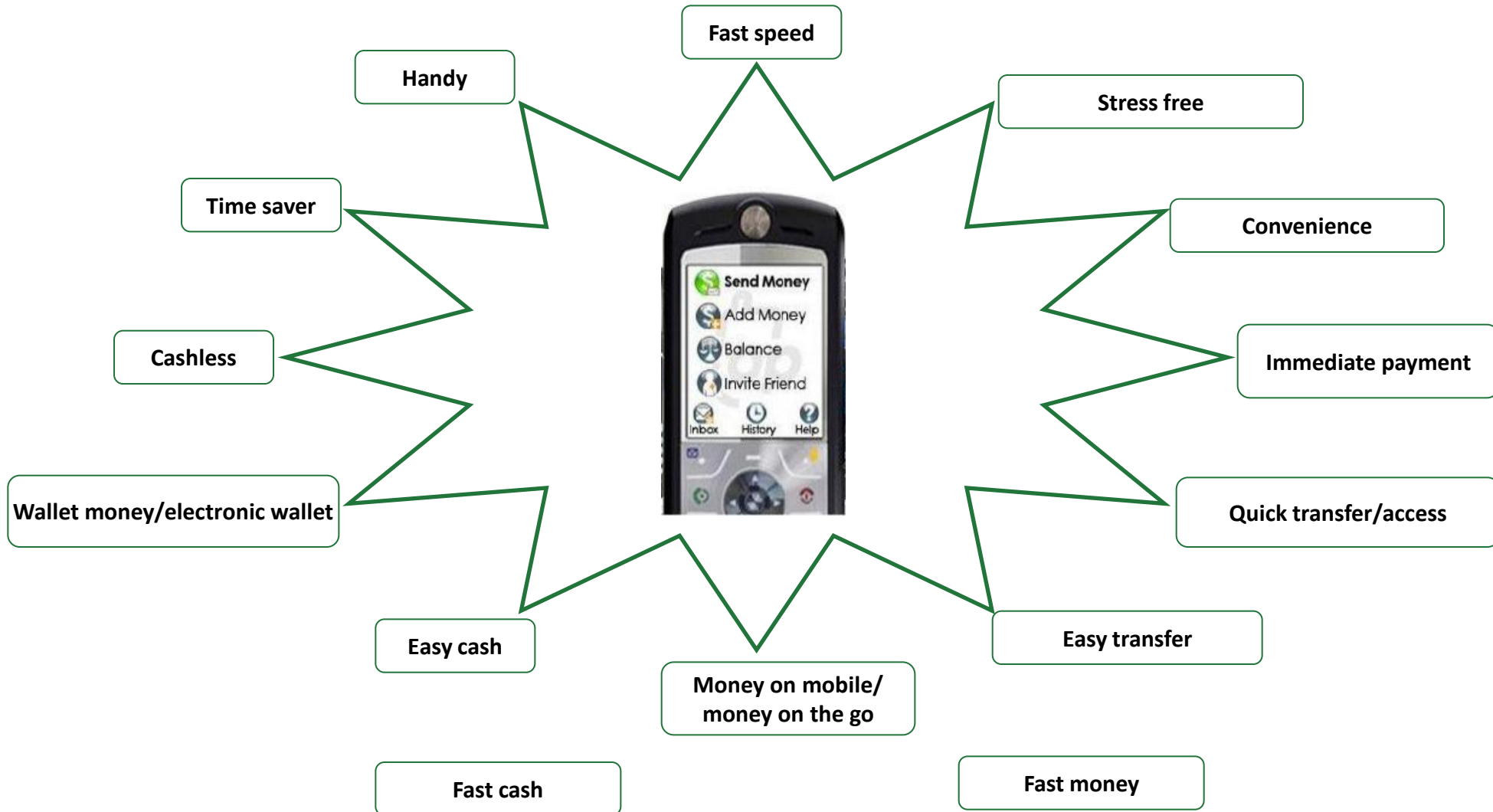
**Male, 15 – 17 years, BC1, Unbanked Youths, Lagos**

# Key Insights from the Mobile Money Users Focus Groups

- **2 FGDs conducted:**
  - ❖ Kano – Male, 30 to 45 years, BC1
  - ❖ Lagos – Female, 18 to 29 years, BC1

# The Mobile Money Experience

- Suggested descriptions for the concept of “mobile money” reflected a positive experience among users



**All participants were customers of bank-led MMOs**

# Mobile Money Transactions

- Mobile money usage pattern was similar among male and female users
- Mobile money most frequently used for sending/receiving money and airtime top-up
- Mobile money is used for business transactions by business owners

*“I send money to my girlfriend every month but recharge every three days”*

**Male, mobile money users, 30 – 45 years, BC1, Kano**

*“I use my mobile money to transfer money as well as for my business, I shop online”*

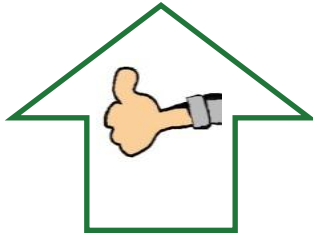
**Female, mobile money users, 18 – 29 years, BC1, Lagos**

*I also use [mobile money] for transacting business because of the fast speed that it has”*

**Male, mobile money users, 30 – 45 years, BC1, Kano**

- Participants were often unaware:
  - ❖ That it was possible to send money to non-mobile money users
  - ❖ Of mobile money agents and their role

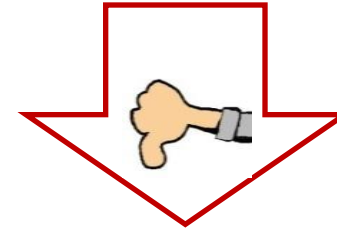
# Mobile Money: Perceived Advantages and Disadvantages



- Ease of usage
- Fast speed; saves time
- Reduced cost
- No maintenance charges
- Promotes privacy
- Readily available
- Convenient
- No visit to banking halls
- Enables one to move around without cash
- Quick access to money

*"It provides an opportunity to meet emergency needs"*

**Male, mobile money users, 30 – 45 years, BC1, Kano**



- Low awareness/acceptance amongst population in general
- Fear of wrong transfer i.e. a transfer into a wrong account
- Loss of phone
- Network fluctuations
- Scarcity of agents
- Encourages spending (30 – 45 years)

*"One can't pay cabs with mobile money because most people don't know it"*

**Male, mobile money users, 30 – 45 years, BC1, Kano**

*"It is possible for one to pay money into a wrong account"*

**Female, mobile money users, 18 – 29 years, BC1, Lagos**

# Mobile Money & Mobile Banking – Perceived Similarities and Differences

## Similarities

- Mobile-based
- Bank products
- Easy to use
- Discourage visits to banking halls
- Enables fast transactions
- Can be used for paying bills
- Enables sending/receiving money through the phone

*“Both of them involve using the phone, it is sending and receiving through the phone and transacting through the phone”*

***Female, mobile money users, 18 – 29 years, BC1, Lagos***

*“Both of them are used to pay bills and you still don’t go through the stress of visiting a bank”*

***Male, mobile money users, 30 – 45 years, BC1, Kano***

## Mobile Money

- Withdrawal limit
- No need for bank accounts
- Can be performed by self/independently
- Uses network lines

*“With mobile money, there is a limit that you can withdraw but mobile banking does not have such a limit”*

***Female, mobile money users, 18 – 29 years, BC1, Lagos***

## Mobile Banking

- Has no limit
- Requires bank account to operate
- Involves a bank branch
- Uses data/internet

*“Mobile money has a limit you can transact while mobile banking has no limit”*

*“Mobile money is you alone while the mobile banking must involve the bank”*

***Males, mobile money users, 30 – 45 years, BC1, Kano***



# Mobile Money Operators: Awareness and Perceptions



- Reputable brand
- Trusted
- Safety of funds
- Well known
- Strong capital base / not likely to collapse
- Readily available
- Wide coverage
- Strong customer base

*“There is nowhere you go that you will not see First Bank”*

*“The bank is very solid, your money is well secured there”*

**Males, mobile money users, 30 – 45 years, BC1, Kano**



- Fast speed of transactions



Guaranty Trust Bank plc  
RC 152321

- Trusted
- Efficient services
- Strong capital and customer base
- Innovative
- Proactive
- Well known /popular
- Wide coverage

*“GT is a guaranteed bank”*

*“Has many customers”*

*“GT is everywhere, is not a bank that you have to look for”*

**Females, mobile money users, 18 – 29 years, BC1, Lagos**



- Safety of funds
- Classic / high standard
- Strong capital base
- Good customer care
- Too expensive

*“Has a listening ear”*

**Female , mobile money users, 18 – 29 years, BC1, Lagos**

- When asked to name mobile network operators they would trust to offer mobile money services, MTN and Etisalat were mentioned



- Reputable brand
- Available everywhere
- Wide coverage
- Popular/well known

*“MTN. You can see them any where. Their network is every where”*

***Female, mobile money user, 18 – 29 years, BC1, Lagos***



- Strong and fast network without delay
- Affordable
- Offers various packages
- Efficient and affordable internet services
- Well advertised
- Gives bonus to customers

*“Etisalat have (sic) powerful network...they have fibre optics.. Etisalat has 4G and it can’t shake”*

*“Internet from Etisalat is not only cheap, they are sure of their internet service, Etisalat is good for browsing”*  
***Males, mobile money users, 30 – 45 years, BC1, Kano***