

MOBILE MONEY ADOPTION AND FINANCIAL INCLUSION IN JINJA CITY

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**UGANDA CHRISTIAN
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DECLARATION

I, WAIDID IBRAHIM, hereby declare that this dissertation, titled “Mobile Money Adoption and Financial Inclusion in Jinja City,” is my original work, not copied from anywhere, and has not been submitted for any award or academic qualification in any university or higher learning institution anywhere.

Signature.....

Date.....13/04/2026.....

APPROVAL

This is to certify that the dissertation titled “ Mobile Money Adoption and Financial Inclusion in Jinja City,” authored by WAIDID IBRAHIM, a BBA student at Uganda Christian University, has been completed under my supervision.

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Date.....13/04/26

DEDICATION

This research is dedicated to God, who has shown me constant love and guidance, enabling me to reach this academic milestone. It is also dedicated to my family, especially my lovely mother, who has been a constant source of support and encouragement throughout my academic journey, even in the darkest of times.

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ABSTRACT

The study sought to examine how people use mobile money services and how this contributes to financial inclusion in light of the increased use of digital financial services in urban centers. While many people have access to mobile money services, the real question is how this translates to financial inclusion and quality services for users. The study sought to answer this by employing the Technology Acceptance Model, the Unified Theory of Acceptance and Use of Technology, and the Financial Intermediation Theory.

The study design was a mixed research design that used both qualitative and quantitative data. The study used a questionnaire to collect data from 42 respondents of the general public and small and medium-sized enterprises operating in Jinja City. The study also used key informant interviews to collect data from 5 different sources. The study used descriptive statistics to measure the level of mobile money adoption. The study also used regression and correlation tests.

The results revealed a high adoption rate of mobile money services by the people of Jinja City, mainly based on perceived usefulness ($M = 4.22$) and ease of use ($M = 3.90$). The results for financial inclusion revealed a high level of accessibility to financial services ($M = 4.36$) but a moderate level of financial usage ($M = 3.29$). However, the quality and affordability of services were rated low ($M = 2.54$), indicating that the availability of mobile money services does not necessarily imply a higher financial participation.

The study established that mobile money services are highly adopted among individuals in Jinja City, primarily based on usefulness ($M = 4.22$) and ease of use ($M = 3.90$). The study on financial inclusion established that individuals in Jinja City are highly accessible to financial services ($M = 4.36$) but moderately financially included ($M = 3.29$). However, individuals rated quality and affordability of services low ($M = 2.54$), indicating that mobile money services do not imply that individuals are financially included.

The study established that mobile money services are positively, strongly, and reliably related to financial inclusion results ($r = 0.704$, $p < 0.01$). This indicated that 49.6% of financial inclusion results could be explained by mobile money services. The study was also supported by interview results, which indicated that high transaction costs, taxation, trust, and digital literacy are inhibiting factors of financial inclusion.

From the study, it is clear that mobile money plays a crucial role in the integration process in Jinja City. There is a policy gap and operational gap that inhibit the potential for financial integration. The gap can be closed by introducing reforms and reducing costs and training in digital skills that can help in enhancing financial integration.

ABBREVIATION

ANOVA : Analysis of Variance

BoU : Bank of Uganda

DV : Dependent Variable

FI : Financial Inclusion

GSMA : Global System for Mobile Communications Association

ICT : Information and Communication Technology

IV : Independent Variable

KII : Key Informant Interview

MM : Mobile Money

MNOs : Mobile Network Operators

PEOU : Perceived Ease of Use

PU : Perceived Usefulness

P2P : Person to Person

SDGs : Sustainable Development Goals

SMEs : Small and Medium Enterprises

SSA : Sub Saharan Africa

TAM : Technology Acceptance Model

UTAUT : Unified Theory of Acceptance and Use of Technology

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter represents the background, statement of the problem, the purpose, specific objectives, research questions, the scope, research hypotheses, significance and conceptual framework of the study.

1.1 Background of the Study

This chapter opens the study by setting the scene for the adoption of mobile money and financial inclusion, globally and locally. This chapter introduces the research problem and what it is meant to accomplish. This chapter also presents the clear objectives, problem, and hypotheses that guide this study. The essence of this chapter is that it introduces the framework and highlights the scope and significance of the study, with particular reference to the economic and financial situation of Jinja City, which forms the basis of this study.

1.1.1 Global Context

Financial inclusion, in other words, is the ability to access and utilize financial services in such a manner that the business as well as the individuals can manage day-to-day business as well as other needs effectively. Financial inclusion has been identified as a significant factor in the long-term growth of the economy and has been closely linked to the United Nations' Sustainable Development Goal 8, which aims to promote growth that is inclusive of everyone in the economy. The conventional banking system has failed to reach the poor in many developing countries because of the higher costs of operation as well as the physical limitations of the conventional banking system in reaching the poor in rural areas owing to the account opening requirements of the conventional banking system. However, the advent of mobile money services, as pioneered by M-Pesa in Kenya, marked a significant shift in the provision of financial services to the poor in the country as well as other developing countries in the world. The mobile phone-based mobile money services have been able to reach many people in the world, where over 1.4 billion people in the world utilized mobile money services to send, receive, as well as make payments by the year 2022, thus enabling many people to access

financial services in the country, particularly in the Sub-Saharan region of the world (GSMA, 2023). This has been of significant value to small-scale entrepreneurs in the country as it has provided an easy way of saving, paying, as well as running day-to-day business operations effectively.

1.1.2 Sub Saharan Africa (SSA)

Context Sub-Saharan Africa has become one of the leading places for the use of mobile money, with more transactions than any other place for mobile money transactions. This is mainly driven by the special financial circumstances of the region. The region has more people using mobile phones, yet it has lower access to banking services. This has helped the expansion of mobile money.

Mobile money services have helped people manage their finances better by reducing the cost of sending or receiving money , facilitating the process of sending or receiving money , and helping people access credit or savings (Jack & Suri, 2016).

This has helped countries such as Ghana, Tanzania, and Uganda experience the use of mobile money as the key driver of expanding services to people who have not accessed banking services.

1.1.3 Local Context (Uganda and Jinja City)

In Uganda, mobile money is the new way of handling finances in the country. According to statistics from the bank of Uganda in 2022, it is also bigger than bank transfers. In simple terms, it is easy, cheap, and the big mobile companies have many agents everywhere.

Jinja city is a good case to look at in terms of understanding the changes that are happening in the country. It is a growing regional city with many economic activities happening, such as big manufacturing factories, many small business activities, as well as a vibrant small trading center. Because of the many activities happening in the city, mobile money usage in the city is also high, yet it is not clear the actual level of usage that can translate to financial inclusion of all people in the country.

As of today, there is nothing as real world evidence of whether mobile money users in East Africa are moving past person to person (P2P) transactions to other forms of financial services

such as savings, insurance, and digital credit products. Because of this, it is also important to look at the level of financial inclusion of people in urban areas.

1.2 Statement of the Problem

Mobile money has emerged as an essential feature of Uganda's financial sector in the last decade, transforming the way people and businesses conduct financial transactions. According to the Bank of Uganda, more than 35 million Ugandans have registered for mobile money services, demonstrating its presence even in areas like Jinja City.

Ideally, this should have the effect of increasing access to formal financial services and the usage of a wider array of financial services for the population. According to the Global Findex database collated by Demirgüç Kunt and colleagues (2022), though mobile money services have contributed to an increase in account ownership in Sub-Saharan Africa, the population still remains relatively lower in terms of more advanced financial activities like formal savings, insurance, and credit. This has been supported by research in the specific context of Uganda. According to research conducted by Mwesigwa et al. (2021) and Kansime et al. (2023), mobile money services do not have a significant impact on enhancing cash-in/cash-out services, resulting in limited financial inclusion and stability.

Despite the fact that Jinja City is a crucial economic and industrial center in Uganda, a majority of its inhabitants and owners of small and medium-sized enterprises remain financially excluded from the formal banking sector. Although mobile money is highly embraced in Uganda, its full contribution to financial inclusion is restricted by several factors: high transactional costs, particularly the 0.5% mobile money levy; continued apprehensions regarding mobile money security; and a lack of connection between mobile money and formal banks (Lwanga & Adong, 2019; Twinine & Ojakol, 2025). Hence, mobile money is merely a digital form of cash for most people in Uganda.

Therefore, unless we bridge the gap between access and meaningful use of mobile money through data driven analysis and policy actions, mobile money's full capacity to drive industrial growth and economic development in Uganda's Jinja City shall remain untapped. Hence, this study aims to examine the relationship between mobile money and financial inclusion in order to

understand why high mobile money adoption rates have not been associated with stronger financial inclusion.

1.3 Purpose of the Study

The purpose of this study is to investigate how mobile money usage is linked to financial inclusion in Jinja City in Uganda.

1.4 Specific Objectives

The specific objectives of this study are:

1. To find out how mobile money usage is among people and business owners in Jinja City.
2. To find out how financially included people and business owners in Jinja City are.
3. To find out if mobile money usage is linked to financial inclusion.

1.5 Research Questions

The questions that this study seeks to answer include:

1. What percentage of people and business owners in Jinja City have started using mobile money?
2. How financially included are people and business owners in Jinja City?
3. Is mobile money usage linked to financial inclusion in Jinja City?

1.6 Scope of the Study

1.6.1 Geographical Scope

The study was conducted in Jinja City, with the focus of the study centering on the heart of the commercial centers of Jinja South and Jinja North. These places were chosen for the study because of the high number of people living in these areas. Moreover, the places are known for the numerous small and medium-sized businesses that use mobile money on a daily basis. By focusing on these places, the study was able to observe the use of mobile money, not just access, but how it can bring people into the financial system.

1.6.2 Content Scope

The study sought to examine the influence of embracing mobile money on financial inclusion. In this case, the study used the adoption of mobile money as the driving force for the study, with financial inclusion serving as the measured outcome. In the study, the adoption of mobile money was measured using the perceptions of the users on the usefulness of the technology and the ease of use. Financial inclusion was not considered as access to financial services. Instead, the study considered financial inclusion from the perspectives of access, use, as well as the affordability and quality of the services. Financial inclusion was considered an issue in the urban setting, where the majorities of people have adopted the use of mobile money but have not translated this access into the use of affordable and quality financial services.

1.6.3 Time Scope

The study period will be from 2015 to 2025, and it will cover how government policies and mobile money services have impacted people's financial behavior. The study will also cover important issues like COVID19 and mobile money services in Uganda, and how mobile money services and online transactions have changed since the new guidelines. The study will be conducted by gathering data from a three-month period in 2025.

1.7 Significance of the Study

The study will be important to various stakeholders who, in one way or another, participate in the provision, usage, and operation of financial services in Uganda, especially in areas like Jinja. The study will be important to **government agencies** like the Bank of Uganda and the Ministry of Finance, particularly in terms of the financial inclusion challenges resulting from government policies and regulations. The study will point out issues like transaction taxes and security, as well as the reasons why the policies need to be changed to make mobile money services cheaper, secure, and efficient.

The study will also be important to **telecom companies** like MTN and Airtel, particularly in terms of how mobile money services are perceived by customers, as well as how factors like usefulness affect the usage of mobile money services.

The study is also important to **small and medium-sized enterprises** (SMEs) like those found in Jinja City. The study helps SMEs make informed decisions regarding the use of mobile money services.

The study helps SMEs in Jinja City to understand how mobile money can help them in their financial inclusion and cash flow management.

Academic Significance of the Study. The study contributes to the limited knowledge on mobile money usage and financial inclusion in small towns in Uganda. The study was conducted in Jinja City, and this will help in the conduct of further research on financial inclusion in small towns in Uganda.

1.8 Research Hypotheses

The study will investigate the effect of mobile money usage on financial inclusion in Jinja City. The study will be conducted using two hypotheses:

Null Hypothesis (H₀):

There is no real link between mobile money usage and financial inclusion in Jinja City.

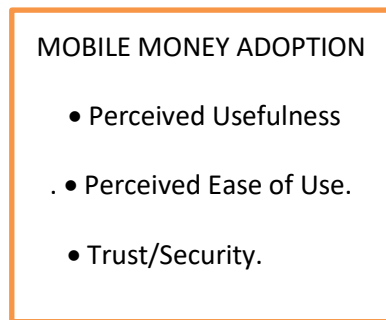
Alternative Hypothesis (H₁):

There is a real link between mobile money usage and financial inclusion in Jinja City.

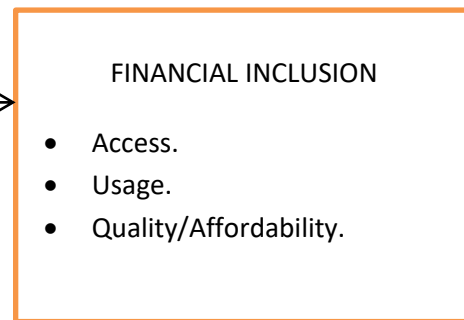
1.9 Conceptual Framework

The conceptual framework indicates how the adoption of mobile money relates to other aspects in terms of financial inclusion.

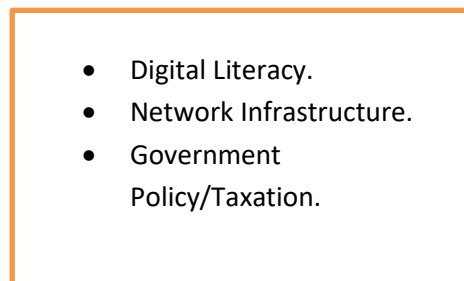
INDEPENDENT VARIABLES



DEPENDENT VARIABLE



MODERATING VARIABLES



For the purpose of this research, the adoption of mobile money was considered to be the independent variable. The Technology Acceptance Model (TAM) was used to shed some light on why people accept technology. In Jinja City, it was found that for people to adopt mobile money, some factors need to be considered. Perceived usefulness involves how people see mobile money helping them to effectively and efficiently manage their finances by sending, receiving, and storing money with ease. Ease of use involves how easy it is to use mobile money services and how easily one can access agent locations within the city. Individuals must trust that the digital wallet is safe from fraud and other technical problems.

The financial inclusion process, which is the main aim of mobile money services, has three parts. The first part is basic and is determined by whether an individual has access to a registered SIM card and can easily access a mobile money agent near him/her.

The second part is determined by how often an individual uses mobile money services and for what purposes besides sending money.

The third part is determined by whether mobile money services are affordable, reliable, and convenient compared to cash.

There are also various factors that determine the success of financial inclusion regarding the adoption of mobile money services. The first factor is digital literacy. This is determined by how well an individual understands mobile money services. This is the advanced mobile money services that an individual is able to use.

The second factor is the infrastructure. This is determined by whether an individual has access to a reliable mobile network in Jinja City to enable him/her to use mobile money services.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The chapter seeks to review existing literature to help throw more light on how mobile money adoption relates to financial inclusion in Jinja City. The chapter will apply concepts from the Technology Adoption and Financial Intermediation to illustrate the impact of mobile money on the accessibility of financial resources to people.

Empirical literature from various settings, international settings, Africa, and Uganda is cited for background and comparative purposes. However, the literature review is always grounded in relevance to Jinja City. It also points to gaps in existing literature where findings are limited or not entirely consistent.

The literature review is faithful to the problem statement and the conceptual framework established in Chapter One.

2.1 Theoretical Literature

In this chapter, the literature on the relationship between the adoption of mobile money services and financial inclusion in Jinja City will be discussed. The theories guiding the adoption of financial innovations, as well as the contribution of mobile money services towards financial inclusion, will be explored. The literature will be discussed while comparing the findings of other researchers, both within and outside Africa, including Uganda, while taking into account the local context, what is known, what is not known, and the reason for the study, which is evident in the problem statement and the conceptual framework presented in Chapter One.

2.1.1 Technology Acceptance Model (TAM)

Technology acceptance model (TAM), which was originally presented by Davis in 1989, has been extensively employed to describe the reasons behind individuals' decisions to adopt or reject a given technology. According to this model, an individual's decision to accept or reject a given technology is largely a function of two fundamental beliefs: how useful they find it and

how easy it is to use. These two factors of technology acceptance then go on to shape an individual's attitude towards a given technology, which eventually shapes their intentions of using that technology.

The concept of perceived usefulness, in relation to mobile money services, is based on an individual's ability to easily carry on their daily activities. This is based on various benefits that individuals derive from mobile money services, including faster services, cashless services, security of mobile services, and the ability of mobile services to cater to both business and individual needs.

Some individuals appreciate the ability to monitor their finances closely, particularly in regions where banking services are limited. Mobile money services offer individuals a unique benefit over conventional services, creating confidence and trust in these services.

Perceived Ease of Use, on the other hand, refers to how comfortable it is to incorporate mobile money services into an individual's life in Jinja City. This includes the ease of use of USSD and/or apps, understanding the transactions undertaken, and accessing an agent in case one needs help.

The importance of the Technology Acceptance Model in understanding the adoption of mobile money services in Jinja City is highlighted in this study. This is exemplified by the people in Jinja City and business owners who tend to accept and adapt to mobile money services since they find them useful and easy to use in their financial transactions.

2.1.2 Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT), developed by Venkatesh et al. in 2003, was developed based on the need to address the limitations of existing technology acceptance models, including TAM. Rather than focusing solely on individual attitudes, as in earlier models, UTAUT draws on various theories to provide a comprehensive understanding of technology acceptance by integrating personal perceptions as well as the environment in which acceptance occurs. At its core, UTAUT comprises four primary factors that affect technology acceptance: performance expectancy, effort expectancy, social influence, and facilitating conditions. By integrating both individual and situational factors, UTAUT provides a better understanding of why people accept technology.

Performance expectancy and effort expectancy in UTAUT are similar to perceived usefulness and ease of use in TAM but differ in their wider perspective. While earlier models focused solely on individual perceptions, UTAUT examines not just individual perceptions but also examines the social environment in which technology acceptance occurs.

Social influence is the level of encouragement or pressure from friends, family, and colleagues that prompts an individual to try out the technology. This aspect is significant in a busy city like Jinja because of the many small business owners in the city whose decisions to adopt the technology will be influenced by the social aspect of the technology. You can see this in the business owners' observation of the usage of the technology by other business owners in the city.

Therefore, the decision to adopt the technology is not solely dependent on the perceived usefulness of the technology but also the perceived usage of the technology by the business and social communities in the city.

Facilitating conditions entail the perception of the availability of sufficient technical support from the organization that provides the technology to the user of the technology. In the case of mobile money, it can be seen in the availability of agents, the reliability of the network, the ease of reaching the customer care services of the mobile operators, as well as the integration of mobile money in the financial systems of the country. It is important to note that these conditions are important in the sense that they impact the sustainability of the use of the mobile money by the user in the long run and not the use of the technology itself.

As a result of this broader view, it can explain why individuals differ in terms of how frequently they use the mobile money services, which is an important aspect in terms of the long-term view.

2.1.3 Financial Intermediation Theory

The theory of financial intermediation focuses on the transfer of funds from savers to borrowers through financial intermediaries, which helps in economic development. This is done through financial institutions, where banks offer deposit accounts and loans, helping in risk management. However, these institutions are associated with high fees and requirements, which may not be favorable for poor individuals and businesses. Mobile money services can be seen as an alternative form of financial intermediation, which offers various channels for service delivery, as indicated by Nanziri (2016).

Moreover, digital channels reduce transaction costs and eliminate geographical constraints since one does not have to be physically close to a bank to utilize these services. Mobile money services also create digital records of how individuals utilize their money over a given period, helping to fill information gaps since they can track how reliable individuals are.

As a result, more individuals can be able to access financial services such as savings accounts, loans, and insurance services. This theory can be used to explain the study's concentration on financial inclusion since it can be used to explain how financial services can be used to connect people to financial systems and how mobile money services can be used to motivate people to be active players in financial systems such as savings and payment systems in an urban city like Jinja City.

2.2.1 Mobile Money Adoption Trends

Previous research has pointed out that the rate of adoption of mobile money in Africa is high, with East Africa at the forefront globally. In relation to this, Jack and Suri (2016), in their study focusing on Kenya, have pointed out that having access to M-Pesa has been instrumental in reducing poverty in clear and measurable ways. In other words, it has been clear that households with access to mobile money were in a position to cope with income shocks in clear and measurable ways and were also active in participating in daily economic activities.

Regarding Uganda, it has been clear that mobile money has become essential in addressing daily money needs, especially in sending and receiving money. According to the Bank of Uganda (2022), it has been clear that there has been steady growth in mobile money activity in Uganda, which has underscored its importance in supporting daily economic activities. However, it has been clear that the scope of usage has been narrow.

According to Mwesigwa (2020), it has been clear that in urban areas in Uganda, mobile money has been used primarily for peer-to-peer transfer. In other words, it has been clear that it has to be analyzed whether mobile money has been used in commercially active towns like Jinja for other activities beyond peer-to-peer transfer.

2.2.2 Mobile Money and Financial Inclusion

It is important to note that financial inclusion is not just defined by the presence or absence of a bank account, but rather how often people are able to make use of financial services, the type of

service that is available, and how effective that service is. More so, in recent times, mobile money has been identified as a key contributor to financial inclusion, especially in countries such as Uganda. Research has indicated that a rise in mobile money accounts has led to a significant improvement in the level of involvement in financial activities, given that mobile money eliminates the limitations that are associated with traditional bank accounts (Demirgüç Kunt et al., 2018).

In essence, this has led to a situation where a number of people are now able to save, send, and make use of financial services in general, especially because mobile money is based on the use of mobile phones and other related technologies. More so, in Uganda, mobile money has been identified as a key contributor to savings and credit services, such as Mo-Kash, and has led to a situation where there is a shift from mobile money transfers to saving and borrowing in general. Studies indicate that mobile money has been effective in helping households make better use of financial services, especially because it has made saving easier and has been effective in helping households cope with unexpected expenses (Munyegera & Matsumoto, 2018).

Sekabira and Qaim (2017) indicate that although mobile money has been effective in that a number of people are now able to make use of mobile money, a significant number of people rarely make use of mobile money in saving, borrowing, and transacting in general, and this is a key issue that has been identified in determining the impact on households in Uganda.

2.2.3 Challenges to Quality Financial Inclusion

Mobile money has been proven to have advantages, but the journey to full financial inclusion has been a challenging one. The main challenge has been the cost of transaction, which has been a barrier to the full utilization of mobile money services, especially among the poor in the country. Woldie et al. (2019) argue that the cost of withdrawal and government tax has been a challenge to small business owners and poor individuals in the country.

As a result, mobile money users withdraw the money as soon as it is deposited into their mobile wallet and spend it as cash. This has greatly affected the utilization of mobile money services in the country, as the government has been trying to encourage the usage of mobile money as a way of pushing a cash lite economy in the country.

Issues of trust have also been cited as some of the factors that affect the utilization of mobile money services in the country. Kakembo (2021) argue that the fear of fraud has been a challenge to the utilization of mobile money services in the country, as customers are not confident in storing large amounts of money in their mobile wallet.

The feeling of insecurity among mobile money users in the country has also been a challenge to the utilization of mobile money services in the country, as some individuals do not see the mechanisms in place to address the issues that may arise in the future regarding the stored funds in the mobile wallet. As a result, mobile money services in the country have not been utilized to the full as a form of savings, credit, and planning for the future.

The reliability of the agents has also been a challenge to the smooth operation of mobile money services in the country, as the inconsistency in the network has been a challenge in the secondary urban areas in the country. The Bank of Uganda (2021) notes that the inconsistency of the mobile network has been a challenge to the smooth operation of mobile money services in the country, as it has been affecting the confidence of the customers in mobile money services in the country.

In the case of Jinja city, mobile money services have been widely utilized in the city, as it has been the primary source of payment among the traders in the city.

2.3 Research Gap

While past research has provided a clear understanding of how mobile money can enhance financial inclusion, there is still a lot to be explored in the area. First, a majority of the research has been conducted in Kampala or in rural environments that are mostly driven by agricultural activities, with little or no research in secondary cities such as Jinja. The fact that Jinja operates under a different economic environment and that mobile money usage may not reflect that in major cities or rural environments is a clear indicator that there is a need to conduct more research in secondary cities.

While a majority of research has provided a clear understanding of the factors that affect mobile money adoption, there is a clear gap in understanding how mobile money factors are related to government policies. For instance, transactional taxes that make mobile money expensive are rarely discussed in the context of how mobile money is actually embraced in Uganda. This study

seeks to bridge this gap and provide a clear understanding of how government policies and mobile money factors affect financial inclusion in Uganda.

2.4 Summary of the Literature Review

From the literature, it is obvious that a mix of Technology Acceptance Model, Unified Theory of Acceptance and Use of Technology, and Financial Intermediation Theory provides a clear framework for addressing mobile money and its implications.

Mobile money in sub-Saharan Africa has been found to improve the availability of basic financial services, particularly for the financially excluded in Uganda and other countries in the region. However, there are still a number of factors that affect mobile money, such as transaction costs, trust, and the ability to make simple transactions, that still need to be addressed if mobile money is to enhance financial inclusion in Uganda and in Africa in general.

This implies that mobile money can contribute to improving financial inclusion if it is accessible to many people and if people utilize it frequently. As the number of people registering to use mobile money services grows, the frequency of usage also increases, thus improving savings and the chances of getting credit, which can improve the lives of the people involved. However, the impact depends on the factors that influence the effectiveness of mobile money in improving financial inclusion in the urban areas of Jinja.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

In this chapter, I discuss how I conducted the research on the relationship between mobile money use and financial inclusion in Jinja City. Here, I discuss how I designed the research, how I selected the participants for the study, how many participants I selected for the study, and how I collected data for the purpose of the study. In addition, I discuss how I ensured that the results obtained in the course of the research were accurate and consistent. Here, I also discuss how I handled issues of ethics in the course of conducting the research. All these issues relate to the ideas presented in the earlier parts of the book in Chapters One and Two.

3.1 Research Design

In conducting the research on the relationship between mobile money use and financial inclusion in Jinja City, I designed a mixed research design where both qualitative and quantitative data collection methods were used. In using a mixed design for the purpose of the research, I conducted a cross-sectional survey where I retrieved data from the participants in a single instance. I found that a cross-sectional survey was an ideal design for the purpose of the research because it allowed me to investigate the relationship between mobile money use and financial inclusion among the selected participants in a practical manner.

In addition to using a survey in the course of conducting the research, I used key informant interviews (KIIs) to supplement the results obtained in the course of conducting the survey.

3.2 Study Population

The target of the research was to focus on individuals and organizations in Jinja City that already utilize the services or may utilize them in the future. To accomplish the objectives of the research, the participants were grouped into three categories according to the level of interaction with banks, mobile money operators, and other relevant services.

The target participants were those that move funds around in the city, including adult residents aged 18 years and above that manage their finances on a day-to-day basis. The owners of small business enterprises were also targeted because of the nature of the business that relies on mobile financial services, such as paying bills, saving money, meeting short-term financing needs, among others. The participants also included key informants from financial institutions, mobile network operators such as MTN and Airtel, the Bank of Uganda regional office, as well as the local government in Jinja City. These individuals were targeted because of the role played by the institutions in providing, regulating, and supervising financial services in the country.

3.3 Sample Size and Sampling Procedure

3.3.1 Sample Size Determination

The quantitative segment managed to attract 50 participants, who were selected from among the ordinary residents and SME operators within selected commercial areas of Jinja City. The choice of the participants was based on their accessibility and relevance to the study. Since the population size was small, Yamane's (1967) formula was used to ascertain the right sample size, with a 10% margin of error for practicality purposes. The formula is explained below:

$$n = N / [1 + N (e^2)]$$

Where: n = sample size

N = population size

e = margin of error

Applying the values to the formula:

$$n = 50 / [1 + 50(0.1^2)]$$

$$n = 50 / [1 + 50(0.01)]$$

$$n = 50 / 1.5$$

$$n = \underline{\underline{33.3 \approx 33 \text{ respondents}}}$$

In order for the study to be more reliable, the sample size was adjusted with an expected response rate of 80%. Consequently, the sample size for the quantitative study was adjusted from 33 respondents to 42 questionnaires. For the qualitative study, five key informants were selected. The key informants were identified based on their relevance to the study objectives and their potential to offer valuable information related to the study.

Catergory	Estimated Population	Sampling Method	Sampling
General Public	35	Simple Random Sampling	26
SME Owners	15	Stratified Random Sampling	16
Total Survey Sample	50		42
Key Informant		Purposive Sampling	5
Grand Total			47

Source: Primary data, 2025.

3.3.2 Sampling Procedure

In order to ensure that the sample actually represented a real cross-section, the researchers used different sampling strategies. The population was divided into two groups: the general public and the owners of small and medium-sized enterprises. The researchers used a stratified sampling strategy to ensure that they accounted for the general public's and the owners of small and medium-sized enterprises' opinions regarding the services. Within the groups, the participants were randomly selected to maintain fairness and eliminate selection bias.

The researchers targeted the major business areas of Jinja City, including the city center where most business activities take place, to conduct the survey.

For the qualitative part of the research, the researchers targeted five key informants. The participants were chosen because of their hand-on experience in the usage of mobile money services in Jinja City. The participants could have been either in the business of providing

mobile money services, regulating the services, or in a position to supervise the services in Jinja City.

3.4 Data Sources

The current study was based on both primary data collection, where data was directly collected from respondents, and secondary data collection, where data was retrieved from existing records. By using both primary and secondary data, multiple views of the analysis could be taken.

3.4.1 Primary Data

We got our information directly from the participants by using questionnaires and interviews. The above methods provided us with a clear understanding of how people actually use mobile money in their daily activities, such as the purpose and how often mobile money is used. The study further sought to find out the participants' access to financial services and the problems that are experienced when using mobile money for saving, sending, and receiving money.

3.4.2 Secondary Data

This study was informed by various established sources such as journal articles, postgraduate dissertations, policies, among others, including reports from the Bank of Uganda and Uganda Bureau of Statistics, which offer statistical information for the country. These sources were used in carrying out the literature review for this study.

3.5 Data Collection Instruments

3.5.1 Questionnaires

The present study utilized numerical data collection methods through the administration of questionnaires among the participants of this study. The questions in this study were designed in a way that they were closed-ended questions, utilizing a five-point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree).

The purpose of this questionnaire was to establish factors that affect mobile money service usage, including the usefulness of mobile money services and the ease of using mobile money services. The questionnaire also sought information on other important issues related

to financial services, including access to mobile money services, usage of mobile money services, and service quality.

3.5.2 Interview Guides

The study in this research utilized numerical data, where questionnaires were administered among the participants of this study. The questionnaires had closed-ended questions, and they were on a five point scale, where 1 represents strongly disagree and 5 represents strongly agree.

The questionnaires sought to investigate the factors that affect the usage of mobile money services, and they focused on two important factors: the usefulness of mobile money services and the ease of using mobile money services. The questionnaires also explored the access to mobile money services, the frequency of usage, and the quality of mobile money services.

3.6 Validity and Reliability

3.6.1 Validity

Content validity was ensured by distributing sample copies of the questionnaires and interview guides to the supervisor and a select group of field experts, who were asked to critique them. Their feedback on the clarity and appropriateness of the questions in relation to the variables under study was then taken into account and adjustments made to the research instruments to better suit the study's purpose and scope.

Construct validity was ensured in the research design by basing the questions in the questionnaire on the theoretical models that this study is premised on. The Technology Acceptance Model and the Unified Theory of Acceptance and Use of Technology were the main guides in the design of the questions in the questionnaire, while Financial Intermediation Theory guided the design of the financial related questions.

3.6.2 Reliability

In order to ascertain the reliability of the research tools, the researcher carried out a pilot study with 30 participants in Iganga Town. Iganga was chosen for the pilot study since it has similar socioeconomic characteristics with Jinja City. Therefore, it was appropriate for the pilot study. The findings of the pilot study were analyzed using Cronbach's alpha to check for the internal consistency of the scales. A reliability coefficient of 0.70 or above was considered sufficient, as proposed by Cronbach (1951).

3.7 Data Analysis and Presentation

After collecting the data, we reviewed it meticulously, which involved checking, organizing, and editing the data, before coding and analyzing it with the aid of statistical software such as SPSS.

3.7.1 Quantitative Data Analysis

We applied descriptive statistics, which enabled us to create a picture of the socio-demographic characteristics of the respondents, as well as identify trends related to mobile money use and financial inclusion. Frequencies and percentages made it easy for us to keep the presentation simple.

To determine the relationship between mobile money use and financial inclusion, we applied inferential analysis. We used Pearson's correlation coefficient to determine the nature of the relationship, whether positive or negative.

Lastly, we applied regression analysis, which enabled us to determine the degree to which mobile money use impacts financial inclusion.

3.7.2 Qualitative Data Analysis

The qualitative data collected through key informant interviews was analyzed using thematic content analysis. The researcher read through the key informant interviews to identify common ideas that came up in all the interviews. Themes were derived from the key informant interviews to understand the survey results better.

3.8 Ethical Considerations

The study design adhered to ethical research principles that are standard in academic research. The participants were made aware of the research and gave consent to take part in the study from the onset. The study participants were free to pull out at any given time without any consequences or penalties. To ensure confidentiality, the names of the participants were not included, as the answers were completely anonymous for academic purposes only. Prior to the research, permission letters from the university were sought and given to the authorities and institutions in Jinja City.

CHAPTER FOUR

PRESENTATION, ANALYSIS, AND INTERPRETATION OF RESULTS

4.0 Introduction

This chapter is a continuation of the research that was conducted to explore the relationship between mobile money adoption and financial inclusion in Jinja City. The chapter is based on the responses from 42 participants, which is 80 percent, as explained in the previous chapter. To add more information to the survey results, key informant interviews were conducted with five participants.

The analysis is based on the research objectives, starting with a general description of the profile of the respondents, followed by a description of the main variables under analysis. The inferential analysis is based on the research hypotheses. When necessary, qualitative data is added to the analysis.

4.1 Demographic Characteristics of Respondents

By studying the answers provided, it is possible to gain insight regarding the differences in the use of mobile money services and the accessibility of financial services for people living in Jinja City. The survey participants included not only residents of the city but also owners of small and medium-sized businesses, from both the business districts and the residential areas.

4.1.1 Gender Distribution Table

4.1: Gender Distribution of Respondents (n = 42)

Gender	Frequency	Percentage (%)
Male	23	54.8
Female	19	45.2
Total	42	100.0

Source: Primary data, 2025

In addition, the majority of the respondents were men, which is likely attributed to the fact that men dominate the activities of business ownership within Jinja City. On the other hand, the large number of women who took part in the research shows that they also participate in financial activities within the city.

4.1.2 Age Distribution

Table 4.2: Age Distribution of Respondents (n = 42)

Age Group	Frequency	Percentage (%)
18-25 years	11	26.2
26-35 years	16	38.1
36-45 years	10	23.8
46 years and above	5	11.9
Total	42	100.0

Source: Primary data, 2025

Most of the respondents fell into the 26 to 35 years old category, comprising 38.1% of total respondents. This category is considered to be active and involved in work life and is well informed about digital tools. This category is more likely to be involved in digital financial services and is appropriate for the study.

4.1.3 Education Level

Table 4.3: Education Level of Respondents (n = 42)

Education Level	Frequency	Percentage (%)
Primary/None	4	9.5
Secondary	16	38.1
Tertiary/University	22	52.4
Total	42	100.0

Source: Primary data, 2025

Just over half of the people surveyed, 52.4%, had a tertiary or university education. This indicates that these people come from a well educated background, and this goes hand-in-

hand with a certain level of literacy and familiarity with digital tools. This means that they will be able to better cope with mobile money services and other digital financial services.

4.2 Descriptive Statistics on Mobile Money Adoption

The study measured the adoption of mobile money services using the key constructs of the Technology Acceptance Model, with special attention given to the constructs of perceived usefulness and perceived ease of use. Respondents were asked to state the degree of their agreement with the statements using a five point Likert scale, with 1 standing for strongly disagree and 5 for strongly agree.

4.2.1 Perceived Usefulness (PU)

Table 4.4: Descriptive Statistics for Perceived Usefulness (n = 42)

Statement	Mean	Standard Deviation	Interpretation
MM helps me save time compared to other methods	4.33	0.84	High agreement
MM secures my money better than physical cash	3.96	1.07	Agreement
MM allows me to transact with distant partners	4.38	0.81	Highest agreement
Overall Mean (PU)	4.22	0.91	Strong adoption driver

Source: Primary data, 2025

The average score of 4.22 implies that most of the participants believe mobile money is very helpful in managing their businesses. The participants noted how easy it was to send and receive money from far off business partners, which enabled them to run their businesses smoothly without traveling long distances. This implies mobile money helps in running businesses in Jinja City.

4.2.2 Perceived Ease of Use (PEOU)

Table 4.5: Descriptive Statistics for Perceived Ease of Use (n = 42)

Statement	Mean	Standard Deviation	Interpretation
The mobile money interface is easy to use	4.10	0.97	Agreement
Learning to use mobile money services was simple	4.02	1.12	Agreement
I rarely experience transaction errors	3.58	1.31	Neutral to slight agreement
Overall Mean (PEOU)	3.90	1.13	Moderate high adoption driver

Source: Primary data, 2025

This study revealed that a lot of people view mobile money services as easy to use. At the same time, people experienced different things regarding transactional errors, implying that there are technical problems with the service, and this might affect trust and cause people to use the service with lower frequencies.

4.3 Descriptive Statistics on Financial Inclusion

This study examined financial inclusion from three fundamental aspects related to how individuals engage with financial services. It examined if individuals can access these services, how individuals utilize these services in real life, and the quality of these services.

Table 4.6: Descriptive Statistics on Financial Inclusion (n = 42)

Dimension	Statement	Mean	Standard Deviation	Interpretation
Access	MM has provided access to financial services not previously available	4.36	0.79	High inclusion
Usage	I use my MM account for	3.29	1.27	Moderate usage

	saving or borrowing			
Quality	MM transaction costs are affordable	2.54	1.38	Low agreement
Overall Mean (FI)		3.40	1.15	Moderate inclusion

Source: Primary data, 2025

However, Access had the highest average score, implying that mobile money has greatly reduced the barriers to accessing financial services in Jinja City. Nevertheless, this is not reflected in the usage of these services, where the majority of users are only using these services for simple transactions.

Lastly, Quality had the lowest score, implying that high transaction costs and service charges have prevented many from using the services more often, a factor which still limits financial inclusion.

4.4 Inferential Analysis

4.4.1 Correlation Analysis

We looked at how the adoption of mobile money is related to financial inclusion and how each affects the other.

Table 4.7: Pearson Correlation Analysis (n = 42)

Variables	Pearson Correlation (r)	Sig. (2 tailed)
Mobile Money Adoption and Financial Inclusion	0.704	

Source: Primary data, 2025

We looked at how the adoption of mobile money is related to financial inclusion and how each affects the other.

From the results, it is evident that there is a strong positive relationship between the adoption of mobile money and financial inclusion. The correlation value is 0.704, and the significance level is 1%. This means that individuals find mobile money to be beneficial and easy to use,

hence leading to financial inclusion. Continuous enhancement of ease of use and accessibility of mobile money services will continue to increase financial inclusion.

4.4.2 Regression Analysis

The study utilized a simple linear regression to determine whether the adoption of mobile money has an effect on financial inclusion.

Table 4.8: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.704	0.496	0.483	0.801

Source: Primary data, 2025

The study found out that mobile money has a strong effect on financial inclusion, since the Rsquared value was 0.496, implying that mobile money accounts for half of the differences in financial inclusion in Jinja City. However, a significant portion of the differences in financial inclusion remains to be explained by other factors.

Table 4.9: ANOVA

Source	Sum of Squares	Df	Mean Square	F	Sig.
Regression	41.27	1	41.27	64.28	0.00
Residual	41.89	40	1.05		
Total	83.16	41			

Source: Primary data, 2025

The ANOVA result shows that the regression model is significant, implying that the independent variables have an effect on the dependent variable.

Table 4.10: Regression Coefficients

Variables	B	Std. Error	Beta (β)	T	Sig.
Constant	0.812	0.162		5.01	0.000
Mobile Money Adoption	0.648	0.081	0.704	8.02	0.000

Source: Primary data, 2025

The findings also suggest that the more people use mobile money, the more they will be included in the formal financial system.

4.5 Qualitative Findings from Key Informant Interviews

What we learned from speaking to the key players matched what the survey found, which helped to clarify the reasons behind the findings in the survey.

4.5.1 Cost as a Barrier to Quality Inclusion

Some of the interviewees, including mobile money users and telecommunication officials, mentioned that the transactional costs, such as withdrawal costs and government taxes, remain some of the challenges in the usage of mobile money services. According to the interviewees, the costs of transacting through mobile money services make it expensive to transact on a day-to-day basis. A telecommunication official mentioned that small and medium-sized enterprises do not see the need to hold funds in their mobile accounts because the costs of transacting through mobile money services continue to rise, meaning that the funds are withdrawn as soon as possible. This has led to mobile money services being viewed as a short-term solution rather than a long-term holding solution.

4.5.2 The Digital Divide

The participants noted that access to digital financial services is not equal. The early adopters and the informal service providers mainly use basic services such as USSD rather than using the full mobile money applications. Most of the time, the problem is that the people involved do not have access to smartphones. This makes it difficult for them to access other financial services that are mainly accessible through the use of mobile money applications.

4.5.3 Trust and Security Concerns

The representatives of the financial institutions noted that the constant cases of fraud are eroding the trust of the public in the banking system. They noted that the public's lack of knowledge of the systems also makes them lose trust in the banking system. They noted that one case of fraud can greatly influence the public's attitude towards the banking system. Most people have lost trust in the banking system, with many preferring to use basic services.

4.6 Summary of Chapter

This chapter has discussed the respondents' population characteristics. In the discussion, the main findings, both descriptive and statistical, have been highlighted. The findings have revealed that the relationship between the adoption of mobile money services and financial inclusion in Jinja City is significant. There is a clear relationship between the adoption of mobile money services and financial inclusion. Although the access of people in the city to financial services through the use of mobile money services is quite high, some challenges are still present. These challenges are related to transaction cost, level of trust, and the nature of people who prefer basic services. The interview findings also support the study survey findings. The study findings reveal that mobile money services have helped in improving financial services access. However, more needs to be done to enhance its effectiveness.

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter is based on discussing and interpreting major study findings based on the study objectives and questions developed earlier in this study.

This chapter is based on survey study findings and interviews aimed at establishing the impact of mobile money services on financial inclusion in Jinja City. The study findings are also based on existing theories and previous study findings aimed at establishing a better understanding of emerging relationships based on study findings. The study findings are aimed at offering guidelines to policymakers, mobile operators, banks, and other relevant entities aimed at improving mobile financial services.

5.1 Discussion of Findings

The discussion is done in relation to the objectives of the study. It is essential in understanding the results better.

5.1.1 Level of Mobile Money Adoption in Jinja City

The findings indicate that mobile money is highly adopted among the people and business owners in Jinja City. This is clear by the strong agreement of the participants that mobile money is important and can be easily used, as indicated by the mean value of 4.22 and 3.90, respectively. Mobile money is seen as an important tool for everyday use since it is an easy and convenient means of transaction.

The findings are also in line with the Technology Acceptance Model, which is a model that indicates how technology acceptance is influenced by its usefulness and ease of use. The findings of this study in Jinja City indicate how mobile money technology has been useful to its users, including doing business with distant partners, ease of access when need arises, and ease of transaction process. This is an indication that mobile money technology has been easy to use in doing day-to-day activities, unlike other technologies that need specific skills to be used.

The majority of the people interviewed in this study fall in the 26-35 age group, who have higher levels of education. This could be one of the reasons why mobile money technology has been adopted in high numbers. This age group is comfortable using digital technology and is more open to new technologies, especially those that make their lives more efficient and convenient, especially in their line of work.

The key informant results support the study, where they indicate mobile money technology has been widely accepted in conducting commercial and day-to-day activities in Jinja City, including receiving payments, buying products, and sending money to their loved ones.

Mobile money technology has lost its status as a new and optional technology and has become a normal part of day-to-day activities in Jinja City.

5.1.2 Level of Financial Inclusion in Jinja City

This indicates that financial services appear to be attractive because of the extensive usage of mobile money services. The results indicate that access scores highest, with a mean of 4.36. This indicates that mobile money services enable people to connect with the formal financial system.

However, it is interesting to note that even though people have access to financial services, they are not equally participating in these services. While the usage averages are relatively low at 3.29, the quality and affordability are still low at 2.54. This shows that people are able to connect to financial services. However, they are not actively participating. There is a lack of activity in more developed financial services due to concerns over the quality of the services offered and the costs involved.

This study shows that access to financial services alone does not mean that the people are actively participating. Mobile money services are widely used. However, people are only using the services to send money to others and immediately retrieve the cash.

The behavior shows that there is a lack of activity on more developed financial services. There is a low level of affordability. This shows that people are not actively using the financial services due to high costs involved. This shows that they are not encouraged to maintain money in the accounts or to use the accounts to obtain credit.

Fraud issues, cash availability, and digital literacy are some of the issues experienced by mobile money users. These challenges were mostly observed among new users, as they mostly felt they did not understand how to use digital financial services. This, despite the fact that accessing financial services is quite common in Jinja City.

5.1.3 Mobile Money Adoption and Financial Inclusion

From the study, it is evident that there is a positive relationship on mobile money adoption and financial inclusion. This is because a strong association has been observed between these two variables, given that the correlation coefficient is 0.704 and $p < 0.01$.

This implies that individuals who feel that they can greatly benefit from using mobile money services are likely to attain better financial inclusion results, given that 49.6% of financial inclusion can be attributed to mobile money adoption. This indicates how critical it is to promote financial services.

From these results, it can be seen that mobile money services are strongly related to better financial inclusion in Jinja City. This means that mobile money services have helped to increase financial inclusion for individuals who don't frequently deal with financial institutions. Apart from financial institutions, mobile money services mainly work together with these institutions to make financial services faster and more convenient.

These results are consistent with Financial Intermediation Theory, which focuses on how middlemen reduce obstacles to engaging in transactions. Mobile money services appear to reduce costs and information obstacles that frequently hinder individuals from fully participating in the financial market.

From these results, it can also be seen that, although mobile money services are advantageous, their adoption does not completely ensure their depth and effectiveness, as factors like costs involved in transactions, as well as reliability of network infrastructure, are still significant contributors to their effectiveness.

As can be seen from the conceptual framework above, these factors can be used to illustrate how mobile money services are effective in financial inclusion, depending on individuals and locations. This is supported by results from interviews and observations, where it was seen

that although adoption of mobile money services is significant, it is still a starting point for financial inclusion and not a measure of its effectiveness.

In real-life scenarios, factors such as taxation, trust, and the reliability of the network may have a significant impact on the usage of mobile financial services. This shows that although mobile money can be effectively used, financial inclusion needs to have strong institutional support.

5.2 Conclusions of the Study

From the study findings, the study draws the following conclusions:

First, the study found that the level of mobile money adoption is high within Jinja City, with the primary reason being the service's level of usefulness and ease of use. The fact that mobile money has become an essential part of daily activities, including financial transactions, indicates that it is the primary means of accessing financial services.

Second, there is a direct relationship on mobile money adoption and financial inclusion, as indicated by the increasing rate of mobile money adoption.

5.3 Recommendations

On the basis of what has been found in this study, here are some takeaways and suggestions for different stakeholders.

5.3.1 Policy Makers

Review how taxes and charges are made for mobile money services since ordinary citizens feel the pain in making everyday transactions. Reducing taxes and charges may encourage people to use mobile money regularly rather than withdrawing money immediately after receiving it. However, it would be important to enhance consumer protection to encourage citizens to trust that their money is safe and that any issues or disagreements are addressed in a clear and transparent manner.

5.3.2 Mobile Network Operators

Mobile money operators like MTN and Airtel should consider introducing other financial services like savings, loans, and insurance to small business owners and older persons since

they may be confused about how to use these financial instruments. It would be important to introduce financial literacy to encourage citizens to feel comfortable using financial instruments like savings, loans, and insurance. It would be important to resolve issues like outages and cash shortages at agent points to encourage citizens to use mobile money regularly.

5.3.3 Financial Institutions

It would be important to improve cooperation between financial institutions like banks and mobile money operators to encourage citizens to transfer money between mobile money and bank accounts. In Jinja City, it would be important to improve records to determine whether citizens are eligible to access loans to encourage informal businesses to use formal loans to finance their operations through mobile money services.

5.3.4 Recommendations for SMEs and Users

Small businesses, as well as individual users, can utilize mobile money not only for transactions but also for saving money. This can be achieved by understanding their financial history, which can provide them with insights on how they can handle their money, plan their expenditure, and even keep records, which can be helpful for accessing financial services such as loans or saving schemes.

5.4 Areas for Further Research

In order to completely understand how mobile money usage changes over time, further research should be conducted, taking into account long-term research, since short-term research may not be able to capture changes over time, which can be helpful for understanding the impact of mobile money on financial inclusion and business growth.

5.5 Chapter Summary

In this chapter, the findings of the research were discussed, relating them to theories as well as previous research conducted on the same topic. The findings of the research were used to come up with conclusions, which provided recommendations on the same topic. The findings of the research indicate that mobile money adoption can greatly influence financial inclusion in Jinja City. The findings of the research also indicate that further improvement can be

achieved by implementing appropriate policies and measures for addressing the challenges associated with mobile money.

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APPENDICES

APPENDIX I: RESEARCH QUESTIONNAIRE FOR THE GENERAL PUBLIC AND SME OWNERS

RESEARCH TOPIC:

Mobile Money Adoption and Financial Inclusion in Jinja City, Uganda

Dear Respondent,

My name is WAIDID IBRAHIM, and I am a final year student at Uganda Christian University, pursuing a Bachelor's Degree in Business Administration. The study is part of my degree requirements. The main objective of the study is to find out the link between mobile money adoption and financial inclusion among the residents and business operators in Jinja City.

In this study, I will use both qualitative and quantitative research methods, where I will use a questionnaire and interviews to find out how mobile money is used and its impact on financial inclusion.

I chose you for the study because you are a resident or a business operator in Jinja City, and I believe that your response will give me more insight into the study.

Participation is voluntary. There are neither correct nor wrong answers. The goal is to get a clear view of your opinions and experiences related to the use of mobile money services. The information provided will be kept confidential and used for academic purposes only. To ensure confidentiality, please do not write your name or any identifying information on the questionnaire.

INSTRUCTIONS

Please read the questions carefully and tick the correct option. Where a space is provided, fill the space as required. The answers are based on your own experiences with mobile money services. Thank you for your participation.

Section A: Demographic Information

1. **Gender** : Male Female Prefer not to say

2. **Age group:** 18-25 26-35 36-45 46+

3. **Education Level:** Primary/None Secondary Tertiary/University

4. **Occupation:** General Worker SME owner/manager

Note: Please use the rating scale below to answer questions in Sections B to H.

Rating Scale

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

STATEMENTS	1	2	3	4	5
Section B: Mobile Money Adoption					
Perceived Usefulness (PU)					
5. Using mobile money for payment of services such as Umeme or NWSC and for the purchase of goods in Jinja is faster than using cash.					
6. Bringing mobile money to my work will speed up my financial transactions.					
7. Having mobile money agents around in Jinja means I can get money anytime I want.					
Perceive Ease of Use (PEOU)					
8. I think it is easy to use Mobile Money for my personal needs in Jinja. The system is easy to understand					
9. The process of sending or receiving cash, regardless of					

whether you are using the USSD codes such as *165#, among other services, is easy to follow.					
10. I also think it is easy to become adept at using the various Mobile Money services such as paying bills using Mokash or Wewole.					
Section C: Trust and Security					
11. I am confident that the technical know-how of mobile money service providers in Jinja can handle my transaction without any mistakes.					
12. I feel safe sharing sensitive information like my PIN with the mobile money system.					
13. There's a real risk of money loss in mobile money due to technical system failures.					
Section D: Financial Inclusion Access					

<p>14. I can easily provide the necessary identification requirements for opening an account.</p>					
<p>15. Understanding USSD menus such as *165# or *185# is easy.</p>					
<p>Section E: Financial Inclusion Usage</p>					
<p>16. Mobile money and online banking have made it easier for me to manage my daily business activities.</p>					
<p>17. I am confident in leaving my savings in a digital account or bank rather than keeping cash at home.</p>					
<p>18. Digital credit has enabled me to cope with unexpected financial challenges without having to sell any of my assets.</p>					

Section F: Financial Inclusion Quality & Affordability					
19. The interest rates charged by the banks and the money lenders in Jinja, such as MoKash and Wewole, are reasonable and affordable.					
20. Before I purchase any product or make a loan, the terms, conditions, and even the hidden costs are clearly spelled out by the financial institutions in Jinja.					
21. I am treated with dignity and respect by the employees of the financial institutions in Jinja, regardless of my income or status in society.					
Section G: Moderating Factors					
22. I am confident that I can manage the USSD menus, *165# / *185#,					

or use the Apps.					
23. I don't often see announcements about the system being down when I want to withdraw or deposit cash at an agent.					
24. Government regulations regarding SIM card registration with National ID/NIN have impacted how easy or difficult it is for me to access these services.					
Section H: Overall Assessment					
25. With mobile money, I do not have to visit the bank branch as I used to.					
26. With mobile money, I have a better understanding of my finances.					

Section I: Open-Ended Question

27. What are the key challenges you face when you attempt to use mobile money for your daily financial needs in Jinja city, and what would persuade you to adopt mobile money products over cash?

THANK YOU FOR PARTICIPATING IN THIS STUDY.

APPENDIX II: KEY INFORMANT INTERVIEW GUIDE

1. Introduction to the Interview

Good morning/afternoon. Thanks for agreeing to talk to me. My name is WAIDID IBRAHIM, and I am conducting research on the relationship between mobile money adoption and financial inclusion in Jinja City.

This interview is to gather your perspectives on policies, activities, and institutions that influence mobile money use and the level of financial inclusion in Jinja City. Your views are important to me, and I want to assure you that the interview is purely academic and confidential. There are no right or wrong answers, and I want to hear from you. The interview should take between 30 to 45 minutes. I will take notes so that I do not miss anything important, if you permit me.

Background

1. How does mobile money fit into the urban economy in Jinja, complementing or competing with traditional banking?

Mobile Money Adoption

2. How would you measure the quality of agents in each district in Jinja in terms of their liquidity, reliability, and professionalism?

3. What is the importance of ease of use and need in mobile money adoption in the informal economy in Jinja?

Usage and Financial Inclusion

4. Is the population in Jinja shifting away from mobile money as a means of savings and into the actual creation of wealth in savings, micro-insurance, and credit? To what extent?

5. What is the state of trust in Jinja? To what extent are people in Jinja worried about technology failure as opposed to social engineering?

Barriers and Influencing Factors

6. How did the imposition of a 0.5% charge on withdrawals impact high-income individuals in Jinja as opposed to the informal economy?

7. To what extent are current inter-network charges consistent with facilitating intra-city trade in Jinja?

Overall Assessment

8. If you were designing a digital literacy campaign for Jinja City, what demographic do you think the target audience for the campaign would be and why?

9. What value does the data on mobile money usage carry for the authorities in Jinja City?

THANK YOU FOR TAKING THE TIME TO SHARE YOUR OPINIONS.