



# Digital Financial Inclusion through Mobile Banking Platforms among Youth Entrepreneurs in Nairobi Slums: A Comparative Study

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## Abstract

Digital financial inclusion through mobile banking platforms has emerged as a significant tool for enhancing economic empowerment in developing regions, particularly among youth entrepreneurs who face challenges accessing traditional banking services. The study employed a mixed-methods approach, combining quantitative data from surveys with qualitative insights through interviews and focus groups. Data were collected from 100 youth entrepreneurs across four Nairobi slums, using standardised questionnaires to measure usage frequency of mobile banking platforms and their impact on business performance indicators. Mobile banking usage was found to be significantly higher among female entrepreneurs (65%) compared to male entrepreneurs (48%), highlighting gender disparities in digital financial inclusion. The study also revealed that businesses with higher levels of mobile banking adoption reported a 20% increase in revenue over six months, underscoring the platform's potential for fostering economic growth. This study underscores the importance of tailored interventions to address digital financial inclusion gaps and supports policymakers in designing inclusive financial services for marginalized populations. The findings suggest that targeted training programmes can enhance mobile banking adoption among youth entrepreneurs. Policymakers should prioritise funding for capacity-building initiatives aimed at improving access and understanding of mobile banking platforms among youth entrepreneurs, especially those from underserved communities. Digital Financial Inclusion, Mobile Banking Platforms, Youth Entrepreneurs, Nairobi Slums, Economic Empowerment

**Keywords:** *African Geography, Digital Divide, Empowerment Indices, Microfinance, Participatory Research*



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