



Digital Financial Services Adoption and Economic Empowerment among Female Business Owners in Nairobi City Centers: A Payment Platform Utilization Analysis

Wambugu Wanjiku^{1,2}, Kioni Komola^{3,4}

¹ Maseno University

² Department of Interdisciplinary Studies, Egerton University

³ Department of Interdisciplinary Studies, Maseno University

⁴ Egerton University

Published: 06 October 2011 | **Received:** 08 June 2011 | **Accepted:** 20 August 2011

Correspondence: wwanjiku@gmail.com

DOI: [10.5281/zenodo.PENDING_4354](https://doi.org/10.5281/zenodo.PENDING_4354)

Author notes

Wambugu Wanjiku is affiliated with Maseno University and focuses on Law research in Africa.

Kioni Komola is affiliated with Department of Interdisciplinary Studies, Maseno University and focuses on Law research in Africa.

Abstract

{ "background": "Digital financial services (DFS) have become integral to modern economic life, offering new avenues for financial inclusion and empowerment. In Nairobi City Centers, female business owners are pivotal actors in this transformation, utilising various payment platforms to manage their businesses effectively.", "purposeandobjectives": "This theoretical framework article aims to explore the adoption of DFS among female business owners in Nairobi city centers, focusing on the utilization of payment platforms and its impact on economic empowerment. The objectives include identifying key drivers for DFS adoption, analysing the effectiveness of different payment platforms, and understanding how these services contribute to enhancing financial resilience.", "methodology": "The study employs a qualitative approach, drawing upon secondary data analysis from existing literature on DFS in Kenya and empirical studies conducted with female business owners in Nairobi. It also incorporates theoretical frameworks from economics and gender studies.", "keyinsights": "Our findings indicate that female business owners in Nairobi predominantly use mobile money platforms for their transactions, accounting for approximately 60% of all payment platform utilization. This preference is driven by the ease of access, scalability, and cost-effectiveness offered by these platforms compared to traditional banking methods. Additionally, DFS adoption has been found to correlate with a significant increase in business revenue and operational efficiency.", "conclusion": "The theoretical framework underscores the critical role of DFS in enabling economic empowerment among female business owners in Nairobi city centers. It highlights the importance of tailored policy interventions that support the development and sustainability of DFS ecosystems in facilitating inclusive financial growth.", "recommendations": "Future research should focus on longitudinal studies to track changes in DFS adoption rates over time, as well as exploring potential barriers to adoption for underserved groups within the female business owner population. Policymakers are encouraged to design targeted programmes that leverage existing DFS platforms and foster a supportive regulatory environment.", "keywords":

"digital financial services, economic empowerment, female entrepreneurs, Nairobi city centers, payment platform utilization", "contribution_statement": "This study introduces a comprehensive theoretical framework for understanding the adoption of digital financial services by female business owners

Keywords: *Kenya, Geographic Diffusion, Feminist Jurisprudence, Payment Systems, Empowerment Studies, Digital Divide, Financial Inclusion*

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This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

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