



Mobile Banking as a Catalyst for Financial Inclusion in Rural Kenya: An Analysis UF 2009

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Abstract

Mobile banking has emerged as a critical tool in enhancing financial inclusion across various regions, including rural areas of Kenya where traditional banking services are often scarce. The study employed a qualitative approach by conducting semi-structured interviews with community members, financial service providers, and government officials to gather insights on the implementation and impact of mobile banking in rural areas of Kenya. Mobile banking platforms have significantly increased access to financial services among rural populations in Kenya. For instance, over 70% of surveyed individuals reported improved access to savings accounts and loans through mobile banking applications. The findings underscore the pivotal role that mobile banking has played in enhancing financial inclusion in rural Kenya, particularly by bridging the gap between urban and rural financial services landscapes. Given the positive impact observed, policymakers should prioritise expanding mobile banking infrastructure to underserved rural areas. Additionally, fostering a regulatory environment conducive to innovation can further enhance financial access for all citizens.

Keywords: *African Development, Financial Inclusion, Mobile Payment Systems, Rural Economics, Participatory Research, Service Delivery Models, Technology Adoption Analysis*

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