

EFFECT OF MOBILE MONEY TECHNOLOGY ON PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN MUKONO MUNICIPALITY

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**UGANDA CHRISTIAN
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DECLARATION

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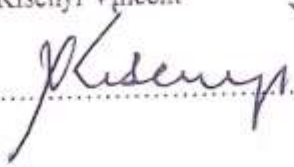
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APPROVAL

The project has been presented for assessment with my approval as the University candidate supervisor.

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Date.....

4/09/2025

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I offer all the glory to the Lord Jesus. Special mention to my parents who have been by my side since the very beginning. I love them so Much!

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May our good Lord be blessing you?

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CHAPTER ONE

INTRODUCTION

1.0. Introduction

This is the chapter which presents background of the study, purpose of the study, research questions and statement of the problem, significance and scope of the study.

1.1. Background to the study

At one time, technology has been cited as the greatest threat to small and medium-sized businesses (SMEs) globally. Needless to say that technology can never be substituted in making things efficient, precise, abundant, and affordable. But the majority of SMEs lack the resources to invest in the decent backend technologies and there is limited access to decent infrastructures as the Internet. The rest make investments in inefficient technology, or fail to make investments and forfeit their future opportunities to grow and compete (Rosenberg, 2019).

A cell phone is a miniaturized personal computer that has a miniaturized touchscreen to write on and miniaturized screen to read and see. People were once used to call and hear each other without a wire in old cellular telephones, however, currently, people can surf each other anywhere and everywhere using the third-generation (3G) cellular phones other than words. The presence of cellular phones is everywhere and the common services offered include mobile phone call, mobile instant messaging, Mobile money transfer, mobile bill payment, mobile internet surfing and, most recently, mobile banking. Francis and Willard (2016) unveiled that SMEs can solve some of their issues with the help of smartphones and even improve their performance. In the last ten years, smartphones have penetrated the whole market of the developing world.

New service is also present since MNOs offer capacity in a competitive environment to complementary services to SMS and voice such that the final goals are to minimize churn and increase customer retention (Ndiwalana, Morawczynski, & Popov, 2007). In this regard, SMEs-third world business enterprises are incurring significant expenses in

utilizing mobile payments in improving the quality of services in addition to growth expansion (Mbogo, 2010). The online financial service enabled through the presence of a telephony network that is mobile money enables companies to increase access to financial data and make sound choices (Okundaye, et al., 2019). The companies can, e.g., access real-time financial details, track transactions and examine how customers make payments via mobile money channels.

By adopting these recommendations, companies can effectively make budgetary decisions, cash management and full utilization of the available resources, which leads to overall performance. Mobile money will transform the manner in which firms will deal with their customers and suppliers since it is an easy and secure way of payment. Under mobile money, the firms will be able to make payments efficiently without agglomeration and therefore enhance efficiency and cost of doing business will be minimized. As an illustration, financial settlement has become easy and fast as the businesses use mobile money platforms to remit the suppliers or transfer between the customers. It allows the business to enhance the better partnership relationships and business operating in day-to-day operation. Its subscribers are also increasing because of the rivalry with 5 MNOS-MTN Uganda, warid telecom Uganda before Airtel, and other institutions. In addition, the cellular phone subscribers of all the MNOs number about 9.9 million in the first quarter of 2010 and help in pushing up the mobile network penetration TO 31.4 per capita to national tele-destiny of 32.2 lines of national telecommunication sector. Mobile money is novel: ten years ago, it was very scarcely discussed.

The initial unbanked in 2001, but perhaps the milestone achievement by Kenya in 2007 of the M-pesa system that introduced mobile money into the international media (Aron 2016) Mobile money and mobile telephone penetration facilitates business communication and enables business to spend its capital more effectively (Okundaye, et al., 2019).

Mobile money platforms are used in business to optimize the cash management, augment liquidity and administrative sophistication. As an example, business organizations can adopt mobile money where they can execute automated wages

payments and eliminate cash payment or paper payments. This saves time as well as provides additional security and transparency and hence enhances capital utilization and performance. Skillful use of the mobile money technology helps the firms to increase the market share and enhance market reach (Willard, 2016; Owoseni and Twinomurinzi, 2020). Mobile money is an alternative payment system that helps the business to access a larger customer base besides an expanded geographical reach.

As an illustration, companies that use mobile money as a mode of payment will be able to take advantage of consumers who may wish to make real-time payments online, hence increasing market share and turnover. Mobile money is also able to expand businesses which would otherwise be closed to business by capitalizing on customers who might be far off to the mass market banking products. Once again in Uganda the financial health of Small and Micro enterprises is that of Uganda (Auditor General's Report, 2017). There are still reports of no attempt being made by these firms to sell and make a profit and thereby jeopardize their survival even as interest in these institutions grows among the Government of Uganda and other development stakeholders (BOU, 2018; PSFU, 2017).

To illustrate the point, existing statistics have indicated that less than 30 percent of 100 start-ups makes it to the second year of operation to record the various sections of Uganda (UIA, 2017). The large publicity of the mobile money service providers as above was accompanied with a lot of convenience, and the service proved efficient and reliable as long as money transfer was concerned with the agentcustomer interface operating with minimal customer complaints. This also remains true since the agents are still expanding as they continue to add more banking products to the mobile money platform. All these extra services will equally find the agents with certain degrees of literacy and demands in an effort to enable the extra services. More people in Uganda are shifting to the mobile money services since mobile phone services are still being used more.

One can even dare to bet that it is now convenient to transact most of the transactions using mobile money rather than money. Mobile money is a service whose nature is to make sure that all transactions are known between the sender and the recipient hence making the service transparent. The SMEs within the central division

of Mukono Municipality are facing a row of problems such as the high costs of operation, the most of the operators are illiterate and lack business experience plus the fact that most of the traders are selling the same products and offering the same services hence failure and collapse of the SMEs business hence the need to know whether the mobile money technology and comforts adoption and utilization will help the SMEs operation. This paper examined the mobile money technology by analyzing discourses of the nature of the nature of mobile financial services and mobile phone communication. The easiest of the problems are errors in entering the customers. This fact forces SMEs to justify business operations in an endeavour to achieve maximum efficiency and improve business growth as argued by omwansa (2009). 1.2.

Problem Statement Mobile money is found to facilitate the business of SMES as it is subscribable at high levels in Uganda since its inception in 2009. Satisfaction because it is affordable and they can afford it even when they are of low income earners. Technology innovation though reported as easy to use and effective and reliable with capabilities to boost financial services to the consumers of low-cost financial services. It is not appropriate technology innovation SMEs are unable to be competitive in the context of scarce cheap and readily accessible finance services to conduct business activities which SMEs require in niches of payment and transactional service which are by no way well served by conventional banks due to their unprofitability in delivering a wide variety of banking services (Higgins, Kendall and Lyon, 2012). The Uganda projections indicate over 20 million mobile money subscribers translating to about eighty percent of the adults who transact money via cell phones and all of them find the convenience desirable (Aron & Muellbauer, 2019).

Cell phone technology has been viewed as the key to the unlocking of business potential and high performance and impact and therefore, there is so much potential to use cell phones in unlocking the performance of SMEs as it enables the entrepreneur to communicate across distances and relay information simultaneously.

It is even safe to suggest that it is now convenient to carry out most of the transactions with mobile money instead of money. Mobile money is a service whose essence is to ensure that all transaction is known between the recipient and the

sender hence rendering the service transparent. The central division of Mukono Municipality SMEs are experiencing a series of problems that include; the high cost of operation, most of the operators are illiterate and lack business experience and the fact that most of the traders are offering the same product and service provision thus failure and collapse of the SMEs operation hence the need to know whether the mobile money technology and comforts adoption and utilization will help the SMEs operation. This paper reviewed the mobile money technology by studying discourses of the nature of the nature of mobile financial services and mobile phone communication. The simplest of the issues are the mistakes on the entry of the customers. This fact compels SMEs to have reasons behind doing business in a venture in an attempt to realize utmost efficiency and enhanced business development as omwansa (2009) argues. 1.2.

Problem Statement The mobile money is identified to support the business of the SMEs as it is subscribable at high levels in Uganda since its introduction in 2009. Satisfaction due to affordability because they can afford it even at low income earners. Technology innovation was documented as user friendly and efficient and dependable with potential of increasing financial services to the consumers of low-cost financial services. It is not suitable technology innovation SMEs cannot be competitive in the environment of limited cheap and easily available finance services to carry out business operations that SMEs demand in sectors of payment and transactional services that are by no means well served by traditional banks due to their unprofitable nature in offering a broad range of banking services (Higgins, Kendall and Lyon, 2012). The Uganda estimates show that there are more than 20 million mobile money subscribers, which translate to approximately eighty percent of the number of money transactors who use cell phones and all of them consider the convenience attractive (Aron and Muellbauer, 2019).

Cell phone technology has been considered the key to unlocking business potential and high performance and impact and thus, so much potential can be used to unlock the performance of SMEs using cell phones as it facilitates the entrepreneur to communicate over distances and convey information at a time.

1.3. Study objective

The overall study objective is to establish the impact of mobile money technology on the performance of Small and Medium Enterprises in Mukono Municipality.

1.4. Specific objectives

The research was meant to specifically accomplish the following objectives

1. To establish the impact of mobile money application on Small and Medium Enterprises in Mukono Municipality.
2. To ascertain the role played by mobile phone communication in small and medium Enterprises performance in Mukono Municipality.
3. To establish the challenges and potential mobile money strategies on Small and Medium enterprises in Mukono Municipality.

1.5 Research Questions

1. In what ways have mobile payments eased the contribution of SMEs in Mukono Municipality?
2. How have mobile finance eased the contribution of SMEs in Mukono Municipality?
3. How have mobile banking eased the performance of SMEs contribution in Mukono Municipality?

1.6. Significance of the Study

The study findings and recommendations can be useful because it is adding to the literature in the eyes of the future researchers and scholars in terms of SME performance, and the impacts brought about by mobile phone technology. The academic world can use the research work as reference material and come up with ideas of what to research in future.

Low-cost financial inclusion practices must be given significance that contributes to the performance of business in such aspects as increased sales, increased use of mobile money products when purchasing business commodities and supplies, availability of loans and savings.

The findings of the current study contain useful information that can be utilized by mobile phone operators capable of producing products of low cost with special consideration of the SMEs.

The owners of SMEs can use the study in real life as it informs them the most ideal way of approaching technology in an effort to enhance performance. The research can provide recommendations that can be adopted by other owners of SMEs in a bid to enhance performance. The arguments are also pertinent to the policy makers in the Mukono municipality to the extent of coming up with policies that can help to enhance the performance of this industry and contribution and development. The users of the mobile money will also find the study useful as they will be able to get information about how they gain access to information about various products and their mobile money technology and applications. The information given in this paper can be a reflection of the various applications and organizations in leveraging the available phones through their phones such as credit facilities and saving facilities. Open new products to SMEs. The awareness of the managers or the owners of the SMEs on the financial services offered by mobile money and the way they can directly use such services to their own benefit is advantageous. Middle and senior managers are interested in SMEs and are regulatory bodies. As the contribution to employment is the highest in Uganda and in most other countries, due to the number of employees in SMEs, economic activities and development that influence day-to-day operations of a manager.

It can be a topic of interest to accounting and finance, business administration students pursuing courses in high levels that should be provided with the knowledge on the effects of different models of financial financing and financial services on business. The SMEs are important to managers at different levels including the regulatory bodies. Economic growth, activities affecting daily operations of a manager, and the SMEs are the dominant source of business in Uganda just like in any other country.

1.7. Scope of the study.

1.7.1 Geographical scope

In geographical terms, the study will focus on Mukono Municipality because there are over 1,000 SMEs running business in the division (Uganda Small Scale Industries Association Annual Report, 2013).

1.7.2 Content scope

In the study, the definition of mobile money technology as an independent variable and the possibility of conducting small and medium business as the dependent variable will be reflected.

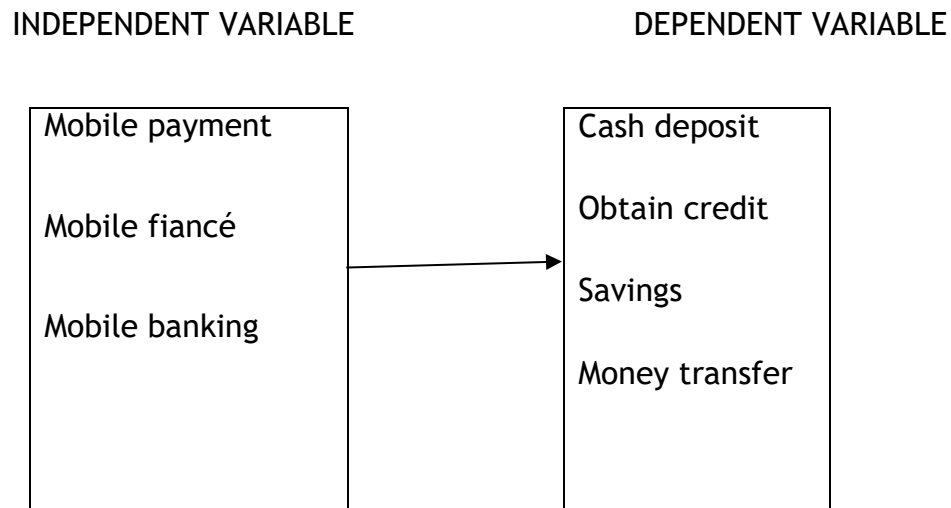
The research involved mobile money services and the contribution made by Small and medium enterprises in Mukono Municipality.

The paper also ascertained the influence of mobile payments on the SME effect, determined the impact of mobile finance on the SME effect and drew the conclusion on the influence of mobile banking on the SME effect in the Municipality of Mukono. Mobile money transactions were attributed to mobile finance, mobile payments and mobile banking and SME effect was attributed to profitability, jobs created and capital raised. **1.7.3 Time frame.**

The research will be conducted in a period of 7 months, which will be April 2022 to November 2022. It will be selected because it is sufficient time to allow the researcher to study the relationship between Economic development and inflation of small scale industries using mobile phones and has encompassed the following activities; preparation of research proposal, data collection, analysis and integration of final dissertation.

1.8 Conceptual Frame Work:

Figure 1: Conceptual Framework



Source; Adapted from Fethena et al. (2015).

From the above conceptual framework, mobile money services measured by mobile payments, mobile finance and mobile banking as independent variable influences the growth of SMEs, a dependent variable measured by number of employees, profitability and increased capital.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This research will set out to analyse the role played by mobile money services in establishing the impact of mobile money technology on SMEs in the Mukano Municipality. The researcher in this chapter discusses the work of other scholars in mobile money services and development of SMEs. The chapter was divided into different headings viz; theoretical review, empirical review, conceptual framework, critique of available literature, summary of literature and research gap.

It also states the available literature on the extent of the current research which was to explore the effects of using mobile money technology on performance of Small and Medium Enterprises. The data was collected using e-Journals, reports, dissertations, text books, and paper presentations, in university libraries and documentation centers.

2.1 Implication of mobile money Mobile payments and SMEs performance.

Presence of enabling environment was a major determinant of how much the use of mobile payments would affect the performance (Porteous, 2006).

The Mobile Money application is very wide-ranging and needs an enabling environment to ensure the success of the beneficiaries. These micro businesses are highly diversified all over the country with colossal concentrations both in the market areas and along the shopping stake. This is to provide convenience so that the agents can access the Mobile Money providers to sign up and to deposit money in their accounts. The agents of the mobile payment providers are also well distributed and can be available to the micro business owners to offer their services in the Mukono municipality. Mobile wallet allows the subscriber to send or pay money anywhere, everywhere and at any time. Money transfer feature is the ability of the individual to transfer money in their mobile money account to another subscriber in any place and at any time as the case of airtime transfer where the individual can buy airtime and send it to another subscriber on the same network. Mobile banking is highly coupled

with banks to ensure that it can support banking services to mobile money subscribers. Mobile transactions began with the prepaid cell phone service that was offered to low-income callers who wanted to enjoy a high degree of anonymity compared to the post-paid ones. Prepaid callers would go to an outlet, buy small denominations of airtime and dial the information in after which they would make the desired call unlike in post-paid cell phone service. This number of mobile subscribers became so big within a short period of time that they could be targeted by micro-payment companies since most of them had no or restricted access to banks. Wishart (2006) provided the best reason why this group of people occurred and financial products needed to be developed to meet their needs; it was in the trend of a cashless society with the following benefits; fraud reduction, fraud eradication, the cost of cash processing reduced and less dependency on cash-in-hand when the situation arose. Must and Ludewig (2010) attribute the mobile money innovation to increased and global spread of mobile phones after 1999. Nonetheless, services with the assistance of a mobile phone may have begun as early as 1997 when mobile phone facilitated vending machines of Coco Cola and mobile phone facilitated banking in Finland went online. Other cellular business services mentioned above include the launching of SMART money by a Filipino mobile company in 1999. By the year 2000, mobile money technology already had begun to have spread to the list of other countries. In 2004, GLOBE Telecom rolled out G-cash (Wishart, 2006). In India, Bharti Airtel had introduced a pilot mobile money transfer project in 2007 (Bosi, Celly and Joshi, 2011). Omwansa (2009) had shown that mobile money transfer customers have embraced the technology because accessing the services in the bank hall will be cheaper. He describes that money transfer using mobile phone is cheaper than bank and other money transfer systems such as securical companies.

The benefit of the reduced transaction cost is transferred to the customers (Mallat, 2007). The majority of SMEs owners have easy-to-use mobile handsets with all the features required in mobile banking due to which they have low transaction cost and lower than banks are charging. Zollmann (2014) also conjectures that, unless payment solutions offer real pain relief to end users, it is not likely that we will see the mass

adoption of such payment solutions, and the benefit of mobile payments will not necessarily trickle down to all the stakeholders in the economy. The use of mobile money in the payment process enables economies of scale in materials purchase and diminished supply chain (Donner and Escobari, 2010). Wanyonyi and Bwisa (2013) established the Effect of mobile money transfer services to the performance of the SMEs.

They determined that the SMEs use mobile money transfer in: B2B (business to business) transfer whereby they purchase with suppliers and C2B (customer to the business) transfer whereby the customers purchase with the business and which consequently led to enhanced performance of the micro enterprises.

Nevertheless, Wamuyu, et al. (2011) found minimal application of mobile money transfer in B2B and B2C transactions compared to C2C and C2B e-commerce transactions through application of mobile money transfer, and the impact of mobile internet services on the performance of SMEs is significantly positive. Mbogo (2010) has developed the success factors by adopting the mobile payments by the Micro-business operators and has concluded that the access to the money transfer technology to be used and the accessibility, affordability, support and security issues are correlated with behavioral intention to use and use of the mobile payment services by micro businesses to realize success and growth. The report of Financial Sector Deepening Kenya (2009) states that when the clients of M-Pesa were requested to make a comparison with their previous national money transfer service more than 95% of the clients said that M-Pesa was faster, more convenient, safer and cheaper.

At the time of research, Safaricom was providing the service to 4420279 clients through 4781 MPesa agents.

It had the coverage of 887 bank halls and 1,424 ATMs in the country. Compared to all these other remittance products, the aggressive customer base growth of M-Pesa demonstrates that the introduction of M-Pesa has brought about the general payment infrastructure of Kenya to higher levels. Despite all these development s, Lipa na M-

M-Pesa as a product of M-Pesa is in its infancy level, as the respondents showed. Njenga (2009) elucidates that the fact that the balances in the mobile phones are small yet exists is an indication that there is a storage that can be termed as acceptance of deposits. It is a clear sign of a premium value attached to the convenience it brings about through the use of the mobile payment services. According to Omwansa (2009), losing a mobile phone is not a disaster and the fact that the mobile phone has been stolen is not a disaster in that no one can access an M-Pesa account without a legitimate personal identification number (PIN). He goes on to say that in a nation where most of the citizens lack bank accounts, M-Pesa offers comfort and security. Having their virtual money, people know that they can retrieve it at any time at a very minimal fee.

2.2. Performance communication Mobile phone marketing and SMEs.

With mobile phones, consumers can now access detailed product or service information in the point-of-sale to enable them in making informed buying decision at that point (Mort & Drennan, 2002).

Small and medium companies can easily create brand recall and awareness using push advertisements via SMS marketing.

Advertising through sending promotional messages enables the consumer to see the business organization most of the time since messages will be delivered to the target on a virtual basis every time. Messages are stored in the memory of the mobile phones when they are delivered to the consumers and could be re-read at the convenience of the customers. The subject line that is seen in e-mail does not exist in SMS. It is against this reason that it will be read first then deleted (Rettie et al., 2005). Viral marketing also takes place through SMS (Doyle, 2000), which also holds importance to SMEs brands not only in the increased brand awareness but also peer influence (Scharl et al., 2005). It is possible to target one to one mobile phone messages depending on the individual preference. They are therefore more important to the consumer than the non-personalised messages. The individual marketing relatability of advertising messages, however, but will also depend on the receptiveness of the person to

information. The other fact that contributes to the potential of mobile phones in marketing is the two-way communication. The two-way communication offered by mobile phones is better than any other device due to the always on connection features, as well as the ability to set up within a short time. Using the cell phones, the SMEs can market products or services relative to regions to their prospective customers.

It has been estimated that location marketing will create a lot of business opportunities in the future, especially considering new technologies such as Bluetooth and RFID (radio frequency identification) (Komulainen, et al 2004).

The SMEs are better positioned to capitalize on the use of mobile technology in providing location-based product or service offers to customers and this will result in increased traffic into the local stores with an immediate purchase (Bauer et al., 2005; Kannan, Chang, and Whinston, 2001). Mobile technology provides small and medium size enterprises with the opportunity of providing individual and interactive products and services. The advertisement text may be customized on a mix up of demographic data, purchase pattern, setting and location (Clarke, 2001; Varshney and Vetter, 2002). Due to the fact that the mobile phone is with its user at all times, the media gives the small and medium-sized businesses relatively reliable chances to target the potential consumers directly. The mobile phone enables the customer to be contacted by (or contact) the businesses anywhere and at any time, in real time. This becomes necessary especially when time or place sensitive information is needed to be exchanged (Anckar & D'Incau, 2002). In other words, the mobile phone facilitates connectedness of consumers. Second, the mobile phone helps in two-way communication. Its monetary worth is that it is able to establish closer customer relationships. One of the major aspects of mobile technology is the ability to provide products or services that customers need and desire (Bovee, Houston and Thill, 1995; Kotler and Armstrong, 2006).

This is why small and medium firms develop database.

The interactivity of the mobile phone campaign will facilitate the provision of current customer database by small and medium-sized enterprises who can invite customers to join a campaign, or respond via text messages.

The information gathered is then fed and taken as the first priority to come up with the sales decisions on what to sell and to whom. The end result is on the delivery of customized products to individual customers, based on individual customer wants and needs. Directed communication also results in favorable consumer views regarding the products they purchase (Xu, 2007), to increase in campaign response rate (Barutcu, 2007), and to an improvement in company-client relationship (Vesonen, 2007). The Customer Relationship Management (CRM) has everything to do with one of the other core impacts of mobiles on the customer. Kannan et al. (2001) have postulated four qualities that make the mobile media an ideal media in CRM: the capacity to convey personal content, the capacity to trace consumers to other media, the capacity to provide service to customers at the time needed, and the capacity to provide content with very engaging features. On the same note, Sinisalo, Salo, Karjalainen and Leppaniemi (2007) stated that the most relevant characteristics of the mobile medium to CRM are personalization, interactivity and flexibility. In some countries like Italy, mobile customer relationship management services are already implemented and most of the services are installed in the after sales services with the objective of achieving maximum customer satisfaction (Valsecchi, Renga, & Rangone, 2007).

Competition in the market determines the customer relationship and customer satisfaction. To serve its customers, companies have to design, develop, and deliver products and services that will meet their needs, both physical and non-physical, more than its competitors and create greater value. Companies offer quality after-sales and other services to retain and own customers and to have their loyalty (Monga, 2000). ICT is taking centre stage in the development of the customer relationship management (CRM) practices. As an example, call centers and interactive web sites are being used to supplement field sales forces to manage the customers.

In addition, sophisticated database technology, integration of world-wide web, automation of sales force and multi-media- 20 based front office applications are

gaining center stage as building blocks of CRM. Managerial survey and case study research indicate that the most significant ICT investment determinants include product quality improvement most of all improvements in customer service, speed, and ease (Bresnahan et al., 2002) Small and medium enterprises in developing countries are adopting mobile technology as a means of increasing their business opportunities. The advantages that it had on the small and medium-sized enterprises that operate with mobile phones as mentioned by a 2012 World Bank report are the availability of business information regarding stock piles and prices, the availability of data to enable value chain efficiency, and the possibility to reach existing markets and new markets. By availing price and product information to the small and medium sized enterprises, this assists them to avoid the risk of selling below value as well as oversupply and under-supply of their goods in a particular market. The world bank study notes that through availability of price information to the small and medium-sized business, this has helped to boost agricultural incomes by 24%. Suppliers also are earning even greater returns of 57% as the total price decreases to the customers at approximately 4%. The mobiles may also facilitate increased market access, and other players in the value chain.

The suppliers are also becoming more inclined to provide on-line information on logistics and transportation on their sites and some of these are even provided on mobiles. An example is that through voice and short message service (SMS) in Morocco, the small and medium-sized business enters the bargaining power of the local truckers to ensure that they can better transverse merchandise and to determine where it is most appropriate to them to sell the merchandise. Two-way trade services other small and medium-sized businesses are also involving transporting goods between the big regional markets and their rural home territories where they resell to the rural areas, which is determined by the promotion activities and objectives of M-Banking service providers (Njenga, 2009, 2.3). The M-Banking customers use the service differently based on the urgency and nature of the activities, although a distinct dimension of usage is the hype factor.

In this instance, the adoption of mobile banking is instigated by innovation and excitement created within the adoptive setting of the introduction of M-banking. The

banks would rather be offering the service at a reduced price by trying to get as many consumers as they can without using the additional fee that would scare the would be consumers away. This would enable the banks to broaden their revenue bases with the large volumes of transactions.

2.3 The impact of Mobile Money.

The issue of the developing world in researching on mobile money has centered around the developing world and has determined that the accessibility of finance by mobile money is synonymous to poverty eradication and better financial inclusion (Must and Ludewig, 2010).

Some scholars have voiced an opinion that mobile money is an expandable means of offering financial services to the developing world and case studies of some African countries such as Must and Ludewig (2010) prove the same. This has been possible due to a few reasons including cheaper and easier remittance of money to the home country, higher coverage and access to micro-loans, reduction in the costs of saving among others of financial services SMEs requirement. Inter-Media (2010) indicates that only 99% of the subscribers use the mobile money service to send or receive money, with the other 1% using it to do other things such as credit or loan arrangements. M-banking itself is a mobile money service which has been able to offer basic banking and electronic services to the unbanked customers (Anderson, 2010). Mobile money continues to have many effects on individuals and households. In the attempt to measure the impact of M-Pesa on human freedom, Donovan (2011) conducted a research in Kenya on M-Pesa.

He ensured that a social network connection, a want and need to financially organize with businesses, friends and family members and progressive elimination of all other options including the Western Money Union and banks creates a type of power that influences all Kenyan M-Pesa users and non-users.

Moreover, the factor that mobile money plays in ensuring that household can also smooth risk due to decreased transaction costs in contrast to non-mobile-money households that will consume less in the end due to an unfavorable income shock

(Jack and Suri, 2011). Mobile phones can also be used as economic development tool. There is a possibility that they may affect consumer and producer welfare and general economic development in developing countries, but the effects of M money plans on microeconomics and macroeconomics performance is a research area (Jenny and Isaac, 2010). So far (Nasikye, 2009), Mobile banking (m-banking) refers to a mobile phone or any other mobile handset to perform a financial transaction related to a customer account. M-banking, according to (Owen, 2008) can be defined as the delivery and provision of bank and financial services through a mobile telecommunication gadget. These services can encompass checking the balance, account transactions, payroll, credit request and other banking services through a mobile gadget like the mobile phone that is widely prevalent in the developing countries, or Personal Digital Assistant (PDA).

Nyaga (2013) also studied the effects of mobile money services on the performance of SMEs and affirmed that the application of mobile money has assisted to a significant level in the SME sector.

Firstly, most of the traders trust it more than the conventional bank system when executing their daily transactions. Secondly, the proprietors of SMEs are conversant with the rudimentary business activities of the mobile money services as well. The banking services offer the support to both the clients and the businesses in paying their transactions. Mobile banking is a new trend as opposed to the traditional banking services where banking services are offered through a network known as branchless banking.

Through this new technology, microenterprises use transactional and information services.

The information on account balance and transaction notifications is also easily accessible.

It is also viable in addition to loan proceeds, withdrawal and even cash deposits management (Ishengoma, 2011). The use of mobile banking dispels the risk of holding cash thereby saving time and transport costs, which are likely to be encountered by SMEs in the traditional banking. The services being available locally allow the SMEs time to focus on running the business as far as possible thereby saving on the operation cost (Otiso et al., 2013; Jagun, et al., 2008).

The mobile banking services are the supplements to the traditional banking services and their usage cannot be restricted by time and space. The services entail minor routine transactions the convenience of which is consolidated by exploiting the mobile banking services. Otiso et al. (2013) confirmed that the percentage of SMEs using mobile banking is more than the traditional banking. The mobile phones also provide information and transactional services to SMEs. Mobile banking will allow the SMEs to receive the bank service as inquiry through a bank account and mini statement. Mobile banking also saves time in waiting and visiting the branches and as such they can focus on business. The micro entrepreneurs can withdraw the maximum money within their premise of operation and hence pay the suppliers and bills with the same. Wamuyu, et al. (2011) had elaborated that it allows the overcoming of the transport cost and the risk of conducting the transaction using cash.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0. Introduction

The chapter presents a research design that will be used in the research. It presents the study design, research population, study area, sample size and sampling procedure, type of data and source of data and data collection procedure. It also presents data analysis procedures of the study.

3.1. Research Design

Research design is a theoretical plan of conducting research and in the current research, descriptive survey research design will be used. According to Kothari (2022), descriptive surveys provide the researcher with the ability to provide a clear and precise description of the study participants. The method records data on numerous cohorts at a single instance, and off of it, one can get the general information on a variety of diverse views. Thus, the research focuses on diversity and context of learning among the population.

3.2. Target Population

The target population is the group of which the outcomes of the research are going to be extrapolated (Cooper and Schindler, 2020). Small and Medium Enterprises (SMEs) of Mukano Municipality and the mobile money service owners were the target of the study. Statistics provided by Department of Trade, Industry, and Local Economic Development reveal that there are 150 small businesses in Mukino Municipality that include mini supermarkets, hardware shops, stationery shops, boutique shops, retail shops, and restaurants.

3.3. Sample Size and Sampling Method.

The following is the sample of the research. The sample size was calculated on the Morgan table basis; according to Krejcie and Morgan (2020), the sample size of 80 was calculated when the population of the respondents is 100. The study will therefore consider 80 SMEs within Mukino Municipality and purposive sampling will be easily utilized.

3.4. Data Collection Methods

The research utilized both a secondary data and collected information through peer-reviewed journals and primary data that was collected directly by the researcher by administering a questionnaire to the participants.

3.4.1. Data Collection Instrument

Primary Data

The data were collected by use of survey questionnaire which is primary data. The questionnaire survey is suitable to gather information in social research (Kaplan, 2020), especially when the target population under study is literate and is able to respond to the questionnaire (Moser, 2020). Open and structured questions will be in existence. The systematic one will be easy to analyze by tabulation of frequency and percentage.

Secondary Data

The secondary data were gathered based on the available reports and journals on mobile money technology and the performance of SMEs. Other relevance studies that had been carried out by other scholars on the same topic were also utilized.

3.5. Research Instruments Reliability and Validity.

Reliability

Qualitative research reliability is the aspect of research design that rarely receives the kind of attention it deserves in research design practice; it is acceptable to presuppose questioning one of his/her reliability in research as a crime (Kirk and Miller, 2020). The result of the qualitative interviews will be reliable when the data collection and analysis are conducted by a single individual as in this study. The reliability of the instrument will be checked through the consistency in measuring similar variable on many different occasions in order to give the same result.

Validity

The qualitative interviewing method of data collection is non-formal conversation and this is what founded its validity. In the case of formal interviews, one is restricted in communication whereas in qualitative interview one can inquire into clarification of the meaning. The validity purposes and instruments created will be reviewed by a supervisor and then pilot survey will be conducted. Data collection will be done using content validity in which the researcher establishes indicators that are applicable to the concept of measurement. One of the samples of mobile money services and SME performance measure will be chosen.

3.6. Analysis of Data

The data obtained will be analyzed descriptively by using the Microsoft Excel software in which the frequencies and percentages of demographic information were performed on the respondents. The responses of the questionnaires will also be analyzed qualitatively by using only the suitable data collected.

3.7. Ethical Issues

Data collection was possible because a cover letter of the survey by the Uganda Christian University, School of Business provided room to collect data. The subject respondents will be given questionnaires and all of them will be assured of confidentiality and appropriate introduction. Report writing will be undertaken after two days when the questionnaires are collected.

3.8. Study Limitations

It will not generalize the findings of the research since the research is currently focusing on Mukono Municipality. The researcher was not able to get other respondents, which is suggested in the respondents, due to their busy schedules. It was however provided that respondents would be interviewed at their convenience in order to have data to conduct the research.

CHAPTER FOUR

INTRODUCTION, DISCUSSION AND SYNTHESIS OF STUDY RESULTS.

4.1 Introduction

The chapter presents, analyzes and explains the outcomes of the effects of mobile money services on SME performance in Mukano Municipality. The results are provided based on the descriptive statistics. The results are in accordance with the research objectives and research variables. The research starts with the background accounts of the respondents and research objective investigation.

4.2 Background Information of Respondents.

It can be seen in the sex of the respondents, the age bracket, the level of education attained, the number of years they had been in business, their group of occupation and the category of their ownership, number of staff and the number of their outlets.

4.2.1 Gender of the Respondents

The respondents were requested to indicate their genders and their findings on the same are presented in table.

Table 4.1: Gender of the Respondents.

Male	39	48.75
Female	41	51.25
Total	80	100.0

Source: Primary Data 2023

According to Table 4.1, 48.75 percent of the respondents were males and 51.25 percent were female. This means that there are more women than men in the respondents a fact that has an implication that most of the SMEs in Nakawa Central Division are run by women. It also has the implication that women are the ones who use mobile money services more than their male counterparts do.

4.2.2 Age of the Respondents

The frequencies and percentages of the age distribution of the respondents were calculated by the researcher. These are the results as presented in Table 4.2 below:

Table 4.2: Age of the Respondents

Age	Frequency	Percentage
Below 25	24	30.00
26-35	30	37.50
36-45	18	22.50
46-55	8	10.00
Total	80	100.0

Source: Primary Data 2023

These findings also indicate that the numbers of the respondents (37.50) who are aged 26-35 years are higher and 30.00% of them are less than 25 years. 22.50% are 36-45 years. 10.00% are 46-55 years. This is an indication of owners in the SMEs that are within the 26-35 years. This is explicable since most of the SMEs are established by young people who desire to begin their business early in life. Mobile money services therefore seem to be the most used by this population as they represent the greatest majority of the respondents.

4.2.4 Level of Education of the respondents.

This study addressed level of education of the respondents in the event of SME entrepreneurs. The results of the outcomes are indicated in Table 4.4:

Table 4.4: Educational level of the respondents.

Level of education Frequencies Percentage.

Certificate	32	40.00
Diploma	10	12.50
Degree	34	42.50
Masters	4	5.00
Total	80	100.0

Source: Primary Data 2023

The same results show that, larger proportions of respondents (37.50%) are in the age range of between 26-35 years, with 30.00% of which are in the age range of 26-35 years, and 10.00% in the age range of 46-55 years. This is an indication of the owners in SMEs to be between the ages of 26-35 years. This can be attributed to the fact that most of the SMEs are established by young people who desire to commence their own business at a young age. Mobile money services thus seem to be the most used by this group of people as they constitute the largest majority of the respondents.

4.4 The Impact of Mobile Finance on SMEs

This was one of the main objectives of the study, and they were requested to tick their view regarding the impact of mobile finance on SME performance. The findings are presented in Table 4.11 below:

Table 4.11: Descriptive Statistics on the Influence of Mobile Finance on SMEs

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Mobile finance has enabled me to gain enough finance for my business	80	1.00	5.00	3.3259	1.41894
Through the use of mobile finance, I am able to access loans from financial institutions	80	1.00	5.00	3.3426	1.23925
Access to mobile finance enables my quick response to customers' needs	80	1.00	5.00	3.2593	1.36286
The presence of mobile finance relieves me of the problem of having to open a bank account	80	1.00	5.00	3.5630	1.17351
Through mobile finance, I am able to save money from my business proceedings	80	1.00	5.00	3.3241	1.16674
Average				3.36298	1.060217

Source: Primary Data 2023

Table 4.11 results show that the mean value is 3.36298 and this implies that the respondents consider mobile finance to impact on SMEs. The mean standard deviation of 1.060217 demonstrates that there is a certain fluctuation in responses on this assertion.

The researchers concluded that mobile finance has helped SMEs to acquire adequate financing as evidenced by a mean of 3.3259. But the standard deviation of 1.41894, corresponding, implies that there might be diverse responses, that is, some of the respondents might be doubtful about this assertion. These findings are consistent with the study by Govil et al. (2014) who observed that mobile finance improves economic performance and growth of businesses.

Based on the survey, the respondents affirmed that mobile finance enables them to take loans with the financial institutions which is demonstrated by the mean value of 3.3426. A standard deviation of 1.23925 shows that there is variation in responses, which confirms the findings of Kakwa (2012), who stated that SMEs have access to credit using mobile finance to cater to short-term business requirements.

The respondents were also in agreement with the fact that mobile finance provides the ability to respond to customer needs within a short duration as indicated by a mean of 3.2593. The standard deviation of 1.36286 implies the presence of divergent opinions, which means that mobile finance helps SMEs to react quickly to customer requirements, in line with Kakwa (2012).

Results of the survey indicate a mean of 3.5630 meaning that the respondents agree that mobile finance relieves an individual of the burden of opening a bank account. Nonetheless, the standard deviation of 1.17351 reflects that there are mixed responses. This is an indicator that mobile finance offers an alternative option that SMEs can use to manage their finances.

Lastly, the discussion shows that the mean of 3.3241 is that the respondents agree that mobile finance is useful in saving them money in the course of business transactions. The standard deviation of 1.16674 shows that there is a little variation in the opinions, which agree with Kakwa (2012) who observed that mobile finance helps SMEs to save and access credit.

4.5 The Impact of Mobile Banking with regards to SMEs.

This was among the major goals of the research, which focused on establishing the impact of mobile banking on SMEs. The results are shown in Table 4.12 below:

Table 4.12: Descriptive Statistics on the Effect of Mobile Banking on SMEs

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Mobile banking enables me to withdraw cash from my bank account	80	1.00	5.00	3.6944	1.17972
I am able to make deposits to my bank account through mobile banking	80	1.00	5.00	3.0463	1.36980
The presence of mobile banking has prevented theft of money from storing cash on premises	80	1.00	5.00	3.4630	1.16351
I can access my account balance through my phone	80	1.00	5.00	3.5926	1.06812
I can request bank statements through my phone	80	1.00	5.00	3.3704	1.15680
I rely on mobile banking for all my banking transactions	80	1.00	5.00	3.3333	1.34651
Average				3.41667	1.44237

Source: Primary Data 2023

Table 4.12 results reveal that the average mean value is 3.41667, demonstrating that the respondents believe that the mobile banking has an impact on SMEs. The mean

standard deviation of 1.44237 implies that there is variation in answers as far as this assertion is concerned.

The paper established that mobile banking facilitates the withdrawal of cash in the fund accounts of respondents considering that the mean of the respondents was 3.6944. The mean deviation of 1.17972 implies that they respond differently and that although a good portion of them agree to this, some people might be unsure of this ability. These results are in line with the findings made by Ishengoma (2011) who reported that mobile banking simplified withdrawal and deposits.

The analysis shows that the respondents are able to deposit in their bank accounts through mobile banking which is shown by the mean of 3.0463. The standard deviation of 1.36980 however indicates that there is variation in the responses and hence different experiences with this feature, which is also in line with Ishengoma (2011).

Findings indicate that the mean of the results is 3.4630, which implies that the respondents agree that mobile banking lowers the chances of looting that comes with keeping cash. Nevertheless, the standard deviation of 1.16351 also implies certain concerns, which agrees with Ishengoma (2011) who has mentioned that mobile banking reduces the risks associated with cash payments.

Another aspect that the respondents agreed on is that balance of their account could be checked using their phones as indicated by a mean value of 3.5926. The fact that the standard deviation of 1.068122 shows that there is a variation in responses is in line with Nyaga (2013) who established that information about account balance can be readily obtained through the mobile banking platforms.

It was also found out that the respondents are able to request bank statements using their phones which have a mean value of 3.3704. The standard deviation of 1.15680 provides different responses, which is agreement with Owen (2008), who indicated that mobile banking offers different banking services using mobile devices.

Lastly, the respondents reported that they use mobile banking to complete all bank transactions and the mean value of the respondents was 3.3333. The standard deviation of 1.34651 is characterized by variation in responses, which is similar to the reference made by Nyaga (2013), who stipulated that mobile banking has helped the customers and businesses to handle the transactions in a proper way.

4.6 Impact on SMEs of Mobile Money.

The analysis of the effect of mobile money on the SMEs was done based on data that was assessed on different dimensions and mean and standard deviation of responses were obtained. Descriptions are shown

Table 4.13: Descriptive Statistics of the Effect of Mobile Money Technology on SMEs

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Ability to gain credit facilities through mobile money has enabled me to gain enough capital	80	1.00	5.00	2.9722	1.25645
My business has grown to the extent of employing more people	80	1.00	5.00	3.2130	1.20785
I have seen an increase in profit since using mobile money service	80	1.00	5.00	3.7037	1.03454
Mobile money services provide alternative credit sources from banks	80	1.00	5.00	3.0463	1.42333
Use of mobile money services has effectively helped the growth of my business	80	1.00	5.00	3.1111	1.54879
Average				3.28395	1.290003

Source: Primary Data 2023

The mean value of 3.28395 suggests that the respondents subscribe to the idea that mobile money services can enhance the performance of SMEs in terms of growth. The mean normal deviation of 1.290003 depicts some difference in the feedback concerning the success of these services.

According to the respondents, the accessibility of credit facilities by using mobile money has enabled them to access adequate capital to grow their businesses as depicted by the mean value of 2.9722. The standard deviation 1.25645 indicates divergent views; there are still respondents who are uncertain. The findings are consistent with Atieno (2009) findings that indicated that financial resources should be made available to facilitate successful performance of SMEs.

The analysis reveals that the number of employees in the businesses has increased, as the mean value of 3.2130 reveals. Nevertheless, the values of the standard deviation 1.20785 indicate diversity in the answers of the participants.

Also, the respondents noted that the profits increased after embracing the mobile money services, which is represented by a mean of 3.7037. The standard deviation of 1.03454 indicates different experiences which is in line with Mboga (2010), who said that mobile money encourages entrepreneurship and boosts small enterprise growth.

The respondents also concurred in the fact that mobile money services offer alternative sources of credit which was originally challenging to access as indicated by a mean of 3.0463. The value of standard deviation of 1.42333 demonstrates that there is some variation in experiences, which supports the claim by Guagraw (2007) that mobile financial transactions improve the efficiency of microfinance.

Table 4.14: Mobile Money Services Relationship and influence on SMEs.

Correlations	Mobile Money Services Effect of SMEs	
Mobile Money Services	Pearson Correlation	1
	Sig. (2-tailed)	
	N	80
Effects of SMEs	Pearson Correlation	.837**
	Sig. (2-tailed)	.000
	N	80

Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data 2023

The results from Table 4.14 indicate a strong positive correlation (0.837) between mobile money services and their effects on SMEs, with a p-value of .000, which is less than 0.01. This suggests a significant relationship, indicating that mobile money services positively influence SME performance, facilitating expansion through mobile payments, finance, and banking.

4.8 Multiple Regression Analysis

A regression analysis was conducted to examine the impact of mobile money technology on SME performance, with results shown in Table 4.15 below:

Table 4.15: Multiple Regression Analysis

Coefficients	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
Model	B	Std. Error	Beta	
(Constant)	-.284	.082		.001
Mobile Payments	.296	.084	.296	3.514
Mobile Finance	.173	.083	.173	2.008
Mobile Banking	.560	.045	.560	11.594

Dependent Variable: Impact on SMEs.

Source: Primary Data 2023

Findings confirm that the growth in mobile payments will enhance the performance of SMEs by 29.6, and the growth in mobile finance will enhance the same by 17.3. Indeed, the rise of mobile banking will see an improvement in the performance of SMEs by 56 percent ($560=0.56$, $p=0.000$). The effects of mobile payments (0.296 , $p=0.000$) and mobile banking are positive on SMEs. Nonetheless, in as much as the positive coefficient displayed by mobile finance ($\beta=0.173$, $p=0.048$) is observed, it is not indicated to be great ($p>0.05$).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS.

5.1 Introduction

In this chapter, there is synthesis of the research findings, which is based on objectives of the study, findings-based conclusions and recommendations which are provided to the benefit of SME.

5.2 Findings

5.2.1 Effects of Mobile Payments and their effects on SMEs.

The research also established that SMEs used smart phones as a form of payment to suppliers as shown by a mean score of 3.5648. The fact that the customers had used mobile money to pay SMEs was also established by the fact that a mean score of 3.6204 was recorded. The convenience of mobile payment in the SMEs transactions was also established based on a mean score of 3.0093.

5.2.2 The Effect of Mobile Finance and the way it influences SMEs.

The research verified that the mobile finance has motivated the SMEs to access adequate finance as the mean stood at 3.3259. The research validated that mobile finance is not a burden to SMEs because of the inconvenience of opening the traditional bank accounts because the mean was 3.5630. Also, SMEs affirmed that mobile finance helps them to save money through business transaction with an average of 3.3241.

5.2. 3 Effect of Mobile Banking to SMEs.

The decision arrived at was that mobile banking ensures the withdrawal of money of SMEs bank accounts with the mean value of 3.6944. Theft prevention is also provided by mobile banking by maintaining the amount of cash with an average value of 3.4630. The mobile telephone also balances check with a mean value of 3.5926 on SMEs.

5.3 Recommendations

Experiments reveal that SMEs such as business-to-business, customer-to-business, and mobile payment in clearing debts in the quest to enhance performance and growth.

Mobile finance services should be exploited by SMEs to facilitate insurance payment, wealth accumulation, and accessing credits.

SMEs ought to utilize mobile banking (m-banking) where in this case they can utilize cell phones to access account transactions, balance inquiry, payment and requesting credit services.

5.4 Future areas to be researched.

Future researchers are asked to study the following areas:

Implication of mobile banking on financial performance.

Challenges experienced when establishing the mobile money services.

Services provided by mobile banking.

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APPENDICES

Research Questionnaire

TOPIC: THE IMPACT OF MOBILE MONEY SERVICES ON SMES GROWTH IN MUKONO MUNICIPALITY.

(To be answered by small and medium enterprises owners in Mukono municipality).

Dear Sir/Madam,

I am a student at Uganda Christian University Studying for a business degree. I am conducting research on how mobile money technology influences the performance of Small and Medium enterprises in Mukono municipality. The research is academic-based and information given will be kept confidential to the best possible extent. I hence, respectfully request you to spare some time and answer the following questions.

SECTION A. Background information.

Instruction: Tick or Write answers in full where applicable.

SECTION A: BIODATA

Instruction: Tick or Write answers in full where applicable.

1. Gender

a) Male

b) Female

2. Age group: (years)

a) Below 25 years

b) 26-35 years

c) 36-45 years

d) 46-55yrs

3. Highest educational level attained

a) Certificate

b) Diploma

c) Degree

d) Masters

Others specify.....

4. How long have you been in this Business

- a) Less than 1 year b) Between 1-3 years c) Between 4-6 years d) Between 7-9 years
- e) 10 years and above

5. Business position currently held (tick accordingly)

- a) Owner b) employee c) Partner

6. Type of business ownership

- a) Solo b) Partnership c) Company

7. Number of employee

- a) 1-5 b) 6-10 c) 11-15 d) 16 and above

8. Number of branches

- a) 1 b) 2-5 c) more than 6

SECTION B: MOBILE PAYments and THE SMEs GROWTH.

Instructions:

Check in the right of left box of a scale of 1-5 regarding how much you believe or do not believe the statements presented.

1. Strongly agree, 2. Agree, 3. Not sure, 4. Disagree, and 5. Strongly disagree

1 2 3 4 5

1 I use mobile phone to pay my suppliers.

Mobile payments are used because of a number of reasons.

2 I find it easy to do my transactions via mobile payments.

Mobile payments have numerous benefits.

3 I also remit money through mobile phone to my business associates.

Mobile payments offer many advantages to individuals that use them.

4 Mobile payments have enhanced convenience in doing business.

5 I do not take cash with my clients because I have fully adopted the mobile money services.

Become part and parcel of mobile money services.

6 I also accept payment through mobile money of my customers.

Comparable to section C: Mobile finance and the development of SMEs.

Instructions

Indicate the right box on a 1-5 scale on the extent to which you believe or do not believe the statements put across.

Scale 1 2 3 4 5

1. Strongly agree, 2. Agree, 3. Not sure, 4. Disagree, and 5. Strongly disagree

1 2 3 4 5

1 Mobiles finance has helped me to acquire sufficient finance to my business.

2 By use of mobile finance I could borrow in financial institution.

3 I can save money through mobile finance by saving money out of my business dealings.

4 Having mobile finance will help me to speedily act upon the need of the customer.

5 Mobile finance has made the issue of opening a bank account look like a hassle to me.

SECTION D. FINANCIAL (M)OBILE BANKing and SMEs performance.

Instructions:

Depending on a 1-5 scale, put in the same box as the extent to which you concur or disagree with the statements given below.

1. Strongly agree, 2. Agree, 3. Not sure, 4. Disagree, and 5. Strongly disagree

1 2 3 4 5

1 Mobile banking allows I to obtain cash in my bank account.

2 Can check my account balance using my phone.

3 Can make deposit in my bank account via mobile banking.

4 Money theft that comes as a result of storing a lot of money in the business premises has been avoided because of the presence of mobile banking.

5 Can order bank statements on my phone.

6 I use mobile banking in carrying out all banking activities.

SECTION E: SMEs GROWTH and Performance Respondent.

Statement 5 4 3 2 1

1. Strongly agree, 2. Agree, 3. Not sure, 4. Disagree, and 5. Strongly disagree

1 2 3 4 5

1 Having the access to credit facilities using the mobile money has helped me to secure sufficient capital to expand the business.

2 My business has been in a position to expand to an extent of hiring more employees to help in running the business.

3 Since I started using mobile money services I have experienced growth in profit in my business.

4 Mobile money services had alternative source of credit with banks that had been hard to get.

5 Application of various branches of mobile services has helped me to grow my business by establishing new branches.

It was a great honour to have you here, thank your cooperation and truthfulness may God reward you.