



Mobile Banking —

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Abstract

Mobile banking has emerged as a significant tool for financial inclusion in many parts of the world, particularly in rural areas where traditional banking services are limited or non-existent. The research employs a mixed-methods approach, combining quantitative survey data with qualitative interviews to explore the impact of mobile banking on financial access and usage patterns in rural Kenya. Analysis revealed that nearly 60% of surveyed households reported increased ease of accessing financial services through mobile banking platforms. Interviews highlighted challenges such as high transaction fees and technological illiteracy among some users. Mobile banking has demonstrated potential to bridge the gap in rural financial inclusion, though challenges persist related to cost and user education. Policy makers should consider subsidizing or offering concessional loans for mobile banking services and invest in digital literacy programmes to enhance uptake and effectiveness. financial inclusion, mobile banking, Kenya, rural development

Keywords: Kenya, Rural Areas, Financial Inclusion, Mobile Money, Payment Systems, Transaction Costs, Service Delivery Models

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