

**FACTORS AFFECTING MOBILE MONEY TRANSFER SERVICES IN KENYA
A CASE OF M-PESA USERS AT KASARANI DIVISION IN NAIROBI**

BY

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*Factors affecting
mobile money*



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Declaration

This research project is my original work and has not been presented for award of a degree in any other University.

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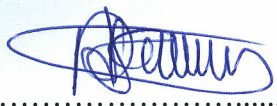
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Supervisors' Approval

This project has been submitted for consideration with my approval as university supervisor.

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DEDICATION

This study is dedicated to my dear children: Ashley Wanjiku and Nicholas Kimani who have been my inspiration as I hurdle all the obstacles in the completion of this study.

To my loving parents : Emmanuel Gitau and Teresia Wanjiku for their selfless commitment to the education of their children and without whose caring support and prayers, it would not have been possible to complete this study.

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OPERATIONAL DEFINITION OF TERMS

Customer Satisfaction: The process of customers overall subjective evaluation of the product/services quality against his or her expectation or desires over a time period

Strategy: Strategy is the direction and scope of an organization over the long term, which achieve advantage for the organization through configuration of resources within a changing environment to fulfill stakeholders' expectations.

Strategic Innovation: Is the creation of growth strategies, new product categories, services or business models that change the company's strategic game and generate significant new value for consumers and the corporation.

Growth: Is the development of a product from one level to another, enlargement or increase in volume of a particular item which has been measured over a period of time

M-PESA: is an award – winning innovative payment service for 'unbanked' that was conceptualized, piloted and launched in Kenya by Safaricom.

Core-Competency: Are activities or processes that critically underpin an organizations competitive advantage. They create and sustain the ability to meet the critical success factors of particular customers group better than other providers in ways that are difficult to imitate.

A LIST OF ABBREVIATIONS

3G	Third Generations
GOK	Government of Kenya
GSM	Global System for Mobile Communications
MMT	Mobile Money Transfer
IT	Information Technology
PIN	Personal Identification Number
PLC	Public Limited Company
SMS	Short Message Services
TKL	Telkom Kenya Limited

ABSTRACT

The organizations offering mobile phone money transfers services, both private and public, in today's dynamic market place are increasingly leaving antiquated marketing philosophies, policies and strategies to the adoption of more customer-driven initiatives that seek to understand, attract and build intimate long term relationship with profitable customers. The growing interest in strategic customer relationship management initiatives that aim at ensuring customer perception, identification, interaction, customization and personalization that unreservedly lead to customer satisfaction, retention and ultimate profitability are becoming interesting areas of study for the scholars and researchers worldwide. The rapid growth in the mobile money transfers services in Kenya brought about by the M-Pesa product of Safaricom is attributed to strategic innovation that was aimed at the creation of growth strategies, new product categories, services or business models that change the game of doing business and generate significant new values for consumers and the owners of the strategy; corporation or the firm initiating the strategic process. Strategic innovation process takes a road-less traveled –It challenges an organization to look beyond its established business boundaries and mental models and participate in an open-minded, creative, exploration of the realm of possibilities that can bring a real change in quest for solutions to customers. What researchers are asking is whether there were no customer related challenges to this M-Pesa product. Customer is the prime focus of any business. The overall goals of most organizations are finding, attracting and winning new customers, nurturing and retaining existing customers, enticing former customers back into the fold and reducing the costs of marketing and customer service. Though customer perception is a subjective component of consumer satisfaction, it is very critical for any business to understand how customers perceive the products it offers. There are a number of factors that affect mobile money transfer services in Kenya; product quality, affordability, convenience and accessibility. This study was aimed at analyzing the factors affecting mobile money transfer services with a real focus on M-PESA product. The study was motivated by rapid growth of the M-PESA product and need to adopt and apply similar strategies in development of other products in the market. A case study design was used in the study, where self-administered questionnaires and research guide were used to collect data from M-Pesa customers at Kasarani Division and then the data was analyzed using the Statistical Package for Social Sciences (SPSS). Descriptive statistical techniques and content analysis were also used to analyze the collected data and presented the data in terms of frequency tables, pie charts, column charts and percentages in order to meet the research objectives. The study established that product quality, affordability, convenience and accessibility were the main factors affecting mobile money transfers services. The study recommends improvement of product quality, affordability and accessibility as a way of improving the delivery of the mobile money transfer services in Kenya.

CHAPTER ONE

INTRODUCTION

1.0 BACKGROUND OF THE STUDY

Organizations offering mobile phone money transfers services, both private and public, in today's dynamic market place and market space are increasingly leaving antiquated marketing philosophies, policies and strategies to the adoption of more customer-driven initiatives that seek to understand, attract and build intimate long term relationship with profitable customers(Kotler, 2006).

This paradigm shift has undauntedly led to the growing interest in strategic customer relationship management initiatives that aim at ensuring customer perception, identification, interaction, customization and personalization that unreservedly lead to customer satisfaction, retention and ultimate profitability (Thomson, 2004). The organizations are therefore increasingly being more customer-centric and more interested not just in acquiring new customers but more importantly retaining existing customers. This is because the cost is more to attract new customers than to retain existing ones (Reichheld, 1996).

The mobile money sector in Kenya and globally is growing at a tremendous rate and each and every month new aggressive and excessive rate innovative players enter the sector

with new standard ways of providing customer satisfaction solutions (Munyoki and Mutua, 2010). It is therefore important for every player in the sector to understand the factors affecting the mobile money transfer services through an understanding of the kind of business we are in and the challenges facing it. It does not matter, what factors are facing the mobile money transfer services in Kenya, what matters is customer satisfaction which is central to the customer-centric paradigm shift in the sector that has gained much attention from scholars and practitioners as it has become one of the cardinal means for achieving quality improvement in any kind of strategic innovative program even in strategic marketing management of business organizations that would like to have long term perspective of customer growth. This study was set to identify the factors facing mobile money customer during utilization of the services that come along with the product.

The rapid spread of mobile phones in the world economies has for long being followed by their use as a tool for financial transaction and the creation of mobile money came just in the right time. Mobile money is the money that can be accessed and used via mobile phone. The cell phone serves as a bank account, a debit card and money detailing what is technically referred to electronic wallet. Mobile money is therefore an innovative application suite of financial services offered through mobile phones and other handheld mobile devices. The services provided via the mobile money application can include person to person transfer of funds such as domestic and international remittance, person to business payments for purchase of goods and services and mobile banking through

which customers can access and withdraw money from their bank accounts(Hughes and Lonie, 2007).

Customer service is the prime focus of any business organization. The overall goals of most organizations are finding, attracting and winning new customers to their services, nurturing and retaining existing customers, enticing former customers back into the fold and reducing the costs of marketing and customer service. Though customer perception is a subjective component of consumer satisfaction, it is very critical for any business to understand how customers perceive the products it offers. Studies on customer satisfaction and perception are many and address various aspects of customer decision making process. Indeed, over the years, theorists have attempted to explain the reasons why customers buy. Accordingly, issues of perception and issues of the role of stimuli have been explained by various authors. For instance, according to Ashford and Beamish (2008), the nature of physical stimuli tends to influence the degree of perception for example, an ordered array of objects on display or a sudden loud noise are almost sure to attract attention. The senses are stimulated by an expected or unusual objects or events. In a fairly predictable routine of everyday life, an individual tend to seek variety and change in a bid to get satisfaction.

Mobile Money Transfer (MMT) services in Kenya are offered by the four main telecommunication companies; Safaricom, Orange Kenya, Airtel Kenya and Essar Communication Company that offers the Yucash Brand. M-PESA is an innovative,

award-winning, mobile payment solution offered by Safaricom that enables customers to complete simple financial transactions by mobile phones. It is an electronic payment and store of value system that is accessible through mobile phones, the system was conceptualized and developed by Vodafone, the world's leading mobile telecommunication group, piloted and launched by its subsidiary Safaricom in Kenya in March, 2007. M-PESA was initially aimed at mobile customers who do not have a bank account, typically because they do not have access to banks or because they do not have sufficient income to justify a bank account (Hughes and Lonie, 2007). The system has ever evolved and incorporated most of the banking application systems in Kenya.

M-PESA is a mobile money transfer service designed to meet the core needs of customers in an emerging market. The fact that it has had a strong take up in such a short time demonstrates its potential to drive positive change. M-PESA customers can put money into their accounts by depositing cash at local agents, send money to other mobile users by SMS instructions, withdrawn cash at local agents, buy Safaricom airtime for them or their subscribers pay utility bills and manage their M-PESA account.

M-PESA has spread its wings in more ways than one since its inception. For instance in early 2010, the first cross-border M-PESA service was launched, allowing Kenyans in the UK to send money via any Western Union outlet directly to the M-PESA accounts of their family and friends back home in Kenya. Success of M-PESA services has been such great, such that other networks in developing markets such as ours have chosen to copy

and launch M-PESA in their own countries. South Africa and Tanzania were both recently introduced to the wonders of M-PESA and the next in line is the bigger china market (Makeni, 2010)

The successful invention and launch of M-PESA in Kenya has led to a resultant effect of strategic nature where other mobile phone operators have heeded to the call by their customers to launch similar services. This call was answered through launch of Orange Money, ZAP (now Airtel Money) and Yu Cash by Orange Kenya, Airtel Kenya and Yu respectively (Kinyanjui, 2009).

Orange Money is an innovative mobile phone-based payment system that allows customers to carry out simple banking operations and transactions in total security. The product was launched in Kenya by Orange Kenya in May, 2010 and is aimed at allowing mobile customers deposit and withdraw money, transfer money, easily buy call credit, pay for goods at certain retail partners and to pay bill. The Orange Money product is built around a partnership with banks which are responsible for issuing and guaranteeing the electronic money while Orange Kenya is mainly responsible for the service's IT platform, marketing and provision of extended benefit of extensive distribution network.

Zap Mobile Money(now Airtel Money) transfer was launched as the second mobile money transfer service in Kenya in the year 2008 after the Safaricom wildly successful

M-PESA service to enable Zain-Kenya(now Airtel Kenya) to grow its market share and maintain customer loyalty in face of increasing competition in the mobile money transfer market place. The product was developed with a store value accountability capability and is connected to financial institutions which are Citibank and Standard Chartered Bank. Yucash is the latest mobile money transfer service to be launched in Kenya by YU brand operators India's Essar Group. It is characterized by low penetration due to the small customer base held by the company.

The shift to devoting considerable attention and resources to customer acquisition, product quality improvement and retention through customer satisfaction is not different within the four mobile telecommunication companies. The competition has been tough, with sometimes resulting to considerable price wars within the players. Since survival and growth of financial outcome is driven by customer loyalty and retention which in turn is driven by customer satisfaction and value perspectives, the delivery of quality service and customer satisfaction perception have been a key goal among the four companies and the industry regulator; Communication Commission of Kenya(CCK)

1.1 PROBLEM STATEMENT

The problem of this study was propelled by the need to empirically identify and analyze the factors that were facing the users (customers) of mobile money transfer services in Kenya. The state of customer satisfaction with the service delivery is not clear as there is scanty documentation available on the issue of customer perception and satisfaction in the mobile money sub-sector.

According to Munyoki and Mutua (2010), a number of studies have been done in Kenya on the responses to challenges and factors encountered in restricted banking hours and accessibility to the banks and other money transfer institutions in Kenya; for example; Maina (2000) focused on, perceived quality and value proposition by customers but failed to study the response of consumers while utilizing the service. Another study done by Odhiambo (2003) focused on factors that influenced customer satisfaction and services offered by mobile firms but failed to focus on one product or service to find out the exact reaction of the customers on the effectiveness of such a product. Gitari (2006), focused on the challenges organization face in meeting consumer expectations but there was no documented research data available to show people's response to the new facility of accessing their money through their mobile hand-sets beyond normal working hours, easily and almost everywhere.

The above study still focused on quality service and value proposition but failed to focus on consumer perception, convenience, affordability and accessibility on a certain product offered by Safaricom such as the M-Pesa since its introduction was in March 2007. Although extensive research had been carried out to establish how the banking sector responded to the challenges of the changing environment, no research had been done on the response of the consumer of the mobile money transfer services.

Mobile banking popularly known as M-banking could be used for person to person (P2P) transfers including remittances or disaster response; payments such as utility bills,

airtime, microfinance and loans disbursements such as payroll, government benefits, or NGO operations and incentives for health or education (Hughes and Lonie, 2007). Since banking is highly regulated and restricted to the banked community, the barriers to entry are massive in such doing M-banking requires marketing, education, changing behavior, and growing trust and that it is a margin business, so volumes are needed.

Lovelock, Wirtz and Chatterjee (2004) asserts that, the customer might be uncertain about the service provider's offered price compared to the market. Consequently, information asymmetry occurs because the service providers possess information on service quality and price level that the customer does not have. To overcome this information asymmetry, service providers can send signals such as brand names and best-rate-guarantee. One of the central questions that service providers face when sending signals is whether their signals successfully reduce customers' perceived uncertainty. And, how can service providers measure the effectiveness of risk-reducing signals? Assail (1998) describes a service as performance rather than a thing when customers purchase a tangible product. A service performance is therefore intangible and fleeting; they are experienced rather than owned. According to Schiffman and Kunuk (1992), a customer will not be satisfied with at least some of the services they receive. Therefore, they face major challenges and this may affect the sales of a particular company due to boycott of such services.

Williams (1997) asserts that consumer face many challenges while utilizing a service. The challenges include; service failures, pricing which they feel it is unfair, waiting to be served which may take unreasonable time, core service failure for example service mistakes or billing errors, service encounter failures like the service provider not caring, impolite, unresponsive or unknowledgeable. According to Munyoki and Mutua (2010), there was need for further research on the customer challenges on mobile money transfer services in Kenya. This study focused on analyzing the factors affecting the users of mobile money transfer service; M-Pesa at Kasarani Division, Nairobi.

1.2 OBJECTIVE OF THE STUDY

The main objectives of this study was to identify the factors that are affecting mobile money transfer service in Kenya, with a particular focus of Kasarani Division, Nairobi in a bid to establish and analyze the challenges the customers face while utilizing services.

1.3 SPECIFIC OBJECTIVES

The specific objectives were:-

1. To assess the effect of quality of service on mobile money transfer services in Kenya.
2. To evaluate the effect of product convenience on mobile money transfer services in Kenya.
3. To find out the whether mobile money transfer services offered to customers in Kenya are affordable.
4. To establish whether mobile money transfer services are available to the mobile money users in Kenya

1.4 RESEARCH QUESTIONS

1. What are the effects of quality of service on mobile money transfers services in Kenya?
2. How does product convenience affect mobile money services in Kenya?
3. Are mobile money transfer services offered to customers in Kenya affordable?
4. How does product accessibility affect mobile money transfer services in Kenya?

1.5 SIGNIFICANCE OF STUDY

The study is immensely significant in diverse ways to business, marketing practitioners, policy makers and stakeholders.

1. To Mobile Money Transfers Product Developers

To the Mobile Money Transfer companies such as Safaricom, Orange Kenya and Airtel Kenya, the study findings and results that have been reported in this study provide more reliable scientific measure and perspective for describing and evaluating the level of their customer perception and satisfaction with the services they deliver. The study also serves as an invaluable source of information that brings to lime light on the switching intentions of their respective customers. It uncovers dimensions of service quality that customer consider as important as well as customers' intention to switch other competitors networks.

This study also provides empirical support for management of strategic decisions in several critical areas of operations and provides justifiable valid and delivering customer value, achieving customer satisfaction and loyalty, building long term mutually

beneficial relationship with profitable customers and the helps in achieving sustainable business growth in Kenya.

2. To Policy Makers and Government Agencies

To the policy makers like government agencies such as the ministry of communication and Communication Commission of Kenya (CCK), the study findings and results provides invaluable insights and a more reliable guide to monitoring the impact of the operations of the mobile money providers. It also acts as a yardstick for measuring partly their respective policies and objectives such as enhancing the reliability and efficiency of the provision of mobile money transfer services.

3. To Stakeholders, Researchers and scholars.

The stakeholders like investors, shareholders, employees, researchers, pressure groups and consumer associations, the study report provides invaluable information that allows them to provide useful suggestions to the improvement in service delivery of their respective mobile money providers.

The study also helps in increasing the general knowledge of the subject of mobile money, customer satisfaction and customer perception and also acts as a reference material to future researchers and scholars who may wish to embark on related studies.

1.6 SCOPE OF THE STUDY

The study examines the factors affecting mobile money transfers in Kenya with a specific target of M-Pesa services which has an approximately high growth rate and penetration

levels of over 95 % and claimed successful implementation. The scope of the study has been stretched to customer perception and customer satisfaction concepts as the effect of the factors affecting the mobile money services ultimately affect customers.

1.7 LIMITATION OF THE STUDY

The main limitations of this study were; constraints of resources access and time. The finance and material resource needed for a larger sample size for this study was inadequate. The researcher could not have access to every locality in Kenya for the respondents to fill the questionnaires hence the restriction of the study area to Kasarani division.

1.8 ASSUMPTIONS

The study was carried out with the assumption that it is the purely quality of services, affordability, convenience and accessibility that were affecting the delivery of mobile money transfer service in Kenya.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter gives a detailed analysis of past studies in the areas of mobile money services, customer perception and customer satisfaction. In addition, a comprehensive literature review has been covered on different mobile money transfer services offered by various companies in Kenya, namely M-Pesa Services, Orange Money Services, Airtel Money Services and Yu Cash Services. The section is divided into three major areas, the first area deals with general literature on customer perception, challenges and customer satisfaction. The second area deals with the concepts in mobile money transfer services offered by various telecommunication companies in Kenya. The third area explains the empirical studies on the concepts and author's conceptual framework. Citation from various authors has extensively been involved to ensure a clear path to answering the research question is established.

2.1 THE CONCEPT OF CUSTOMER PERCEPTION

The term customer is commonly used to refer to end-users of a product or service. According to Hayer 1997, the term customer is a generic term referring to anybody who receives a service or product from some other person or group of people. Broadly, there are internal and external customers, where internal customers refer to staff or employees and external customers refer to stakeholders of organizations. Notably, within the external customer group there are several categories, namely clients, compliers, consumers and constituents. This study specifically focuses on the perceived factors affecting individual consumers of mobile money transfer services in Kenya.

Empirical studies on customer (consumer) perception are many and address various aspects of customer decision making process. According to Kotler and Keller 2006, customers go through five stage decision making process in most purchasing situations; namely need recognition, problem awareness, information search, evaluation of alternatives, purchase and post purchase evaluations. Lovelock and Wirtz 2007, propose a three stage model of service consumption that conveniently groups the decisions making process of service consumption; pre-purchase service, encounter stage and post-encounter stage. The Pre-purchase stage has three main components including the awareness of need, information search in which needs are clarified, solution explored and suppliers and alternative services of products are identified by the consumer and an evaluation of alternative solutions and suppliers for a decision or service purchase. This stage is affected by factors such as the consumer's search for certain service attributes ,perceived risks and expectation of the consumer regarding desired service, predicted service and adequate service levels as well as the tolerance zone.

Chiswick (1975) asserts that personal factors such as the effect of it on the consumer's perception which influence customer perception. Referring every to it as a personal factor.

Customer service encounter stage involves request from chosen suppliers or initiate self-service of which payment may be upfront consumed later. Post –encounter stage involves an evaluation of the performance of the service encountered and its effects on the future intention of the consumers. It is this stage that satisfaction and dissatisfaction occurs and decisions to maintain royalty to the service are taken by the customer (Gitari, 2006). The perception of a product or service that leads to consumer satisfaction or dissatisfaction is rated by customers in terms of factors such as quality, affordability, convenience and accessibility. Indeed, over the years, theorists have attempted to explain the factors that

make customers buy or perceive some products as of good quality and others as of bad quality, some service as more convenient and others less convenient. Accordingly, issues of perception and issues of the role of stimuli have been explained by various authors. According to Ashford and Beamish (2008) , the nature of physical stimuli tends to influence the degree of perception for example, an ordered array of objects on display or a sudden loud noise are almost sure to attract attention. The senses are stimulated by an expected or unusual objects or events. In a fairly predictable routine of everyday life, an individual tend to seek variety and change. The most important thing for a corporation offering mobile money services in order to keep its customers is to establish good quality, more convenience and affordability trends during the service provision process. This will make the customer perceive the service as either of good quality or more convenient and hence make a repurchase decision.

Chisnall (1975) asserts that personal factors modify the effect of the various physical stimuli which influence customer perception. Behind every act of perceiving, is the individual's past history or experience with the product or service. Arguably, previous experience has built up a relatively stable cognitive organization within the individual which determines the meaning of a particular percept. Perception is subjective factor; this means that an individual tends to interpret information according to his or her existing beliefs, attitudes and general disposition, for instance, warning against the dangers of smoking which have to be included by government order on advertisement and packaging of cigarettes in Kenya is interpreted differently by cigarettes' consumers. The service quality perception has been perceived for a long time to be an outcome of customer

cognitive assessment whilst recent studies confirm that service quality involves not only the outcome but emotions of customers. Customer perception of service quality is beyond cognitive assessment as it is formed during the production, delivery and consumption of service and not just at the consumption stage of a service.

2.2 THE CONCEPT OF CUSTOMER SATISFACTION

Customer satisfaction is an advanced concept derived from customer perception and has received much attention and interest among scholars and practitioners, perhaps because of its importance as a key element of business strategy and goal for all business activities especially in today's competitive market (Anderson, et al 1994).

According to Lovelock and Wirtz 2007, customer satisfaction is an attitude-like judgment following a purchase act or a series of consumer product interactions. Oliver 1992 defines customer satisfaction as a consumer post-purchase evaluation and effective response to the overall product or service experience. Customer satisfaction is therefore an experience-based assessment made by the customer of how far his own expectations or perception about the individual characteristics or the overall functionality of the service obtained from the provider have been fulfilled. Customer Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing product's performance or outcome in relation to his or her expectations.

Kotler 1997, thinks that customer satisfaction is a person's happiness or disappointment which is formed by comparing his/her perceived product performance and expectations.

Lin 2007, points out that goods service quality for instance will indeed satisfy the diversified demand of the customers which means if customer satisfaction in the overall assessment of product and service provider is higher than the customer service expectation; then customer will be very dissatisfied. Measurement of customer satisfaction can be divided into the overall satisfaction levels of a customer on a corporation services and the difference between actual feelings and ideal perfect services. Customer satisfaction is viewed by many scholars as an outcome or end result during the process of consumption of a service; it is viewed as a post-purchase experience (Gitari, 2006). Customer satisfactions like customer perception is defined as a subjective evaluation but its measurements is approached objectively, thus customers are supposed to be objectively expressing whatever subjective response they have about a product without bias (subjective objectivity). The operational definition of customer satisfaction as a concept in this study is, *'the process of customers overall subjective evaluation of the product/services quality against his or her expectation or desires over a time period.* The study focused on the measurement dimensions of factors affecting mobile money services in Kenya; the basis of delivering customer service.

2.3 THE CONCEPT OF MOBILE MONEY TRANSFER SERVICES

Mobile Money Transfers (MMT) services in Kenya are offered by the four main telecommunication companies; Safaricom, Orange Kenya, Airtel Kenya and Essar Communication company that offer M-Pesa Money transfer, Orange Money transfer ,Airtel Money transfer and the Yucash Money transfer services respectively. The state of both customer perception and customer satisfaction within the service delivery by the mobile money providers in Kenya is not clear as there is scanty documentation of the

issue. A number of studies have been done in Kenya on the responses to challenges encountered in restricted banking hours and accessibility to the banks and other money transfer institutions, for example; Maina (2000) focused on, perceived quality and value proposition but failed to study the response of consumers while utilizing the service. Another study done by Odhiambo (2003) focused on factors that influenced customer satisfaction and services offered by mobile firms but failed to focus on one product or service to find out the exact reaction of the customers on the effectiveness of such a product / service.

Gitari (2006) focused on the challenges organization face in meeting consumer expectations but there was no documented research data available to show people's response to the new facility of accessing their money through their mobile hand-sets beyond normal working hours, easily and almost everywhere. The above study still focused on perceived service quality and value proposition but failed to focus on consumer perception on a certain product offered by mobile company i.e. M-Pesa since its introduction in March 2007. Although extensive research had been carried out to establish how the banking sector responded to the challenges of the changing environment, no research had been done on the response of the consumer of the mobile money transfers services.

The successful invention and launch of M-PESA mobile money transfer service in Kenya has led to a resultant effect of strategic nature where other mobile phone operators have

heeded to the call by their customers to launch similar services. This call was answered through launch of Orange Money, ZAP and Yu Cash by Orange, Airtel and Yu respectively (Kinyanjui, 2009). This study further discusses the mobile money products:-

2.3.1 M-PESA MOBILE MONEY TRANSFER SERVICE

M-PESA is an award – winning innovative payment service for ‘unbanked’ that was conceptualized, piloted and launched in Kenya by Safaricom (part of Vodafone group) in March, 2007(Hughes and Lonie, 2007). It began with a simple yet strategically revolutionary idea-what if people could use an SMS to transfer money between themselves? (Daily Nation, December 3, 2010).

The payment service is based on money transfer technology hence the name M-PESA, where M- stands for mobile while ‘PESA’ is the ‘Swahili’ word for cash money. Strategically, smart technology and innovation often catch on ahead of regulation, M-PESA’s strategic and spectacular growth is a classic example, within the first eight months after its launch in March, 2007 and M-PESA announced a subscription base of 900,000 users and 1,200 agents operating nationwide. A total of Kshs. 4 billion had been transmitted, within an average value under Kshs. 5,000.

One year later, that is in April 2008 the Safaricom CEO, Michael Joseph reported that M-PESA had well over 2 million active subscribers, transmitting over Kshs. 100 million a day. Three months later, at end of July 2008, M-PESA had 3.6 million users and was

adding 10,000 new registrations daily. In just the end of the month of July, 2008, people transferred Kshs.21 billions. In November, 2008, it had 4 million users, meanwhile, in April 2008, a Steadman group study reported that over 80% of Kenyans were aware of M-PESA and 66% had actually used it (Omwansa, 2009). The growth has ever since then been nothing short of phenomenal, as of September, 2010, there were over 12.5 million Safaricom subscribers actively using the M-PESA, supported by a nationwide agent network of over 20,000 outlets (Daily Nation, December 3, 2010)

3.1.1 The evolution of M-PESA and the next in line to the mobile money

M-PESA is a service designed to meet the core needs of customers in an emerging market. The fact that it has had a strong take up in such a short time demonstrates its potential to drive positive change. M-PESA customers can put money into their account by depositing cash at local agent, send money to other mobile users by SMS instructions, withdrawn cash at local agent, buy Safaricom airtime for themselves or their subscribers, pay utility bills, make loan repayments and manage their M-PESA account (Joseph, 2007). From its beginning as a simple person-to-person money transfer system M-PESA has evolved into a major financial tool, at both the corporate and individual level. It has been lauded as the best innovation of its kind at a global conference in Barcelona, Spain. M-PESA success has been recognized time and time again across the world-at Kenya Banking Awards, the Global Mobile Awards (4 times), the World Business and Developments, The Stockholm Challenge, the Africom Awards, the UN-Habitat Business Awards, The Mobile Content Awards and most recently at the 2010 Mobile Money Transfer Awards, where M-PESA won thrice-for the 'Most Inventive Marketing Campaign' for achievement in financial inclusion and outstanding contribution to mobile

money development dedicated to former Safaricom C.E.O. Dr. Michael Joseph M-PESA has even spread its wings in more ways than one since its inception. For instance in early 2010, the first cross-border M-PESA service was launched, allowing Kenyans in the UK to send money via any Western Union outlet directly to the M-PESA accounts of their family and friends back home in Kenya. Success of M-PESA services has been such that other networks in developing markets such as ours have chosen to copy and launch M-PESA in their own countries. South Africa and Tanzania were both recently introduced to the wonders of M-PESA and the next in line is the bigger china market.

Several banks have existing or introduced partnerships with M-PESA which allow their customers to transfer money between their banks and their M-PESA accounts, with a whole new level of innovation been attained with the launch of the M-KESHO bank account – a joint venture between M-PESA and Equity Bank. M-KESHO is a fully fledged bank account that is operated exclusively via the M-PESA system on a Safaricom line. With every passing day M-PESA continues to grow, with the latest innovative addition to M-PESA's table of products being the 'Nunua na M-PESA' service that allows customers to pay for goods and services at Uchumi and Naivas Supermarkets via M-PESA. This innovation has made shopping even more hassle free than even before. There is definitely more in M-PESA strategic innovation that can really transform the way we do business, to add to this is the development of cross border transfer agreements which are being developed and other innovative services such as Easy Travel which allows you to book and pay for bus, train or plane tickets by M-PESA(Mas and Ng'weno, 2010)

This money transfer technology service has revolutionized businesses transaction in Kenya, replacing business transaction which in that past depended on payment modes like written cheques in a bid to achieve the customer satisfaction standards set by the Safaricom. It has been rated safer than cash payments, convenient than bank - based transaction payments, very easy to open account since it is only a Safaricom line and a mobile phone are required (Sunday Nation, 22nd March 2009).

2.3.2 ORANGE MONEY TRANSFER SERVICE

Orange Money is an innovative mobile phone-based payment system that allows customers to carry out simple banking operations and transactions in total security. The product was launched by Orange Kenya in May, 2010 and is aimed at allowing mobile customers deposit and withdraw money, transfer money, easily buy call credit, pay for goods at certain retail partners and to pay bill.

The Orange Money product is built around a partnership with banks which are responsible for issuing and guaranteeing the electronic money while orange is mainly responsible for the service's IT platform, marketing and provision of extended benefit of extensive distribution network.

2.3.3 AIRTEL MONEY TRANSFER SERVICE(ZAP)

Zap Mobile Money(now Airtel Money) transfer was launched as the second mobile money transfer service in Kenya in 2008 after the Safaricom wildly successful M-PESA service to enable Zain-Kenya(now Airtel Kenya) to grow its market share and maintain

customer loyalty in face of increasing competition in the market place. The product was developed with a store value accountability capability and is connected to financial institutions which are Citibank and Standard Chartered Bank.

2.3.4 YUCASH MONEY TRANSFER SERVICE

Yucash is the latest mobile money transfer service to be launched in Kenya by YU brand operators India's Essar Group. It is characterized by low penetration due to the small customer base held by the YU Company.

The phenomenal growth in the mobile sector is not unchallenged. According to Munyoki and Mutua 2010, telecommunication companies care more about transactions than income derived from the mobile money business such that, when we are thinking of m-banking business opportunities, they are stepping in as transaction agents but not customer service agents, leading the way out of the customer service area. The evolving trend in which the mobile transactions are extended roadside agents may cause some customer perception and satisfaction questions. For users, m-banking and mobile money services are advantageous with some core benefits including a safer way to carry cash, a way to track savings and formal integration into traditional banking as the next step, for example Wizzit of South Africa has now student loan (Vodafone, 2007).

On the other hand m-banking has its bad side which include; for instance, the cash in or cash out is difficult because of regulatory issues this will lead to interoperability. There is

also different model with m-banking, the users can easily switch, or change SIM cards. From a cultural stand point, m-banking provides amplification effects, that is, people do more of what they are already doing and change effects for example; women can control savings more. There is also the issue of spending too much time in front of a phone which has more possibilities to spend too much. Also acceptance of infrastructure can be problematic that is money flows from the educated to the low-educated. M-banking may strain our inclinations to talk face-to-face. There could be family strains. M-banking may encourage families to live separately because it is easier to transfer money

Lovelock, Wirtz and Chatterjee (2004) asserts that, the customer might be uncertain about the service provider's offered price compared to the market. Consequently, information asymmetry occurs because the service providers possess information on service quality and price level that the customer does not have. To overcome this information asymmetry, service providers can send signals such as brand names and best-rate-guarantee. One of the central questions that service providers face when sending signals is whether their signals successfully reduce customers' perceived uncertainty. And, how can service providers measure the effectiveness of risk-reducing signals? Assail (1998) describes a service as performance rather than a thing when customers purchase a tangible product. A service performance is therefore intangible and fleeting; they are experienced rather than owned. According to Schiffman and Kunuk (1992), a customer will not be satisfied with at least some of the services they receive. Therefore, they face major challenges and this may affect the sales of a particular company due to boycott of such services.

Williams (1997) asserts that consumers face many challenges while utilizing a service. The challenges include; service failures, pricing which they feel is unfair, waiting to be served which may take unreasonable time, core service failure for example service mistakes or billing errors, service encounter failures like the service provider not caring, impolite, unresponsive or unknowledgeable

2.4 EMPIRICAL REVIEW

The objective of this study was to empirically identify the factors facing mobile money transfers services in Kenya. To achieve this, the researcher studied four core dimensions of customer perception and satisfaction. Empirical studies had indicated that, there are some relationships between quality of services, affordability, convenience, accessibility and customer perception as well as customer satisfaction.

2.4.1 Quality of Services

Quality is critical to corporate success in all sectors of the economy as it plays a vital role in improving organizational productivity. It can be empirically explained as the totality of inherent characteristics of a product or service that bear on its ability to increase the demand for that product or service at a fixed price and can best be measured by capturing customer perceptions of the performance of those characteristics. Quality of service is the evaluation or attitude of overall excellence of a service. In real sense, quality of service is the actual difference between customers' expectations and perception of the service delivered by the service. The researcher is aiming at examining the overall excellence of the M-Pesa services that satisfy users' expectations (perception). This will be achieved by looking at the core-dimension of quality such as tangibility, reliability, assurance, responsiveness and empathy in relation to customer perception.

Service quality has for long time been conceptualized as the difference between customer expectations regarding a service to be received and perception of the service being received. Lewis and Mitchell, 1990, conceive services quality as the extent to which a service meets customers' needs or expectation. It is also the conceptualization of the customers overall impression of the inferiority or superiority of the service being received.

2.4.2 Service Affordability

The affordability of a service is empirically viewed as determining core-dimension on customer perception of the service itself. The conception of services as either affordable or unaffordable is an inherent component in customer satisfaction dynamics. The researchers is aiming at establishing and presenting a conceptualized relationship between an independent variable affordability and a dependent variable mobile money transfers services in generations customer perception and customer satisfaction issues. The study focused at establishing the mobile money services perception on the dimension of affordability with a view of giving the necessary recommendation on the pricing of the services.

2.4.3 Service Convenience

Conceptually service convenience is defined as a judgment made by consumers according to their sense of control over the management, utilization and conversion of their time and effort in achieving their goals associated with access to and use of the service (Farquhar and Rowley, 2009).

Service convenience is not an inherent characteristic of service being offered by the supplier but a proxy of resources being used by customers. Thus service convenience as a factor explained through time and effort must be understood within the context of the activities consumers undergo in the process of purchasing and using a service (Farquhar and Rowley, 2009).

The authors conceptualization of service convenience is a multidimensional construct which is composed of five components namely decision convenience, access convenience, transaction convenience, benefit convenience and post-benefit convenience. Decision convenience refers to the customers perception on time and effort they must spend to make the decision whether to use a service or not and to make choices between competing services (Berry et al, 2002). Access convenience relates to consumers perceived time and effort expenditures to initiate service delivery. It involves actions to request a service and to be available to receive it. Transaction convenience involves consumers' perceived expenditure of time and effort to effect a transaction. It relates to those activities that consumers need to complete in order to have the right to use the services. Benefit convenience on the other hand is consumers' perceived time and effort expenditures to experience the services core benefits, once the transaction stage and access stage have been completed. It is the evident of service utilization. Lastly post-benefit convenience relates to consumer perceived time and effort expenditure when re-initiating contacts with the firm after the benefit stage of services. (Berry et al, 2002).

The researcher wanted to measure the perceived convenience of mobile money services in relation to other money transfer services with an objective of making the necessary recommendation.

2.4.4 Service Accessibility

The necessity of geographical accessibility between service provider and the customer has been essential for fact to face contacts in many service industries worldwide. However, the emergence of electronic commerce (EC) and new technologies has altered the concept of location and geographical accessibility of service industries.

INDEPENDENT VARIABLES

In this study the researcher has employed statistical tools such as factor analysis in the study to gain fully understanding of the main dimensions underlying this variable in relation to customer perception and customer satisfaction.

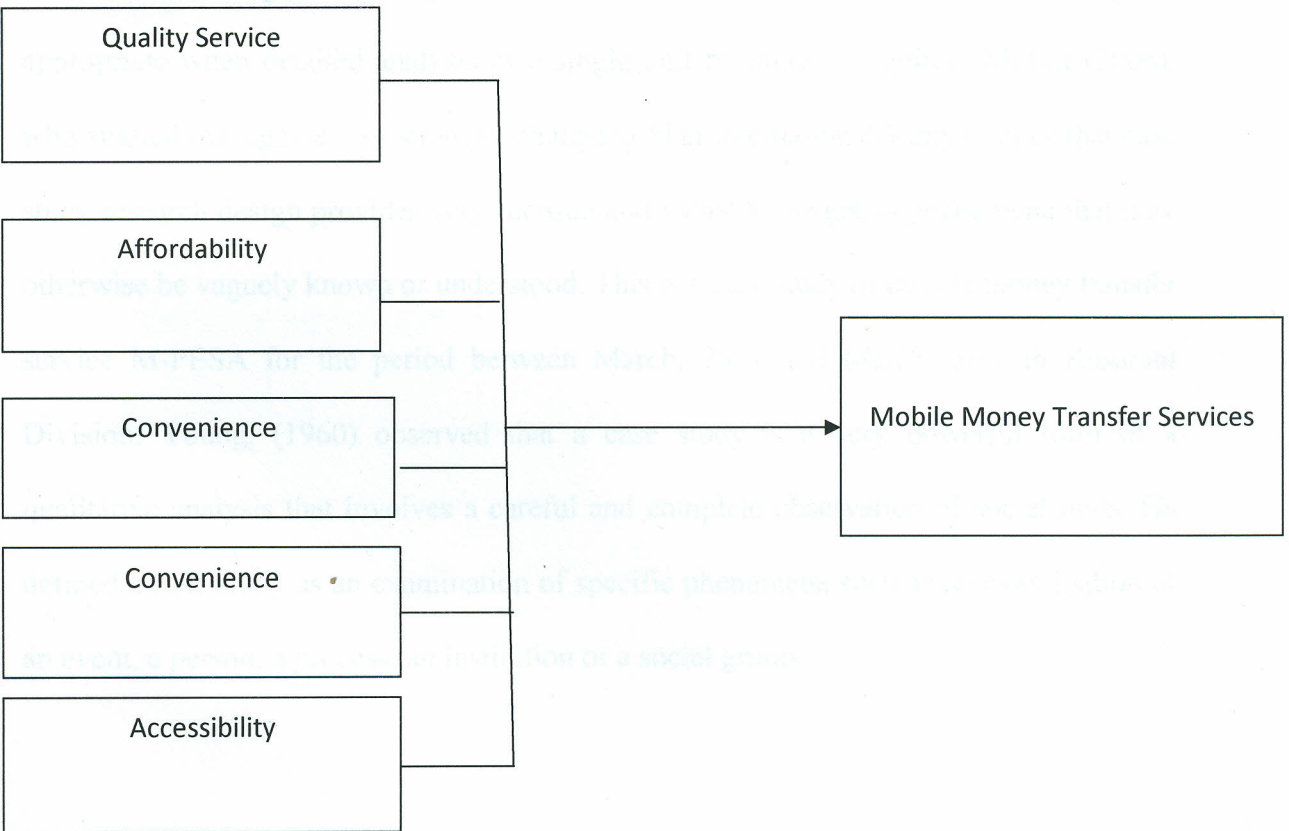


2.5 CONCEPTUAL FRAMEWORK

The author's conceptual frame work puts together four core dimensions (factors) of the customer perception and satisfaction issues to produce outcomes that are expected to drive mobile money transfer services in Kenya hence achieving customer satisfaction and growth potentials. The four factors are the independent variables in this study and include; Service quality, affordability of services, convenience and accessibility. The dependent variable is mobile money transfer service. The author's conceptual frame work is shown here below.

INDEPENDENT VARIABLES

DEPENDENT VARIABLE



Source: Author (2012)

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter focuses on the researcher's scope of methodological procedure employed in the study. The chapter describes the research design, study location, target population sampling procedures and sample size, data collection procedure, data collection instruments, pilot study and data analysis techniques.

3.1 RESEARCH DESIGN

The research design used in this study is a case study design. Case study design is appropriate when detailed analysis of a single unit of study is required. Muturi (2006), who studied management of strategic change at Plan International-Kenya, urges that case study research design provides very focused and valuable insight to phenomena that may otherwise be vaguely known or understood. This is a case study of mobile money transfer service M-PESA for the period between March, 2007 and March 2011 in Kasarani Division. Young, (1960) observed that a case study is a very powerful form of a qualitative analysis that involves a careful and complete observation of social units. He defined a case study as an examination of specific phenomena such as an examination of an event, a person, a process, an institution or a social group.

The case study method has been used for decades in many top business schools as a way for students to apply analytical and decision making skills in situations that stimulates a

realistic situation. The researcher settlement on this method enables intensive study of social units, serves as a mirror for reflection and provides change data not yet available quantitatively. A number of other researchers have conducted similar studies (Kombo, 1997, Muturi, 2006, Ciano, 2006, Kaplan, 2007, Omwansa, 2009, Mas and Ng'weno, 2010) and have successfully used this study design.

3.2 STUDY LOCATION

The study was carried out at the Kasarani Division, Nairobi specifically targeting customers visiting the M-PESA Agents Network. There was no documented research to show that a study of the factors affecting mobile money transfers had been carried in the proposed area of study. The area has one of the largest manifestations of M-Pesa Agents network in the in Kenya according data obtained from Safaricom, the area is also a representative of both urban and rural set-up making it an ideal area for the study. (Safaricom M-Pesa Agent List, March, 2011).

3.3 TARGET POPULATION

The study targeted a study population of 120 M-PESA users (customers) within the entire Kasarani Division M-PESA Agency network. Please take note that, the researcher used the agency network to reach the customers visiting the agents. Forty M-PESA outlets were selected through random sampling and the respondents (customers) interviewed at the outlets as they transacted their daily businesses. At least three customers were randomly picked from each outlet, using simple random sampling to select the respondents. This was done to avoid personal influence in the selection of the individuals to be interviewed. The researcher's conviction is that, this group of M-Pesa users was

able to provide enough information on the factors affecting Mobile Money Transfers Services in Kenya.

3.4 SAMPLING PROCEDURE

According to Mugenda and Mugenda (2009) a good representative of sample size should be at least 10% of the target population. Basing on this fact and considering the large concentration of M-Pesa users in Kasarani division agency network some forty agents (14% of 287) was randomly selected from the list of agents attached as Appendix II for inclusion in the study and the researcher then distributed the three copies of the questionnaire to each agent, which was then by using simple random sampling select three customer for inclusion in the sample population. Simple random sampling was used to ensure that no bias was introduced in the study.

The sampling interval was arrived by using the following formula:-

$$S_1 = N/n \text{ where } S_1 = \text{Sampling interval, } N = \text{Population size and } n = \text{Sample size desired.}$$

This can be illustrated as follows:

Target Population	120 Mobile Money Users
M-Pesa Agents(Outlets)	287 Agents
Target Agents	40 Agents (14 % of 287)
Target No. of Customer per agent	3 Mobile Money Transfer Users

Sample Computation Table

Target Population-Mobile Money Transfer Users	120
Available M-Pesa Agents	287
Selected Agents	40
Target No. of Customers per each selected agent	3

Computation:

$$\text{No. of Selected Agents} = 14\% \text{ of } 287 = 40.18 \text{ (Approximately } = 40)$$

$$\text{Target Population} = 3 \times 40 = 120 \text{ Users}$$

This means the researcher had distribute a total of 120 self-administered questionnaires to the selected agents for data collection from the M-Pesa customers.

3.5 DATA COLLECTION PROCEDURE

For the purpose of this study, both primary and secondary data was collected. Secondary data was collected through desk reviews of the existing literature on mobile money transfers. A List of M-Pesa Agents available at Safaricom M-Pesa database shows a total number of 287 M-Pesa agents operating at the Kasarani Division as at 31st March, 2011(Appendix II). The total number of M-Pesa users visiting these agents was too many, the researcher needed to collect data from 120 M-Pesa users and who were randomly selected these from the agents' customer base by distributing 3 questionnaires to 40 agents (which is approximately 14% of the total number of agents) who selected from the total number of agents. The questionnaire was piloted and tested for validity and

reliability before the actual data collection exercise. The method for data collection that was used is Drop-and Pick Later Method, where the self-administered questionnaires were dropped and picked later for analysis.

Leedy (1989) states that, a purposive sampling procedure is one which individuals or samples thought to be most important and relevant to the issues are targeted for the research. For each agent selected, three customers were targeted, as it is the customers who are the ones who are more conversant with the challenges facing the mobile money transfer users according to the researcher.

3.6 DATA COLLECTION INSTRUMENTS

The research instruments used in this study was self-administered questionnaires with both structured and unstructured question items. Discussion guides were also used as research instruments .The guide lists in appropriate sequence, the items to be asked and probed during interviews thus making explicit what to say at the beginning and at the end of the interview.

3.7 PILOT STUDY

A pilot study is a small scale preliminary study conducted before main research in order to check the feasibility or improve the design of a research. A pilot study was undertaken prior to the main research to verify the instruments for data collection in a few selected agents. The main purpose of the pilot study was to establish whether, the questionnaires covers all intended dimensions of the research, whether all questions there -in are clear

and unambiguous and whether the space provided for the answers is adequate. Minor modification, corrections and adjustments were made before the questionnaires are distributed to the agency network.

3.8 DATA ANALYSIS TECHNIQUES

To analyze is to search and identify meaningful patterns in data. Analysis means categorizing, ordering, manipulating and summarizing of data to obtain answers to research questions (Kerlinger, 2000). The data collected in this study was concentrated on ideas, themes and challenges (factors) affecting mobile money transfer services as an innovative product development through strategic innovation to achieve a growth strategy. Most of the data is qualitative in nature and the most appropriate method for analyzing the data is content data analysis. Content data analysis involves description of items that concern the study and for this case, the description of the factors affecting mobile money transfer services in Kenya was ideal.

As noted most of this involved qualitative data analysis; which was facilitated by first organizing the data into categories which are distinct from each other and then the researcher established the relationship between the categories. Generating categories was done using codes and each code represented a particular phenomenon. The researcher then evaluated and analyzed the data to determine the adequacy of the information, credibility, usefulness, consistency and validation (Mugenda and Mugenda, 2003)

CHAPTER FOUR

FINDINGS, DATA ANALYSIS AND PRESENTATION

INTRODUCTION

This chapter gives a detailed analysis of the data collected and presents the findings on factors affecting mobile money transfer service in Kasarani Division of Nairobi, Kenya.

4.1 DATA ANALYSIS

The self-administered questionnaires were printed and distributed to 120 M-PESA users through the Drop- and -Pick -Later Method, where they were hand-delivered to the users through the M-PESA agency network. They were later collected and sorted out for analysis. Out of the 120 questionnaires distributed, questions from 112 respondents were fully and correctly filled up and therefore were fit for analysis. The balance was discarded due to lack of credibility and others were half-filled. The response rate was computed using the 112 questionnaires that provided a response rate of 93.33% and a non-response error of 6.67%. The response rate is considered significant and dependable to provide a valid and reliable conclusion of the findings on the factors affecting the mobile money transfer services.

Table 4.1: Response Rate and Non-Response Error

Response Rate	Sample Pop.(t)	Response Rate(r)	Non-Response Error(t-r)
Population	120	112	8
Rate	100%	93.33%	6.67%

Source: Research Data, 2012

4.2 GENDER OF THE RESPONDENTS

Gender was found to have a small impact on mobile money transfer services in Kenya and had a small influence on the way which the Kenyan use the mobile money transfer services. The division of gender of the respondents is shown in Table 4.2 and Figure 4.2 here below.

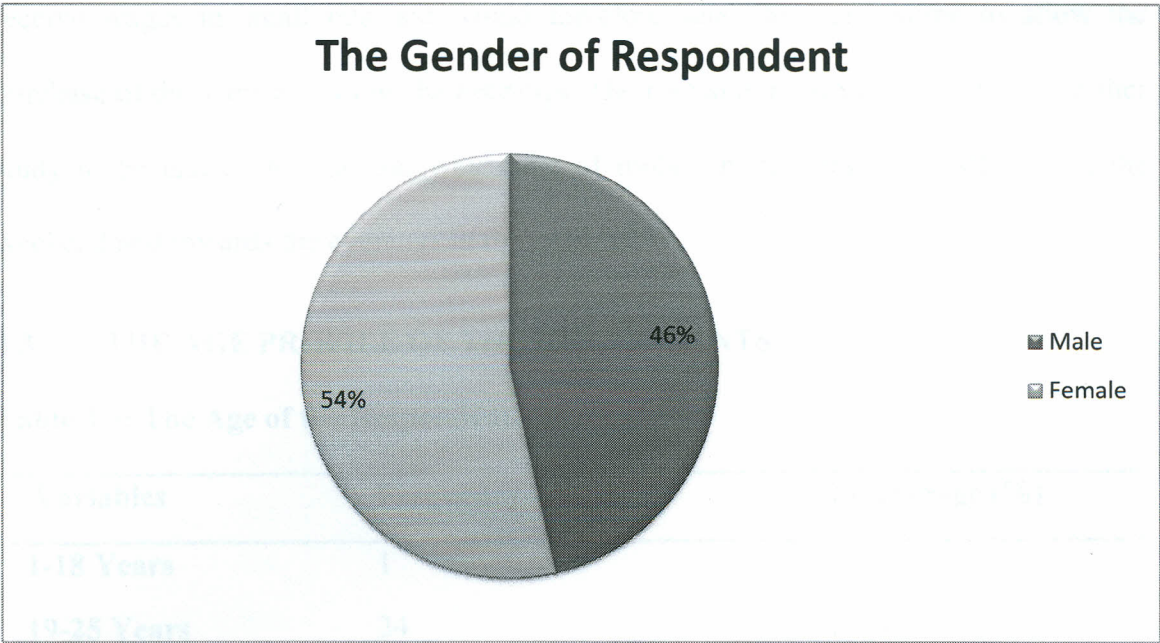
Table 4.2: The Gender of the Respondent

Source: Research Data, 2012

Variables	Frequency	Percentage (%)
Male	52	46%
Female	60	54%
Total	112	100%

Source: Research Data, 2012

Figure 4.2: The Gender of the Respondent



Source: Research Data, 2012

Figure 4.2 shows the proportionate distribution of gender (Male and Female) in the population surveyed in Kasarani Division, Nairobi. The most important and interesting part of Table 4.2 is the column of the percentages which shows how the distribution on the usage of M-Pesa transfer services is gender wise. The findings indicate that majority of M-Pesa users in Kasarani Division of Nairobi are women. Though the difference between the male and female is small pegged at eight percentage, the main reason is the fact that most of women in the area, which has a mixture of urban and rural settlement, medium and low income earners are left at home to take care of domestic chores or engage in small business activities such as selling of vegetable and running small kiosks they frequently receive money via M-Pesa from the husbands and other business colleagues for settlement of small family bills such as of electricity bills, water and food expenses. This scenario can further be associated with the fact that the women husbands

who are normally held during the day working in city centre or at the industrial area receive wages in small bits and would therefore send the same home to allow the purchase of daily meal towards the evenings. The research, however recommends further study to be carried to find out why most of mobile money transfer traffic is on the weekend and towards the evenings in the area.

4.3 THE AGE PROFILE OF THE RESPONDENTS

Table 4.3: The Age of the Respondent

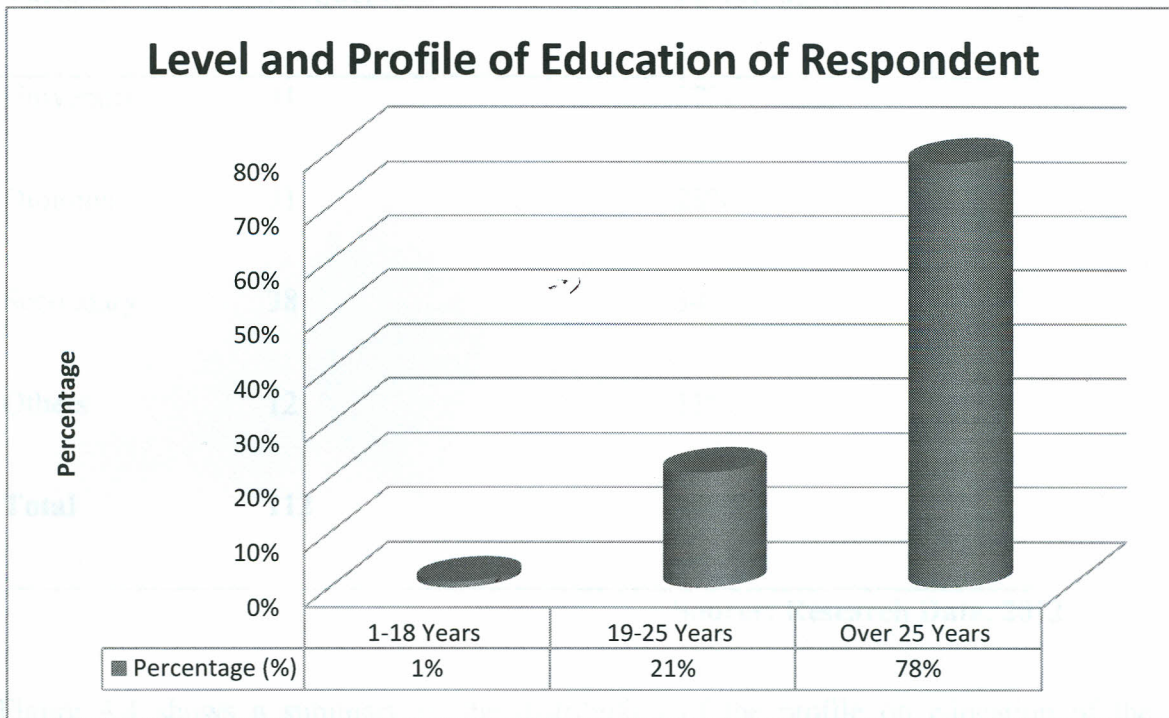
Variables	Frequency	Percentage (%)
1-18 Years	1	1%
19-25 Years	24	21%
Over 25 Years	87	78%
Total	112	100%

Source: Research Data, 2012

Table 4. 3 show the percentage distribution of the mobile money users' age wise. In this study, the category of people with "Over 25 Years" is taking a big share , a 78% of the total population , the category of "19 -25 Years" is taking 21% while the category of "1-18 Years" is taking only 1%. This study reveals that most of the M-Pesa user are the working class and in the age of 25 years and above. It is also important to note that the population of people with 18 years and below forms a very small percentage in the usage of mobile money. Though, there are many factors which may be contributing to this scenario, it is important to the note the impact of National Identification (ID) card which is a mandatory requirement in the usage of mobile money transfer services in Kenya may

be a causative factor. Safaricom, the M-Pesa product owner has set possession of National Identification (ID) card as a major requirement for the usage of M-Pesa services

Figure 4.3: The Age of the Respondents



Source: Research Data, 2012

Another school of thought to this revelation is that, the population under the age of 18 years has not yet started working or earning income and hence has no money to transact M-Pesa business. As shown in Figure 4.3, there is an increasing trend in the usage of M-Pesa with increase in age as shown in category of “19-25 Years”. This may be attributed to the fact that, the population in said category has just entered the job market and is earning some income. This should however not be taken as a rule of thumb because the study did not extend to find out whether the usage of mobile money transfer decreases with increase in age at later stages of human development.

4.4 THE LEVEL OF AND PROFILE OF EDUCATION OF THE RESPONDENTS

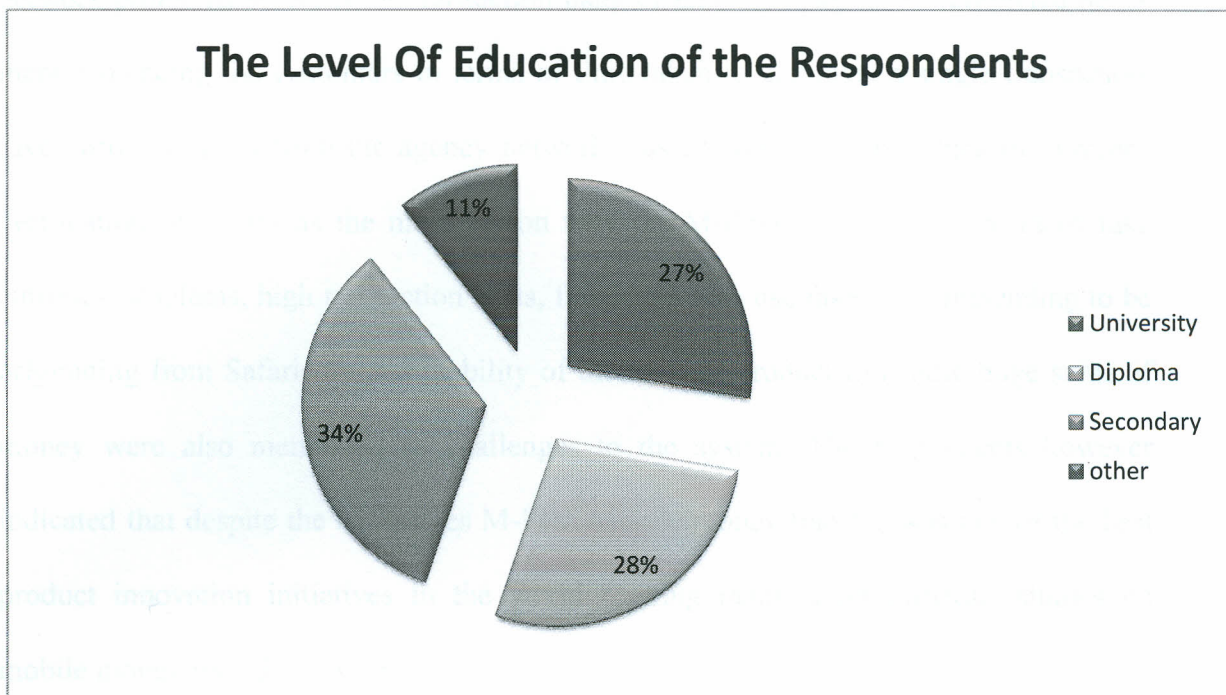
Table 4.4: The Level and Profile of Education of the Respondents

Variables	Frequency	Percentage (%)
University	31	27%
Diploma	31	28%
Secondary	38	34%
Others	12	11%
Total	112	100%

Source: Research Data, 2012

Figure 4.4 shows a summary of the distribution of the profile on education of the respondents (M-Pesa Users). A close look at the profile on education for the mobile money transfer services users shows that most of them had secondary education and above. Table 4.4 and Figure 4.4 above show that the 27% of the respondent had university education qualification, 28% of the respondents had tertiary education and had acquired diploma qualification, and 34% had secondary education and were transacting mobile money transfer properly and 11% had either primary education or no formal education at all but reported no problem with using M-Pesa services. This is an indication that the M-Pesa Mobile money transfer application flat form is not a complicated one and its adaptability has found users from all works of life and one does not so much education to transact mobile money. In other words the application is user friendly.

Figure 4.4: The Level and Profile of Education of the Respondents



Source: Research Data, 2012

4.5 USES OF MOBILE MONEY TRANSFER SERVICES

Most of respondents indicated that they have been using mobile money transfers services since the introduction of the transfer services and mostly used mobile money transfer services of M-Pesa to send and receive money from other users, buying of air time for communication and surfing the internet, paying utility bills such as water and electricity.

The researcher had also requested the respondents to identify some of the challenges they faced while using the mobile money transfer service M-Pesa. Most of the respondents identified none-availability of enough cash (float) within the agency network, security concerns while transacting M-Pesa transaction in such some of the agents of mobile

money transfer services are located in unsecure places and customers frequently lose money to gangs immediately after transacting. Other respondents indicated M-Pesa network problems where some transaction hang or take too long to be completed hence inconveniencing the customers in terms of time taken to complete a single transaction, fake currency notes from the agency network was are reported siting lack of currency verification machines as the main reason why the M-Pesa agency network faces fake currency problems, high transaction costs, fraudsters who use fake SMS pretending to be originating from Safaricom and inability of the M-Pesa product to handle huge sums of money were also mentioned as challenges to the system. The respondents however indicated that despite the challenges M-Pesa Mobile money transfer was one of the best product innovation initiatives in the world backing many other previous studies on mobile money transfer services.

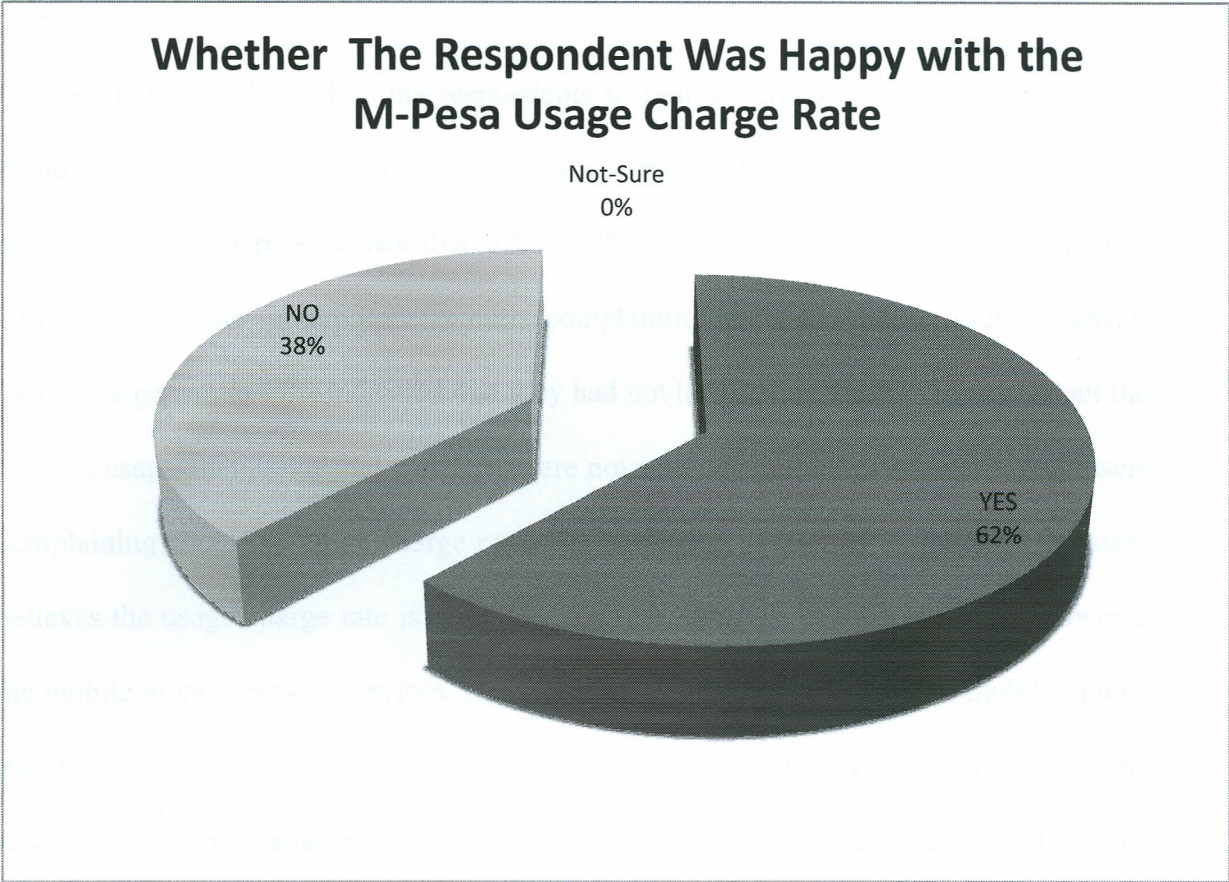
4.6 ANALYSIS OF THE M-PESA TRANSACTION CHARGES

4.6.1 Whether the Respondents were happy with the M-Pesa Usage Charge Rate

Variables	Frequency	Percentage (%)
Yes	69	62%
No	43	38%
Note Sure	0	0%
Total	112	100%

Source: Research Data, 2012

Figure 4.6.1: Whether the Respondents were happy with the M-Pesa Usage Charge



Source: Research Data, 2012

In order to find out the perception of the respondents on the cost of the mobile money transfer services, the research asked the respondents to indicate whether they were happy with the M-Pesa services usage charge rate. Figure 4.6.1 shows that 62% of the respondents indicated that they were happy with the usage charge rate. This is an indication that, the cost of transacting M-Pesa was low compared to other means of transferring money in Kasarani division while 38% of those interviewed indicated that they were not happy with the M-Pesa usage charge rate with some pointing out high cost in transacting large transaction amount like Kshs. 70,000.00 costing the person

transferring Kshs. 100 and the person receiving the same Kshs. 300. The respondents pointed out this as high in comparative with other money transfer services.

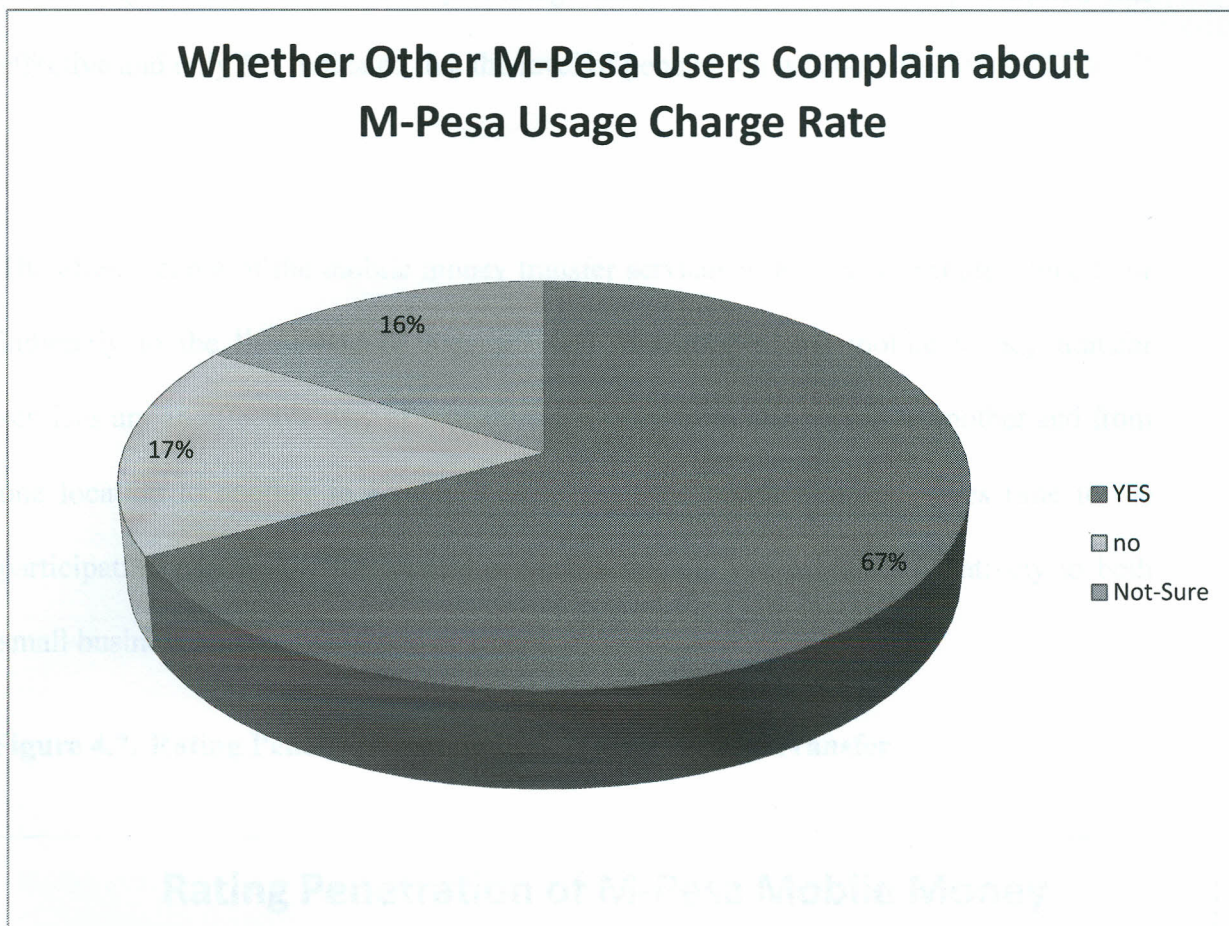
The researcher further asked the respondents to indicate whether they had heard other mobile money transfer users complaining about the M-Pesa usage charge. Figure 4.6.2 shown in the next page shows that 67% of those interviewed indicated that they had heard other mobile money transfer users complaining about the mobile money transfer usage charge, while 17% indicated that they had not heard other users complain about the M-Pesa usage charge rate and that 16% were not sure whether they had heard other users complaining about the usage charge rate. The researcher notes that majority of the users believes the usage charge rate is a fair one and the user's perception is positive towards the mobile money transfer services. It is however not clear with the cost of mobile money transfer services is affected the decision of the consumers to use the service or not and the researcher has recommended for further study in the area of affordability of mobile money transfer services in the next chapter.

4.6.2 Whether other M-Pesa Users complain about M-Pesa Usage Charge Rate

Variables	Frequency	Percentage (%)
Yes	75	67%
No	19	17%
Note Sure	18	16%
Total	112	100%

Source: Research Data, 2012

Figure 4.6.2: Whether other M-Pesa Users complain about M-Pesa Usage Charge Rate



Source: Research Data, 2012

4.7 RATING THE CURRENT PENETRATION OF M-PESA SERVICES

The effectiveness of the mobile money transfer market in Kenya was investigated. The researcher in her quest to understand the level of penetration of the mobile money transfer services in Kenya financial market asked the respondents to rate the level of penetration in terms of whether the level of penetration was either 'Highly Effective, Moderately Effective, Effective, Lowly effective or Not Effective'. They responded to this question as indicated in the Figure 4.7.1 below. Majority of respondents felt that the level of penetration was highly effective with 39% of indicating that the level of

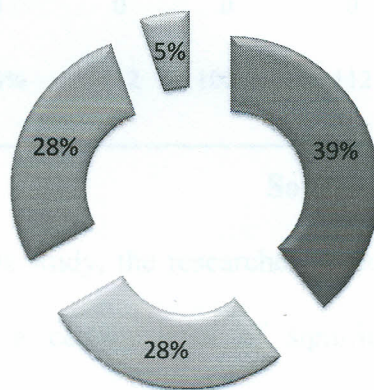
penetration was highly effective, 28% indicated that the level of penetration was moderately effective and similar percentage indicated that the level of penetration was effective and only 5% indicated that the level of penetration was not effective.

The effectiveness of the mobile money transfer services in Kenya contributes directly or indirectly to the livelihood of Kenyans and this implies that mobile money transfer services are an effective way of transferring money from one person to another and from one location to another in Kenya. It is a real time transaction and saves time to the participating parties; ineffectiveness of such a system would impact negatively to both small business and the livelihood of Kenya.

Figure 4.7: Rating Penetration of M-Pesa Mobile Money Transfer

Rating Penetration of M-Pesa Mobile Money Transfer

■ Highly Effective ■ Moderately Effective ■ Effective ■ Lowly Effeective ■ Not Effective



Source: Research Data, 2012

4.8 DETAILED ANALYSIS OF FACTORS AFFECTING M-PESA MOBILE MONEY TRANSFER SERVICES

The main objective of this study was to identify the factors affecting mobile money transfer services in Kenya. The researcher in her study identified four main factors, that is quality of services, affordability, convenience and accessibility as some of the main factors affecting mobile money transfer services in Kenya and which were seen to have a significance level of influence on the M-Pesa mobile money transfer services.

Table: 4.8.1: Rating the significance Effects of Various Factors on M-Pesa Mobile

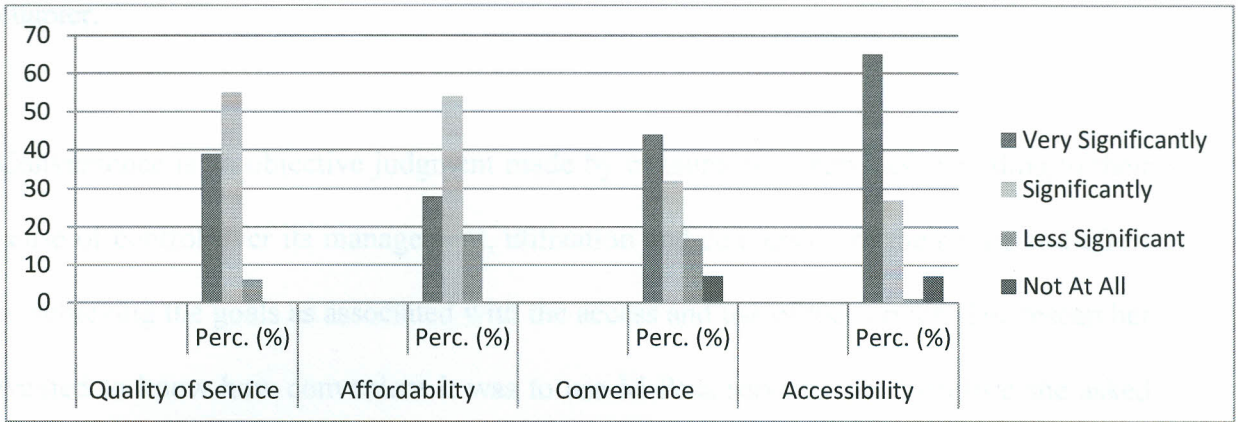
Money Transfer Services

Variable	Quality of Service		Affordability		Convenience		Accessibility	
	Freq	Perc. (%)	Fre q.	Perc. (%)	Freq.	Perc. (%)	Freq.	Perc. (%)
Very Significantly	44	39%	31	28%	49	44%	73	65%
Significantly	62	55%	61	54%	36	32%	30	27%
Less Significant	6	6%	20	18%	19	17%	1	1%
Not At All	0	0	0	0	0	7%	8	7%
Total	112	100%	112	100%	112	100%	112	100%

Source: Research Data, 2012

To achieve the objective of this study, the researcher asked the respondents to rate the effect of the factors against a certain level of significance, that is either 'Very significantly, significant, less significantly or Not at all. The results of the rating are as shown in Table 4.8.1 and Figure 4.8.

Figure 4.8.1: Rating Significance Effect of Various Factors on M-Pesa Mobile Money Transfer Services



Source: Research Data, 2012

The effect of quality of service which is a critical factor in corporate success was rated as very significantly by 39% of the respondents, 55% of the respondents rated it as significant while only 6% rated its effects as less significant. Quality of service is explained in this study as the actual difference between customer’s expectation and perception of service delivered by the service provider. The high level of significance rating indicated by respondents in this study is an ultimate suggestion that customers of M-Pesa prefer it to other money transfer services because of its level of quality of service. The researcher has made some critical recommendation on improving quality of service of mobile money transfers to the service providers in the next chapter.

The researcher also asked the respondents to rate the affordability of m-pesa services against a certain level of significance. The respondents rated the effects of services affordability as follows: Table 4.8.1 and Figure 4.8.1 shows that 28% of the respondents indicated that affordability was very significantly affecting mobile money transfer services, 54% said that the effect was significant, 18% said that the effect was less

significant. This indicates that cost of transacting M-Pesa service has a significant effect on the usability of the service and the researcher has given remedies to this on the next chapter.

Convenience is an objective judgment made by consumers of services according to their sense of control over its management, utilization and conversion of their time and effort in achieving the goals as associated with the access and use of the service. The researcher wanted to know how convenient it was to use M-Pesa services and therefore she asked the respondents to rate the effect of convenience as a factor affecting mobile money transfer services in Kenya. Table 4.8.1 and 4.8.1 indicate that 44% of the respondents felt that M-Pesa was a very convenient service to use, 32% indicate said that the services was significant, 17% said it was less significant and 7% said that M-Pesa was not significant at all.

Accessibility is the geographical essentiality to a service and customer prefers services which are accessible to them when needed. The research asked the respondent to rate the level of significant (importance) is accessibility to transaction of m-pesa services. Table 4.8.1 and Figure 4.8.1 shows that a whole 65% indicated that accessibility to M-Pesa was very significant factor to consider while making a decision to use, 27% indicated that if was significant , 1% said that if was less significant and 7% said that it was Not Significant at all. This implies that accessibility is a very important factor a customer considers while making a decision on whether to use mobile money transfer or not and the researcher has made some relevant recommendations on this factor in chapter five of

this report. Customers want to transact in secure, accessible and reliable places. There is need of preventing customers from being mugged by gangs as they transact M-Pesa business and the researcher has recommended necessary steps to be undertaken by the service providers through their agency network to ensure the customers ‘accessibility to M-Pesa is possible.

Table 4.8.2: Rating Factors Affecting M-Pesa Mobile Money Transfer

Variables	Mean	Std. Deviation	Variance
Quality of Service	1.66	0.58	0.33
Affordability	1.98	0.67	0.45
Convenience	1.88	0.94	0.86
Accessibility	1.50	0.64	0.70

Key: 1-Very Significantly 2: Significantly 3: Less Significantly 4: Not at All

Source: Research Data, 2012

In order to make relevant recommendation and conclusion on factors affecting mobile money transfer services in Kenya, the researcher went further to use Likert Scale to undertake a thorough analysis of the factors affecting M-PESA. Likert scale contains a series of opinion statements about a particular topic and respondent’s attitude is the extent to which he or she agrees or disagrees with each statement and in such the factors

affecting the mobile money transfers services in kasarani division was very interesting area of study and the respondents were asked to rate each factors as either '1-Very Significantly, 2: Significantly, 3: Less Significantly or 4: Not at All. The descriptive procedures in SPSS Program were carried out to produce means and standard deviations for the variable as shown in Table 4.7.1 above.

The mean as a measure of central tendency gives is average level of significance as per the variable coding. Using a Likert Scale of four points the respondents rated quality of services and accessibility to the mobile money transfer services had a mean of 1.66 and 1.50 respectively implying that they were rated very significantly.

The standard deviation is also important as it gives us an indication of the average distance from the mean. A low standard deviation would mean the most observations cluster around the mean. A high standard deviation would mean that there was a lot of variation in the answers provided by the respondents. Quality of service and accessibility had a standard deviation of 0.58 and 0.64 respectively. This means that these two variables have high level of significance

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

INTRODUCTION

This chapter summarizes the major findings of the study in relation to the objectives provided in chapter one. It discusses the recommendations and gives suggestions for further study.

5.1 CONCLUSION

The study was aimed at identifying the factors that were affecting mobile money transfer service in Kenya, with a particular focus on Kasarani Division, Nairobi in a bid to establish and analyze the challenges the customers faced while utilizing services.

Firstly, the researcher tried to establish whether gender as factor was affecting mobile money transfer services. The study established that gender was not a major factor affecting mobile money transfer services in Kenya, though the study shows that women were the major recipients of money transfer service in this particular study location, the researcher conclusion is that this was not a major point of concern since women may have been receiving the services due to their nature of responsibilities at home or due to nature of their businesses which are small to warrant large transaction. M-Pesa is the most efficient way of transacting small business in Kenya.

The researcher also decided to find out whether age was a factor affecting mobile money transfer services in Kenya. The study reveals that most of the mobile money users are in

the middle age bracket, the working class and the more productive group aged above 25 years old. Minors are locked out of the mobile money transacting group because of their age which is pegged as a requirement for registration of a mobile money transfer user. The registration is pegged at 18 years of age and mandatory requirement of a national identification card.

The researcher further tried to establish whether the level of education affected mobile money transfer services in Kenya. The study revealed that level of education was not a factor affecting mobile money transfer services. The users are spread across all the levels of education to near even distribution curve. Though the population targeted the existing users of mobile money services, it shows that the Kenyan populace is educated and fully understanding the simple instruction provided by the mobile money providers to transact mobile money business.

During the literature review the researcher had identified four variables namely, quality of services, affordability, convenience and accessibility as major factors affecting mobile money transfer services. These factors are core dimensions of customer perception and satisfaction and posed a great effect to mobile money transfer services. Firstly, the researcher sought to establish the effect of quality of service on mobile money transfer. The study revealed that quality of service was a very significant factor in mobile money service provision. It is explained as the actual difference between customer expectation and perception of the delivery of the service by the service provider. Quality of service affects mobile money transfers services in the manner that customers preferred fast,

efficient, tangible and reliable services from the mobile money service providers and the agency network. The customers also need assurance and safety in transacting this kind of business.

Secondly, the researcher wanted to know the effect of cost or affordability of mobile money transfer services. The study revealed that, affordability was a factor of many concerns to the M-Pesa users. The cost of transacting mobile money transfer services was rated as high for large transactions in comparison to other means of money transfer. The users would have preferred low cost charges for large mobile money transaction and the researchers recommends to the mobile money providers to review and lower the charge rates.

Thirdly, the researcher wanted to measure how convenient it was to use mobile money transfer services. Convenience was rated as a key element in mobile money transfer services as the service had enabled users to transact business from any destination, at any time and with very many people without any hindrances.

Accessibility of mobile money transfer services was also rated and the researcher concludes that accessibility is a very important factor a customer considers while making a decision on whether to use mobile money transfer or not. Accessibility is defined in this study as the geographical availability of the mobile money transfer services and it includes issues of time, location and security parameters to the users of the mobile money transfer services.

We can therefore conclude that, quality of services; affordability, convenience and accessibility are very important factors to consider while providing mobile money transfer services in Kenya. The consumers of mobile money services prefer quality services which are affordable to all, are convenient to transact business with and are accessible to all at all-time especially during this technology era and when business has gone global. Sending and receiving money has become a simple and competition has increased from all spheres of life and the mobile money service providers should embrace the new changes.

5.2 RECOMMENDATION FOR POLICY AND PRACTICE

5.2.1 Strengthening of Mobile Money Transfers Product Development

To the mobile money product developers and the providers such as Safaricom, Orange Kenya and Airtel Kenya, should intensify their development aspects and continually improve their product to suit the ever increasing needs of the consumers. The study has provided a more scientific way of measuring, describing and evaluating the level of their customer perception and satisfaction for the services they deliver. The study also serves as an invaluable source of information that brings to lime light the switching intentions of their respective customers. It uncovers dimensions of service quality that customer consider as important as well as customers' intention to switch other competitors networks. This provides appropriate ways of helping the service providers to be more competitive in their service provision.

The study also helps organization and management of strategic decisions in several critical areas of customer services operations and to provide justifiable, valid and deliverable customer value that are aimed at achieving customer satisfaction and loyalty, building long term mutually beneficial relationship with profitable customers and the helps in achieving sustainable small business growth in Kenya.

5.2.2 Improvement of Government Policy on Mobile Money Transfer Services

The policy makers in both government agencies such as the ministry of communication and Communication Commission of Kenya (CCK) and the private sector should now improve their policies on mobile money transfers services. The issues of money laundry, robbery and other criminal acts relating to mobile money services should now be addressed to make the product more secure and accessible to all. This report provides insights and a more reliable guide to monitoring the impact of the operations of the mobile money providers and their agents. It also acts as a yardstick for measuring partly their respective policies and objectives such as enhancing the reliability, transparency and efficiency of the provision of mobile money transfer services.

5.2.3 Intensify Public Knowledge to all Stakeholders, Researchers and scholars.

The mobile money stakeholders like consumers, investors, shareholders, employees, researchers, pressure groups and consumer associations will now have at their disposal an objective report that provides invaluable information that allows them to provide useful suggestions to the improvement in service delivery of their respective mobile money providers, contribute to consumer rights debates on improvement of the product or on the cost of transacting business.

The study report also helps in increasing the general knowledge of the subject of mobile money, customer satisfaction and customer perception and acts as a reference material for further studies on the subject.

5.3 RECOMMENDATION FOR FURTHER RESEARCH

Further research is needed in the area of mobile money affordability that should be geared towards establishing how cost effective transacting mobile money can be especially to large corporate clientele who do not frequently use the services to transact business. This research should be aimed at addressing issues like mobile money transacting cost, taxation elements and any other levying issue which may be inhibiting the utilization of this technology by larger consumers and seek to establish the bearing of the same on the consumer perception and satisfaction.

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M-PESA QUESTIONNAIRE

1. Name of the respondent (Full name) _____

2. Gender of the respondent: Male Female

3. The age of the respondent: 18-24 years 25-34 Years 35-44 years 45-54 years 55-64 years 65 years and above

4. The role of the respondent in the development of M-PESA _____

5. What is your level of education?

- University
- Diploma
- Secondary
- Others

(Specify) _____

6. How long have you been using M-Pesa Mobile Money transfer services _____

APPENDIX I

M-PESA QUESTIONNAIRE

This is a self-administered questionnaire to be filled by the M-PESA users (customers). The questionnaire is aimed at collecting data about the factors affecting mobile money transfers services in Kenya, with a particular focus on Kasarani Division, Nairobi. Please respond to the following questions as accurately and honestly as you can. I would like to assure you that this research is purely academic and not for comparison purpose. I also assure you total confidentiality of the information provided.

SECTION ONE

M-PESA GENERAL INFORMATION

1. Name of the respondent (optional).....
2. Gender of the respondent: Male Female
3. The age of the respondent: 1-18 Years 19-25 Years Over 25 Years
4. The role of the respondent in the development of M-PESA.....
5. What is your level of education?
 - University
 - Diploma
 - Secondary
 - Others
(specify).....
6. For how long have you been using M-Pesa Mobile Money Transfer services
.....

7. Please list down the M-Pesa services you use most frequently:-

a. -----

b. -----

c. -----

SECTION TWO

FACTORS AFFECTING MOBILE MONEY TRANSFER SERVICES

1. Please identify five major factors (challenges and constraints) that you think affect M-Pesa Mobile Money Transfer services in Kasarani Division.

i.

ii.

iii.

iv.

v.

2. Are you happy with the mobile money (M-Pesa) transfer usage rate as charged by Safaricom?

Yes

No

Not Sure

3. Do other M-Pesa users complain about the money transfer rate?

Yes

No

Not Sure

4. How would you rate the effect of the following factors on Mobile Money Transfer (M-Pesa) services?

Factor	Very Significantly	Significantly	Less Significantly	Not at all
Quality Service				
Affordability				
Convenience				
Accessibility				

5. How would you rate effect of lack of adequate access to M-Pesa Services on the profit Margins and annual sales turnover of the product provider Safaricom?

Very Significantly	Significantly	Less Significantly	Not at all
4	3	2	1

6. How do you rate the current penetration of M-PESA Services in the financial market in Kenya?

Highly Effective	Moderately Effective	Effective	Lowly Effective	Not effective
5	4	3	2	1

7. What general policy recommendations to enhance customer perception and customer satisfaction of mobile money transfer services in Kenya; would you propose to product developers and other stakeholders? -----

APPENDIX II

LIST OF M-PESA AGENTS AS AT 31 MARCH, 2011			
No.	Division	Name of M-Pesa Agent	Location/Area of Registration
1.0	Kasarani	Universal connect	Korogocho market
2.0	Kasarani	Sweettalk communication	Korogocho Slums
3.0	Kasarani	Benvin communication	Korogocho Slums
4.0	Kasarani	Junja & Co. Ltd	Korogocho Slums
5.0	Kasarani	Elik Traders	Korogocho Slums
6.0	Kasarani	Sam and Hen	Korogocho Slums
7.0	Kasarani	Jawap General cotractors	Korogocho Slums
8.0	Kasarani	Eazy Net comm	Korogocho Slums
9.0	Kasarani	Emmanuel communications	Korogocho Slums
10.0	Kasarani	Module Cell Communication	Korogocho Slums
11.0	Kasarani	Kenlilian communication	Korogocho
12.0	Kasarani	Yankees communication	Korogocho
13.0	Kasarani	Mobitex Telecommunications Ltd	Canaan
14.0	Kasarani	Karepoint Comuncations Ltd	Near Korogocho Stage
15.0	Kasarani	Angian Commuincation	Korogocho
16.0	Kasarani	Module Cell Communication	Korocho slums
17.0	Kasarani	Tellem comm	Korogocho Slums
18.0	Kasarani	Module Cell Communication	Korogocho Slums
19.0	Kasarani	Last Rose Ltd	Korogocho Slums
20.0	Kasarani	Hena Ltd	Korogocho Slums
21.0	Kasarani	Hella Connection	Korogocho Slums
22.0	Kasarani	Irenieky communication	Korogocho Slums
23.0	Kasarani	Kendsal Distributors	Korogocho Slums
24.0	Kasarani	Mawanja & Company ltd	Korogocho Slums
25.0	Kasarani	Mawanja & Company ltd	Korogocho Slums
26.0	Kasarani	Magnum Communication	Korogocho Slums
27.0	Kasarani	Mabro Ltd	Opposite Kasarani police station
28.0	Kasarani	Nginya Investments	Opposite Kasarani police station
29.0	Kasarani	Linkcom Holdings	Opposite Kasarani police station
30.0	Kasarani	Tide Mobiles	Opposite Kasarani police station

31.0	Kasarani	Paypoint Ltd	Opposite Kasarani police station
32.0	Kasarani	Romak Communications	Opposite Kasarani police station
33.0	Kasarani	Sefran communication	Adjacent Njewaka Supermarket
34.0	Kasarani	Gulf African bank	Adjacent Njewaka Supermarket
35.0	Kasarani	Harp Sounds Company Ltd	Adjacent Njewaka Supermarket
36.0	Kasarani	Steplink Communication	Opposite Kasarani police station
37.0	Kasarani	Mapema Kiserian Traders	Opposite Kasarani police station
38.0	Kasarani	Lexcon Communication	Opposite Kasarani police station
39.0	Kasarani	Peace Communications	Gichiche Bldg opp Kasarani Police Station
40.0	Kasarani	Loska Communications Ltd	Kasarani police station canteen
41.0	Kasarani	Luzon Communications	Opposite Kasarani police station
42.0	Kasarani	Naivas Supermarket	Kasarani, Near Haco IndustriesBarclays Bank
43.0	Kasarani	East Aberdare	Kasarani, Near Haco IndustriesBarclays Bank
44.0	Kasarani	Suhufi Communications Ltd	Kasarani, Near Haco IndustriesBarclays Bank
45.0	Kasarani	Soleca Communications Ltd	Farmers' Corner next to Bush & Bull Restaurant Kasarani- Mwiki Rd
46.0	Kasarani	Embcomm Network Ltd	Farmers' Corner next to Kuhura Kaima Pub Kasarani
47.0	Kasarani	Kiwi Timber and Metal Works	Next to Car wash
48.0	Kasarani	Briannah Communication Ltd	Goshen Gardens Ground Flr
49.0	Kasarani	Vital products Ltd	Behind Barclays
50.0	Kasarani	Fone Solutions Ltd	Goshen Gardens Ground Flr
51.0	Kasarani	Cool Motors Ltd	Cooling Point Pharmacy, Goshen Gardens Ground Flr
52.0	Kasarani	Mobile Talk Shop	Thika Road Next to Sony Driving School
53.0	Kasarani	Telesoft Communications	Near the goshen gardens opp farmers choice
54.0	Kasarani	Storm Waves Connections	Next to Njewaka Supermarket along Mwiki Road
55.0	Kasarani	Cool Motors Ltd	Adjacent Njewaka Supermarket
56.0	Kasarani	Cincinnati Investments	behind Njewaka Supermarket along Mwiki road
57.0	Kasarani	Offroad Communications Ltd	Mwiki Road, near Sportsview Hotel
58.0	Kasarani	Mobile Talk Shop	Lunacom Plaza

58.0	Kasarani	Emmanuel Connections	Kasarani, Near Haco Industries Barclays Bank
60.0	Kasarani	Adtel Communications	Danmacs Flats Mwiki Road
61.0	Kasarani	Mobi Expert	Danmacs Flats Mwiki Road
62.0	Kasarani	Sammary traders	Clay City opp Ebenezar Plaza near Seasons Market off Mwiki Road
63.0	Kasarani	Karepoint communications	Opposite Danmacs Flats Mwiki Road
64.0	Kasarani	Cabtel Technologies Ltd	Diva's Salon opp Danmacs Flats Mwiki Road
65.0	Kasarani	Hand Up Ltd	Clay City opp Ebenezar Plaza near Seasons Market off Mwiki Road
66.0	Kasarani	Supreme connections	Clay City opp Ebenezar Plaza near Seasons Market off Mwiki Road
67.0	Kasarani	Lakestar communications	Behind Seasons Market off Mwiki Road
68.0	Kasarani	Kisasa Communications	Behind Seasons Market off Mwiki Road
69.0	Kasarani	Coronation Communications Ltd	Ebenezar Plaza, Clay City near Seasons
70.0	Kasarani	Coronation Communications Ltd	Ebenezar Plaza, Clay City near Seasons Market off Mwiki Road
71.0	Kasarani	Sabedo Communications	Next to Claycity Hospital
72.0	Kasarani	Annes Connection	Opp Kasarani sports view Junction
73.0	Kasarani	Finan Mark Africa	Next to Njewaka Supermarket along Mwiki Road
74.0	Kasarani	Absolute Alinged Mobile	Kasarani Sports View Area
75.0	Kasarani	Peace Communication Ltd	Hunters, Mwiki Road
76.0	Kasarani	Lawinet Solutions Ltd	Hunters, off Mwiki Road
77.0	Kasarani	Generation Insight Ltd	Hunters,
78.0	Kasarani	Matrix Business Consultants	Hunters, off Mwiki Road
79.0	Kasarani	Express Strategies	Hunters, Mwiki Road
80.0	Kasarani	Vempal Enterprises Ltd	Hunters, off Mwiki Road
81.0	Kasarani	Generation Insight Ltd	Hunters, off Mwiki Road
82.0	Kasarani	Glory Dandora	Hunters, off Mwiki Road
83.0	Kasarani	Lawinet Solutions Ltd	Kasarani, Near Haco Industries
84.0	Kasarani	Express Strategies Ltd	Sunton Stage Hill Rock Stalls
85.0	Kasarani	Link Com Holdings	Sunton next to Tulip Guest House
86.0	Kasarani	Link Com Holdings	Sunton Stage Hill Rock Stalls
87.0	Kasarani	Kenlilian Communications Ltd	Sunton Next to Hill Rock Stalls

88.0	Kasarani	Caribbean Investments	Sunton next to Tulip Guest House
89.0	Kasarani	Kiwi Communications	Kasarani, Near Haco Industries
90.0	Kasarani	Tumaini Dynamic	Kasarani, Near Haco Industries
91.0	Kasarani	Joken Investment Ltd	Kasarani Majimazuri
92.0	Kasarani	Blessed Connections	Hunters off Mwiki Road
93.0	Kasarani	Waden Communications	Sunton lower stage
94.0	Kasarani	3G Telcom	Kasarani, Majimazuri
95.0	Kasarani	Trimlinks Communications Ltd	Sunton Stage
96.0	Kasarani	Total Communications	Sunton Stage
97.0	Kasarani	Elmogi Sonko	off Mwiki road, Garage
98.0	Kasarani	Apua Assocites Ltd	Sunton Stage
99.0	Kasarani	Pato Investments Bright Technologies	Hunters off Mwiki Road
100.0	Kasarani	Silrich Trading Co	Sunton Stage
101.0	Kasarani	Robbytech ltd	Sunton
102.0	Kasarani	Cool Motors	St Francis
103.0	Kasarani	Wimtech Communications	Mtini
104.0	Kasarani	On Shore Communications	Kasarani(Garage)
105.0	Kasarani	Cool Motors	Kasarani(Garage)
106.0	Kasarani	Cool Motors	Kasarani (Mugumo)
107.0	Kasarani	Cool Motors	Kasarani (Mtini)
108.0	Kasarani	Beckam Enterprises Ltd	Hunters Joyland Supermarket
109.0	Kasarani	Cool Motors	Mtini
110.0	Kasarani	3G Telcom	Kwa Masister
111.0	Kasarani	Jomarc communications	Opposite Kwa Jeshi
112.0	Kasarani	Evergreen Auto supplies	St.Kizito
113.0	Kasarani	Jogad Communications	Ndambaki(Mwiki)
114.0	Kasarani	Beckam Enterprises Ltd	Mwiki Road near Kassmatt Supermarket
115.0	Kasarani	Teletext Communications Ltd	Off Mwiki Road at Kassmatt Supermarket junction, 6th street opp. St. Dominics Church
116.0	Kasarani	Kejen & Sons Co. Ltd (HQ)	ACK Road, off Mwiki Rd
117.0	Kasarani	Ropem Telecom Ltd	Mwiki Road opp Njokati House
118.0	Kasarani	Twelve Islands	Opp Formula One Petrol Station
119.0	Kasarani	Desang Ltd	Mwiki Road near Kassmatt Supermarket

120.0	Kasarani	Work And Talk Communication Ltd	Mwiki Road Opp Seniors Driving School
121.0	Kasarani	3G Telcom	Njokati House Mwiki Rd
122.0	Kasarani	Great Phones Communications Ltd	Njeri House Mwiki Road
123.0	Kasarani	Jogad Communications	Next to Formula One Petrol Station
124.0	Kasarani	Scorpio Telecommunications Ltd	Off Mwiki Road near Matatu Terminus
125.0	Kasarani	Cincinnati Investments	Opposite Formula One Petrol Station
126.0	Kasarani	Al Yusra Mobiles	Mwiki Road Opp Seniors Driving School
127.0	Kasarani	Peace Communication Ltd	Mwiki Road Opp Seniors Driving School
128.0	Kasarani	Beckam Enterprises Ltd	Next To Seniors Driving School
129.0	Kasarani	Pesawaves	Behind Njeri Hse off Mwiki Rd
130.0	Kasarani	Kejen and Sons	Behind Work and Talk
131.0	Kasarani	Batian Networks	Opposite Mwiki Police Station
132.0	Kasarani	Samchi Communications	Mwiki Road Opp Seniors Driving School
133.0	Kasarani	Nginya Invst	ACK rd
134.0	Kasarani	Masalan Communications	Opp Kassmatt Supamrkt
135.0	Kasarani	Ororok Communications	Behind Njeri Hse off Mwiki Rd
136.0	Kasarani	Kejen and Sons	Mutirithia
137.0	Kasarani	Kejen & Sons Co. Ltd	Cieko
138.0	Kasarani	Peace Communication Ltd	Pharse 3
139.0	Kasarani	Desang Ltd	Mwiki Road near Kassmatt Supermarket
140.0	Kasarani	Masalan Communications	Opp Kassmat Supermarket
141.0	Kasarani	Paypoint Communications	Ndambaki(Mwiki)
142.0	Kasarani	Unik Royal	Near Chiefs Camp
143.0	Kasarani	Dalu wireless	Mafuta stage
144.0	Kasarani	Dalu wireless	44-45 road
145.0	Kasarani	Generation Insight	Uncle Sam Stage
146.0	Kasarani	Parvic Communications	Along Kamiti Road
147.0	Kasarani	Sperklink Investments	44-45 road
148.0	Kasarani	Faricom Esbon	After Leesar Supermarket
149.0	Kasarani	Ultimate Communications	Along Kamiti Road
150.0	Kasarani	Lakestar comm	near Kimsar supermkt

151.0	Kasarani	Paypoint	Near Chiefs Camp
152.0	Kasarani	Jobliu Telecomms	Behind Leesar Supermarket
153.0	Kasarani	Crescent Telecoms	Uncle Sams Complex
154.0	Kasarani	Obbitel Communications	Uncle Sam Stage
155.0	Kasarani	Corsair Communication Ltd	Opposite Abundant Life Church
156.0	Kasarani	Isotech Interconnections Ltd	Uncle Sams Shopping Center after Viewpoint
157.0	Kasarani	Hand up ltd	Behind mafuta stage
158.0	Kasarani	Superior phones	Uncle sams stage
159.0	Kasarani	3G Telcoms	Near Chiefs
160.0	Kasarani	Kamana ltd	behind uncle sam stage
161.0	Kasarani	Bremar enterprises	Mambrose
162.0	Kasarani	Obamain	Near uncle sam stage
163.0	Kasarani	Wellmed pharmaceuticals	near Small villa
164.0	Kasarani	Chrismo Investment Ltd	Near Chiefs Camp
165.0	Kasarani	TelBel Communications	Near Chiefs Camp
166.0	Kasarani	Isotech Interconnections Ltd	Uncle Sams Shopping Center
167.0	Kasarani	Mukmik Consultant	Along Kamiti Road
168.0	Kasarani	View Point	Uncle sams stage
169.0	Kasarani	Cellpoint Communications Ltd	Near Chiefs Camp
170.0	Kasarani	Stesuma Investments Ltd	Near Chiefs Camp
171.0	Kasarani	Jakimu Mwengeny	44-45 road
172.0	Kasarani	Dailysales	Near Global business
173.0	Kasarani	Conquest Solutions Ltd	Behind Uncle Sams Stage
174.0	Kasarani	Global Business Makers	Behind Mafuta Stage
175.0	Kasarani	Hughes Communication	Behind Mafuta Stage
176.0	Kasarani	Forward Mobile	At KU Thika stage
177.0	Kasarani	Viben enterprises	At KU Thika stage
178.0	Kasarani	Robbitech communications	At KU Thika stage
179.0	Kasarani	Extreem connections	At KU Thika stage
180.0	Kasarani	Generation Insight Ltd	At KU Thika stage
181.0	Kasarani	Smiles Ltd	At KU Thika stage
182.0	Kasarani	Bigtimer Agencies	At KU Thika stage
184.0	Kasarani	Tumaini Dynamic	At KU Thika stage
185.0	Kasarani	Bigtimer Agencies	Opposite Equity Bank

186.0	Kasarani	Romak communications	Opposite Equity Bank
187.0	Kasarani	Embcom Networks	Next to Equity Bank
188.0	Kasarani	Bigtimer agencies	Githurai primary road
189.0	Kasarani	Robbitech communications	Githurai primary road
190.0	Kasarani	Robbitech communications	Githurai primary road
191.0	Kasarani	Evergreen Auto supplies	Githurai primary road
192.0	Kasarani	Dazzle Communications	Githurai primary road
193.0	Kasarani	Ponamu Ventures	Githurai primary road
194.0	Kasarani	Lexcon Communications	Githurai primary road
195.0	Kasarani	Tumaini Dynamic	Behind Kassmatt Supermarket
196.0	Kasarani	Lexcon Communications	Githurai primary road
197.0	Kasarani	Man Kush communications	Next to Equity Bank
198.0	Kasarani	spai distibutors	At the Githurai 45 market
199.0	Kasarani	Peace communication	Opposite Githurai Primary
200.0	Kasarani	Sisicom Technologies	At the Githurai 45 market
201.0	Kasarani	Liki P	At the Githurai 45 Thika-K.U staget
202.0	Kasarani	Bigtimer Agencies	Behind Kassmatt Supermarket
203.0	Kasarani	Dailysales communications	Behind Equity bank
204.0	Kasarani	Robbitech communications	Behind Equity bank
205.0	Kasarani	Cellpoint Communications	Behind Equity bank
206.0	Kasarani	Equity Bank	Behind Shell petrol station
207.0	Kasarani	Touchline agences[musicworld shop]	Githurai 45 roundabout
208.0	Kasarani	sulubei	Githurai 45 roundabout
209.0	Kasarani	Robbytech communications	Githurai 45 roundabout
210.0	Kasarani	View Point	Githurai 45 roundabout
211.0	Kasarani	Combase	At the Githurai45 roundabout
212.0	Kasarani	Al-Amana Communication	Githurai 45 roundabout
213.0	Kasarani	Onshore Connectors	Along Progressive Road
214.0	Kasarani	Pesa waves communications	Opposite Post Bank
215.0	Kasarani	Robbitech communications	Kassmatt Supermarket
216.0	Kasarani	Tumaini Dynamic	Kassmatt Supermarket
217.0	Kasarani	Tumaini Dynamic	Kassmatt Supermarket
218.0	Kasarani	Beckam Enterprises	Opposite Post Bank

219.0	Kasarani	Peace Communication	Opposite Harlem house
220.0	Kasarani	Kimlink Communication	Opposite Harlem house
221.0	Kasarani	Robbitech communications	Next to KanKan house
222.0	Kasarani	Loska Communications Ltd	Mwihoko road opposite harlem house
223.0	Kasarani	Robbytech communications	Next to KanKan house
224.0	Kasarani	Microwave Communications	At the Mwihoko stage
225.0	Kasarani	Touchline agencies	Off Kwa Chief road
226.0	Kasarani	Coronation communications	Off Kwa Chief road
227.0	Kasarani	Gacharaigu agencies	Off Kwa Chief road
228.0	Kasarani	Update Investments	Off Kwa Chief road
229.0	Kasarani	Paypoint communications	Off Kwa Chief road
230.0	Kasarani	Millenia Multipurpose	Off Kwa Chief road
231.0	Kasarani	Darcarsam communications	Off Kwa Chief road
232.0	Kasarani	Dalu Wireless	Off Kwa Chief road
233.0	Kasarani	Robbytech communications	Off Kwa Chief road
234.0	Kasarani	Bluegrass Ltd	Off Kwa Chief road
235.0	Kasarani	Update Investments	Off Kwa Chief road
236.0	Kasarani	Beckam Enterprises	Beckam Studio
237.0	Kasarani	Milestone technology Ltd	Next to KanKan house
238.0	Kasarani	ColorZone	At the githurai main market opp Thika - K.U stage
239.0	Kasarani	Bawa Sacco	Next to KanKan house off Kwa chief road
240.0	Kasarani	Sam & Hen Communications	Opposite Delivarance Church
241.0	Kasarani	Onshore Connectors	Opposite Delivarance Church
242.0	Kasarani	Sperklink Investment Ltd	Opposite Delivarance Church
243.0	Kasarani	Generation Insight Ltd	Kan Kan House
244.0	Kasarani	Bluegrass Ltd	Opposite the Chiefs Camp
245.0	Kasarani	cheche Communication	Along Progressive Road
246.0	Kasarani	Orchards Communication Ltd	Along Progressive Road
247.0	Kasarani	Stema Communications	Along Progressive Road
248.0	Kasarani	Stema Communications	Along Progressive Road
249.0	Kasarani	Onefam communications	Along Progressive Road
250.0	Kasarani	Peace communication	Along Progressive Road
251.0	Kasarani	Stema Communications	Along Progressive Road

252.0	Kasarani	Robbytech communications	Along Progressive Road
253.0	Kasarani	View point ltd	Opposite the Mosque
254.0	Kasarani	Aridland networks	Opposite the Mosque
255.0	Kasarani	Akarim Agencies Ltd	Opposite the Mosque
256.0	Kasarani	Post Bank	Wimma House
257.0	Kasarani	Family Bank	Githurai 45 roundabout
258.0	Kasarani	Wings Communications	Opposite the Thika-K.U stage
259.0	Kasarani	One two One communications	Githurai 45 Main market
260.0	Kasarani	Ultimate Communications	Githurai 45 Main market
261.0	Kasarani	Chui Scrap Metal	Next to Family Bank
262.0	Kasarani	Gacharaigu agencies	Githurai45 Market
263.0	Kasarani	Loc 7	Mwihoko road next to the railway station
264.0	Kasarani	Kingdom Sacco Ltd	Along Progressive Road
265.0	Kasarani	Orchads Communication	Along Progressive Road
266.0	Kasarani	Market Ventures	Along Progressive Road
267.0	Kasarani	3G Telecoms	Opposite PEFA Church
268.0	Kasarani	Pesa waves Ltd	Opposite PEFA Church
269.0	Kasarani	Smiles Ltd	Opposite PEFA Church
270.0	Kasarani	Smiles Ltd	Along Progressive Road
271.0	Kasarani	spai distributors	Near st.Kizito
272.0	Kasarani	Danico Communication	Opposite Kwa Jeshi
273.0	Kasarani	Fununu Network Ltd	Opposite Kwa Jeshi
274.0	Kasarani	Happy Moods communications	Near st.Kizito
278.0	Kasarani	Romak Communications	Along Progressive Road
279.0	Kasarani	3G Telecoms	Along Progressive Road
280.0	Kasarani	Smiles Ltd	Along Progressive Road
281.0	Kasarani	Pesa waves Ltd	Along Progressive Road
282.0	Kasarani	Pesawaves Ltd	Along Progressive Road
283.0	Kasarani	crafton enterprises	Along Progressive Road
284.0	Kasarani	Wyconet communications	Along Progressive Road
285.0	Kasarani	Samary Traders & Communication	Gituri Kagema
286.0	Kasarani	Magnum LTD	Nairobi Railways
287.0	Kasarani	Kenya One Telecommunication	Opp. Rikana supermarket