

MOBILE BANKING ADOPTION: A RURAL ZIMBABWEAN MARKETING PERSPECTIVE

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Abstract

The purpose of this paper is to explore and discuss the determinants that inhibit mobile banking adoption by the rural unbanked in Zimbabwe. The researchers conducted an extensive literature search. The references consulted were categorically analysed and articles were considered to compile the findings of this paper. The study provides a contribution to practice by providing a better understanding of issues associated with mobile banking diffusion mechanisms that aid the adoption of mobile banking systems. The main findings of the research indicate that there is a slow and often annoying adoption of mobile banking within Zimbabwe by the rural unbanked due to a considerable number of inhibitive factors. This research reveals the nature of adoption that may reliably inform service providers about strategies to consider when appealing to this market segment. The study also shows that mobile banking adoption cannot ignore the use of marketing oriented factors in order to avoid the assumption of being myopic by considering only the product based variables to assess behavioural intention to adopt mobile banking services as identified in Technology Acceptance Model. However, the literature review also reveals that there are virtually no substantive theoretical researches which adequately extend the TAM using all the marketing mix elements. Therefore Technology Acceptance Model is extended using the marketing mix elements to better predict the behavioural intention to adopt mobile banking by the rural unbanked. This research, having studied the behaviour of the rural unbanked, argues that mobile banking service providers are likely to develop tailor-made integrated marketing mix strategies in order to financially include this market segment. The paper recommends for future research to use the additional marketing mix elements of physical evidence, processes and people in the adoption of mobile banking services by the rural unbanked.

Keywords: Adoption, Banking, Mobile Banking, Financial Exclusion, Rural Unbanked, Zimbabwe

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1 Introduction

Information technology offers a substantial potential in improving the financial inclusion goal of most governments. The broad theme of this paper is to explore the marketing oriented drivers and inhibitors of mobile banking adoption by the rural unbanked in Zimbabwe. The paper seeks to contribute to the financial discourse on financial inclusion through mobile banking on the continent while providing tangible evidence on the state of financial inclusion in Zimbabwe and informing policy makers and development agencies, for example non-governmental organisations, about the potential opportunities and challenges that need attention and action to serve the unbanked market segment, laggards as used by Rogers (2003). The phenomenal widespread of mobile phones across the world seemingly means that the number of mobile phone users might have surpassed the number of banked people (Macharia and Okunoye, 2013).

Although recent studies have proposed a number of models based on the Technology Acceptance Model (Davis, 1989), unfortunately the researchers could not find any proposed model that included marketing variables that promoted adoption of mobile banking by the rural unbanked. There is paucity research that explores the use of mobile banking and payments systems despite the fact that many authorities have complemented the initiative to use mobile phones to include the rural people who do not have access to brick and mortar banks (Tobbin, 2012; Shambare, 2011; and Donner and Tellez, 2008). A number of studies have developed some theories from information systems and innovation diffusion but no standard theories have been developed for application in the mobile banking context (Puschel *et al.*, 2010).

Porteous (2006) discovers that there are more people with mobile phones than with bank accounts in the world but several researchers lament on the low uptake of mobile banking while the unbanked are still to be reached. The world mobile penetration rate

stands at 78.2% with 9% of the world population with bank accounts (World Development Indicators, 2010). It therefore means that mobile phone penetration has surpassed bancarisation rate. In Zimbabwe mobile phones have reached a penetration rate of 103% (Post and Telecommunications Regulatory Authority of Zimbabwe, POTRAZ). This is a clear indicator that there is a mismatch between bancarisation rate and mobile phone penetration and hence the need to establish the causes of this variance.

The mobile banking services have substantially transformed lives of many people in some parts of Africa for example Kenya and South Africa. The mobile banking technology has become vital and the use of mobile banking services should also follow suit to bridge the gap. This research reveals the nature of adoption that may reliably inform service providers about strategies to consider when appealing to this market segment. It is hoped that the results of the study will help concerned stakeholders to design and evaluate marketing strategies aimed at predicting how the unbanked respond to new technology. By understanding the unbanked market segment's behaviour, financial services providers will be able to customise the marketing efforts in a bid to serve this untapped market effectively. Once this group is served the financial institutions are better able to increase their capital base and the concerned government will raise more revenue through taxing the money transfer and payments via the mobile devices.

This study is expected to go a long way helping many people in that studies on consumer behaviour strongly influence policy formulation and implementation due to the changes in acceptance patterns of mobile banking services. The study also shows that mobile banking adoption cannot ignore the use of marketing oriented factors in order to avoid the assumption of being myopic by considering only product based variables to assess behavioural intention to adopt mobile banking services as identified in Technology Acceptance Model. The major purpose of this study is to follow better attitude and behavioural predictive measures that help explain use of mobile banking in Zimbabwe.

2 Statement of the problem

The acceptability of mobile phone banking in Zimbabwe by the rural unbanked can only be viable if the factors that influence adoption of technology are critically analysed. It is imperative to evaluate how mobile phone banking would enhance the country to achieve its goals of financial inclusion as enshrined in Zimbabwe Agenda for Sustainable Socio-Economic Transformation (ZIMASSET) through Information and Communication Technology. Econet, Telecel and Netone companies are making considerable effort to strongly market m-banking to both urban and rural residents but the rural people have substantially remained unbanked resulting in their continued exclusion financially. The significant failures of mobile banking adoption in some countries have made

the prediction of rural unbanked's attitude towards m-banking difficult. In the same vain, Zimbabwe may not be an exception. Therefore the preparedness of the rural unbanked people's opinions need be examined. The lack of knowledge about the rural unbanked towards cell phone banking really impedes the promises this type of banking model is to provide in order to financially include and activate economically the rural people. If this study is not carried out, the rural unbanked shall remain more vulnerable to poverty and marginalised and the rural Zimbabwe would potentially remain more underdeveloped than Kenya and South Africa who have notably transformed the rural life of the unbanked. The extension of mobile phone banking through effective marketing strategies to the rural areas and exploring determinants influencing m-banking may lead to increased financial inclusion of the rural unbanked in Zimbabwe. Therefore it is hoped that hindrances of mobile banking adoption by the rural unbanked may be overcome partially if banking services are delivered via mobile phones.

3 Research methodology

Researcher used documentations to gather secondary data by reviewing 50 articles on mobile banking from books, journals, newspapers, government reports, the European Commission, academic dissertations and literature available in electronic databases from reputable academics and the Internet.

4 An overview of the rural unbanked and mobile banking

4.1 Defining the rural unbanked

The rural unbanked are rural customers without formal bank accounts who operate in a cash economy and these people have limited access to bank loans, savings and insurance (Medhi et al., 2009). The rural unbanked are normally people with low incomes, the unemployed, informal traders, cash recipients from remittances, socially excluded, and elderly people in the rural community. However, Bandyopadhyay (2009) argue that the unbanked are not the poorest people for they may constitute micro-business people, unorganised enterprises and employees of private companies. The unbanked are low income earners who were ignored by commercial banks who focused more on urban customers because they could afford requirements for opening a bank account. This non consuming market segment modestly suffer from neglect by traditional banking institutions (Deloitte Development, 2012).

From the marketing perspective these people who take long to accept new innovation may be referred to as laggards (Rogers, 2003). Rogers (2003) defines laggards as a market segment that has a traditional view and they are sceptical about new technology and they accept change after a long time. These people are of limited financial resources and

they lack awareness-knowledge of the mobile banking services, hence the need for incorporating integrated marketing communication tools in influencing the rural unbanked people's attitude and behaviour towards mobile banking. This group of people risk loss of their financial resources due to theft as they travel long distances to the brick and mortar banks. The rural unbanked is an untapped banking market most banks in Zimbabwe are ignoring yet it represents a potentially enormous market and possibly quite profitable. By definition, the rural unbanked are therefore customers who do not have any checking, savings, credit, or insurance account with a traditional, regulated depository institution. (Deloitte Development, 2012). This market segment of the rural unbanked is a neglected from the entrenched competitors who feel and myopically view the unbanked as unattractive yet potential profitable customer base.

The unbanked are vulnerable people in the rural society who face challenges from accessing traditional banks because they require customers to maintain a minimum balance in their account which cannot be afforded by the unbanked and they also risk being charged a fee if their balances fall below minimum requirements (Choe, 2009). Again, there is low prevalence of banks and credit unions in rural Zimbabwe for low income earners and the traditional commercial banks have seen no value in serving this market segment as they find low income customers as less profitable and they do not actually believe that it is worth the time, effort and the marketing costs directed to them.

However, the lack to access bank accounts means that the rural unbanked individuals must seek alternative financial models that serve their basic financial needs effectively. In Zimbabwe people may be unbanked since the current old people who survived the economic meltdown of 2003-2008 have developed distrust in all financial models and therefore may not use them. The unbanked are a silent mass of our population who should be heard in the financial circles, so the need to study their behavioural characteristics. Given these observations, the next subtopic focuses on the promises of mobile banking in Zimbabwe.

4.2 Financial exclusion in Zimbabwe

Financial exclusion continues to top in boardrooms of most governments on national and socio-economics discourse in Zimbabwe. Chakrabarty (2013) regrets that the whole discourse surrounding financial inclusion has spawn significant heat and sound but yet with little light as nothing is being done. Generally 40% of Zimbabweans are nationally financially excluded (FinScope, 2011). Such people do not use any formal or informal financial products. It is reported that 22% depend on informal banking while 38% are formally served and in this figure 14% use non-bank formal products. The report continues to show that 51% of the rural population are

significantly excluded, at the same time only 12% are formally banked with 37% being served informally. These figures are a true reflection that the bulk of the rural Zimbabwe are financially excluded but these people possess mobile phones which can be used systematically as vehicles to bank them.

The unbanked are normally excluded because they lack the required documents need to open an account with commercial banks for example national identity, initial deposit, and lack of collateral security. Again, poor customer knowledge, lack of financial literacy, information asymmetry, and operational costs on the side of financial institutions make adoption difficult and these banks perceive the unbanked as an unprofitable market segment (Triki and Faye, 2013). Kempson *et al.*, (2000) identified that geographic exclusion resulting from branch closures, conditional exclusion due to the failure to qualify because of minimum deposit required, poor credit history and identity requirements; prices exclusions through the relative cost of financial products and services such as unauthorised overdrafts; marketing exclusion as less profitable groups of customers are not target by providers and them being unaware of the financial services available; and self-exclusion contribute significantly towards exclusion from financial services. Kempson *et al.*, (2004) content that the self-exclusion attitudinal factors are a major hurdle in the take up of bank accounts by the low income consumers. Since exclusion levels have been discovered to be high so the need to include them using mobile phone banking approach. The figure above indicates that mobile banking (non-banked formal) use in the rural areas is a meagre 10% indicating that the adoption rate is still very low.

4.3 Mobile banking adoption

Mobile banking is a form of mobile commerce in the banking industry. Wikipedia (2014) defines mobile banking as "a system that allows customers of a financial institution to conduct a number of financial transactions through a mobile device such as a mobile phone or tablet". Mobile banking is a financial system which involves access by mobile device to the broader range of banking services that include account-based savings or transactions products offered by banks (Porteous, 2006, pp. 3). Diniz *et al.*, (2011) views it as a set of banking services that involve the use of portable devices connected to telecommunications networks that provides users access to mobile payments. The financial transactions involved in this model link customer accounts with or without direct participation of traditional banking institutions. If the rural unbanked Zimbabweans have no access to the banks, then the local banks should reach out to them.

Rogers (2003: 221) defines rate of adoption as "the relative speed with which an innovation is adopted by members of the social system."

But how given the banking challenges of the brick and mortar? It can be noted that mobile banking is a radical and transformational technological

innovation with the potential to alter the complexities of the banking industry. Mobile banking promises to result in increased efficiency, provides access to financial and banking services and indeed creates novel opportunities for improving the lives of the unbanked. There is limited research on mobile banking in Zimbabwe particularly on the marketing issues that influence the behavioural aspects of the rural unbanked. The Reserve Bank of Zimbabwe (RBZ) (Feb 2014) reported that the rate of mobile phone penetration was significantly higher than the rate of mobile banking adoption despite the potential benefits associated with it.

Mobile banking has a number of benefits. Firstly, it has a transformational effect on the rural unbanked. Bandyopadhyay (2009: 1) contends that mobile banking is a method to bring the unbanked in the formal economy on the back of mobile telephony as they can draw cash, transfer money, make purchases and checking their bank statements. Salines (2012) notes that mobile banking strongly contributes to poverty reduction, spawns economic growth and stabilises the emerging markets in Zimbabwe. GSMA (2008) indicates that financial institutions are better able to increase banking penetration, develop customer loyalty and reduce operational costs which may be translated into lower prices. The Zimbabwe Agenda for Socio-Economic Transformation as a current national policy on information and communication technology, mobile banking will contribute significantly to this policy as a principal driver of economic development. Again, mobile banking with unprecedented beckoning opportunities, has the ability to meet vital development such as poverty reduction and employment creation if the needs and expectations of the chunk unbanked and excluded market are banked.

4.4 Mobile banking in Zimbabwe

The Zimbabwe banking sector is rapidly turning to mobile banking and electronic commerce as information technology (IT) is dictating change and redefining the traditional financial services sector. The recent phenomenal growth of mobile banking (branchless banking) is possibly allowing thousands of people once excluded from the formal financial system to perform financial transactions cheaply, securely and reliably especially in Sub-Saharan Africa. Zimbabwe saw the introduction of mobile phone banking being launched in September 2011 by the leading mobile operator Econet Wireless. Companies have concentrated on serving the urban areas at the expense of those in the rural areas and as a result there gap between the urban and rural people widened to the disadvantage of the rural people. Focusing on the urban market meant that rural market remained an untapped one since operators neglected it as unprofitable.

Analysts in Zimbabwe agree that mobile banking sector is the fastest growing sector in terms of reach and access to the previously unbanked population in rural Zimbabwe. While in Sub-Saharan Africa some

countries are quickly embracing mobile banking Zimbabwe is among the slow adopters. Zimbabwe sits on pathetic and annoying degrees of financial inclusion in Southern Africa Development Community (SADC) as indicated by FinScope (2012). Zimbabwe stands at 24%, Botswana at 41%, Swaziland at 44%, while Namibia and South Africa stand at 62% and 63% respectively. Cell phone usage is currently at 103% (POTRAZ) which means there are more people possessing cell phones in Zimbabwe. However, given that mobile devices are the inexpensive means through which mobile banking may be offered, there is still low and worrisome uptake level of this new banking approach. It is undeniable that mobile banking brought an opportunity for the bank and non-bank players to make inroads in the unbanked markets in Zimbabwe. The roll out of mobile banking provision in Zimbabwe led to the emergence of the following mobile products. Mobile network operators based banking include Ecocash of Econet, Netcash of Netone, and Telecash of Telecel. However, in collaboration with the network operators local commercial banks have developed their mobile banking products. Such products as Kingdom cell card, CABS's textacash, FBC's Mobile Moola to mention a few have been developed in a bid to extend their reach to the unbanked. The competition in the industry is a cut throat one.

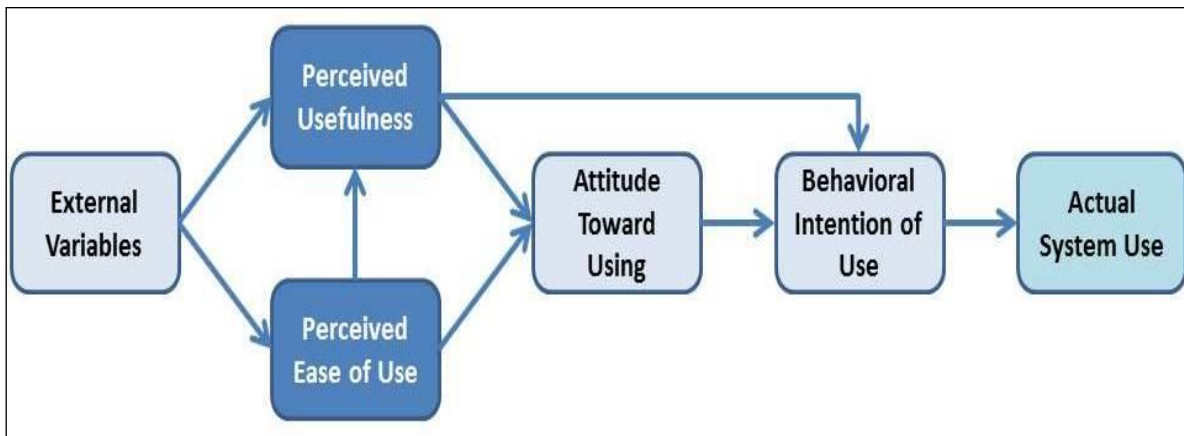
Despite the above products launch, it is mesmerising to note that there is no enabled playing ground in the industry as no laws are currently available to regulate the performance of non-bank led banking. Analysts are concerned over who will be liable for the depositor's funds provided the MNOs collapse as they are accepting deposits from clients.

4.5 Marketing Mix Drivers and inhibitors of Mobile banking

This section looks at the factors that influence the attitude and behavioural intention of the rural unbanked to adopt mobile banking services. However, the study considers marketing mix constructs that include product, price, place and promotion.

4.5.1 Theoretical foundations and the proposed conceptual model

Davis (1989) proposed the Technology Acceptance Model (TAM) which provides the lens upon which the behavioural intention to adopt mobile banking by the unbanked is explained. TAM has widely been used to predict the attitude and behaviour and numerous extensions (Dineshwar and Stevens, 2013, Tobbin, 2012; and Wessels and Drennan) were done to help improve the predictability of the users' intention to adopt innovation. This model was developed from the works of Fishbein and Ajzen's Theory of Reasoned Action (TRA). The following figure 2 shows TAM.

Figure 2. Technology acceptance model

Source: adapted from Davis (1989).

This model succinctly suggests that when users are presented with a new technology, a number of factors impact on the decisions about how and when they will use it. Davis (1989) confirms that TAM uses as a theoretical basis for specifying causal linkages between several key constructs: Perceived usefulness (PU), Perceived ease of use (PEOU), User's attitude (A), Behavioural intention (BI), and Actual usage (AU) as indicated in fig 2 above.

This theoretical model was chosen due to the fact that it can be used as a better base model. Chong *et al.*, (2010). Tobbin (2012, p.78) notes that the use of TAM to explore the uptake of mobile phone banking by the rural and financially excluded is highly strong and valid approach. Recent studies have replicated TAM constructs to explore the uptake of internet and mobile technologies, for example mobile banking and mobile payments (Kim *et al.*, 2010; Schierz *et al.*, 2010, and Tobbin, 2012).

Davis and Venkatesh (2000) agree that to ensure effective adoption of technology, organisations promote effectively the technology in order to convince customers to use it, they however, did not include it in the TAM model to show its influence on attitude and behaviour. However, this theory has been criticised in that TAM has often been used in the workplace that do not imply any cost to the user (Nysveen *et al.*, 2005) as cited in Tobbin (2012) thus ignoring the significance of perceived cost in impacting the adoption of mobile banking on individual customers who suffers the cost.

4.5.2 Product based variables

The nature of the product in the banking industry is a service that is enabled by information technology equipment, therefore it is an intangible product with a great deal of complexity. Product strategy is a critical factor (Vrechopoulos *et al.*, 2002) that may drive or inhibit the unbanked to adopt mobile banking in Zimbabwe. Davis (1989) suggests two main product based constructs namely perceived usefulness and perceived ease of use. Perceived usefulness according

to Davis (1989, p. 320) is "the degree to which a person believes that using a particular system would enhance his or her job performance." This means the service should be capable of being advantageous. Users of mobile banking develop a positive relationship with it provided it provides useful benefits. In contrast, perceived ease of use is defined as "the degree to which a person believes that using a particular system would be free of effort." This characteristic refers to the level of complexity. Products with low complexity are easily adopted than the more complex ones (Mattila, 2003). Studies that have extended these constructs have focused on perceived usefulness variables such as increased self-prestige, convenience, and perceived ease of use. Perceived usefulness and perceived ease of use might not fully explain behavioural intentions towards adoption of mobile banking (Khraimet *et al.*, 2011) thereby prompting the search for additional determinants to help predict acceptance of mobile banking.

However, considering only tangibles in mobile banking might be myopic in nature since banking offers a service. The intangibility mentally of electronic services makes mobile banking a unique and innovative product which requires trust (Mas and Ng'weno, 2010). For a snowball going from one person to the other, mobile operators and banks in Zimbabwe need to build strong brands which ride on strong customer sense and of affinity with (Mas and Ng'weno, 2010) and trust in the operator. M-PESA's success was based on brand development by developing effective customer trust. In support of this Keller (2007) observes that changes in consumer tastes and new technology can potentially affect the fortunes of a new product like mobile banking.

4.5.3 Pricing effect

Prices of services and products severely impact on the attitude to adopt mobile banking due to the cost component they carry. Chivandikwa (2002) defines a price as any monetary amount which is charged on a

product in a transaction between the buyer and the seller. Due to lack of regulatory framework in Zimbabwe, there appear to exist oligopolistic tendencies since the mobile banking industry is heavily dominated by Econet Wireless. This company invested huge sums of money in setting up base stations and other enabling architectures. Technology costs, marketing costs and operating costs result in increased cost per unit of banking service. The bid to recover its initial investment has seen the company charging exorbitant tariffs/prices for the transfer of money making the cost of mobile banking dearer than the traditional banks.

Banks charge a variety of levies in form of bank charges, withdrawal fees, statement and ledger fees which are treated as barrier of perceived cost (Mago and Chitokwindo, 2014: 227). Such cost are referred to as price exclusions (Kempson et al., 2004) through the relative cost of financial products and services such as unauthorised overdrafts.

By observation researchers found that a client is charged \$2.50 and \$8.50 to send money to a registered and unregistered client respectively whilst the client who is registered is charged \$3.50 to cash out an amount between \$100.01 and \$150.00. When rural unbanked view mobile banking service costs as acceptable, they may see it worth using and then accept it quite easily (Dang et al., 2010). However, the reverse will apply. Researchers have observed that price is a complex stimulus and many customers perceive pricing negatively. M-PESA is widely popular among the low and middle income population in Kenya because the tariffs charged are very low as compare to the Zimbabwe situation. For someone in Kenya to send from between \$7501 to \$10000 he or she needs \$85 if registered and \$220 if unregistered and needs \$159 to cash out (M-PESA, August 2014). Converting these figures to US dollars only \$0.95; \$2.40 and \$1.79 will be needed respectively given a current exchange rate of \$100:8869.73.

TechZim (2013) discovered that the pricing schemes in Zimbabwe in financial services are expensive particularly those offered by EcoCash. However, prices represent the amount of money that must be given up and higher prices negatively affect purchase possibilities. When this happens the unbanked are unlikely to try the new banking system. The promotion of greater mobile banking inclusion and stability involves the adoption of realistic pricing strategies in order to increase confidence levels in the mobile payment system (TechZim, 2013). Given these views, mobile banking services need be affordable, safe, accessible and convenient to consumers to encourage adoption and penetration.

However, it may be strongly argued that continuous use of high cost financial services coupled with inadequate access to bank accounts undermines the larger shared societal goals of reducing poverty, maintaining and strengthening the Zimbabwe economy.

4.5.4 Place effect

Place refers to the channels of distribution that assist the movement or delivery of goods and services from the producers to the end users (Kotler, 2010). Distribution of services can indeed influence the attitude to uptake mobile banking. Leveraging effectively the network with consistent agent network may bring value to the customer. Network effects may encourage mobile banking to gather momentum as it reaches critical mass (Mas and Ng'weno, 2010). Easily accessible banking services may attract customers to develop liking toward the mobile banking service. It is discouraging to note that even after the introduction of inclusive banking initiatives in Zimbabwe that include micro finance, cooperative movements, nationalisation of banks, and opening of rural banks to increase outreach, access to financial products and services continues to be at low ebb. Yousafziet al., (2003) cited by Dineshwar and Steven (2013) confirm that in online and mobile banking perceived risks are more pronounced than in traditional banking medium which involves open technological infrastructure which is subject to malicious activities such as hacking that cause financial loss.

While this might sound as a product based characteristic, it however, affects the delivery of mobile banking services. Interoperability has been since as a concept that is misunderstood in mobile banking (Gillis and Pillay, 2012). It refers to the capability of diverse and complicated systems and organisations to work together (Gillis and Pilly, 2012: 145). Systems of organisations should be integrated such that they recognise each for easy transfer of money from one mobile operator to the other. However, users are likely to have a negative attitude towards a banking facility that does not easily link to other banking organisations. In Zimbabwe there are conflicts between the brick and mortar banks and mobile network operators (MNO) over the issue of trying to use each other's platforms in order to connect to the unbanked. Harrison (2000: 242) as cited in Mattila (2002) notes that the perceived risk through the electronic delivery channel is higher than in basic consumer goods and hence increasing the importance of this attribute to innovation in the extended TAM model. Considerable studies indicate that trust in the channel members is a significant variable that influences consumers' attitude towards mobile banking adoption (Tobbin, 2012; Chung & Lee, 2010; Shin, 2010; Guet al, 2009; Donner and Tellez, 2008).

Tobbin (2012) concluded that the acceptance of financial services by the financially excluded may be caused by the trust built in intermediaries such as agents. Security and trustworthiness are quite important when deciding to send and receive financial services through the digital medium. The security of the mobile money transaction platforms is an area of concern for the rural unbanked and the service providers (Birivasha, 2011). According to Zimbabwean analysts, the security concerns included

mobile banking fraud that may stretch from identity theft, stolen PIN codes, account information hacking, money theft, and money laundering and subscription fraud in the distribution channel of the digitalised financial products.

4.5.5 Promotional effect

The study sought to explore the impact of advertising and personal selling on the attitude and behavioural intention to adopt mobile banking. Schiffman and Kanuk (2004) assert that consumers may try to reduce perceived risk in the digital delivery channels by collecting information, consulting opinion leaders or acquiring guarantee from the service provider. Advertising is seen as a promotional tool intended to convince, inform, educate, and persuade an audience to adopt or take some action upon products information, services, and communication (Hussainy, *et al.*, 2008). Advertising is meant to create product awareness in the minds of the consumers in order to take eventual purchase decision. Rural Zimbabweans lack familiarity with the mobile banking concept (Biriwasha, 2011). There exist lack of financial literacy in the country. Countries such as Britian and Poland have programmes aimed at bring knowledge to young adults and even elderly people (European Commission, 2008). The Zimbabwean market is characterised by information asymmetry which is working against the poor and rural unbanked (Akerlof, 1970; and Chakrabarty, 2013). Advertising has the possibility of inducing the attitude of the unbanked positively since information about the existence of the benefits of mobile banking will be availed to them.

Financial products encompass a high degree of technical innovativeness and clients need be educated

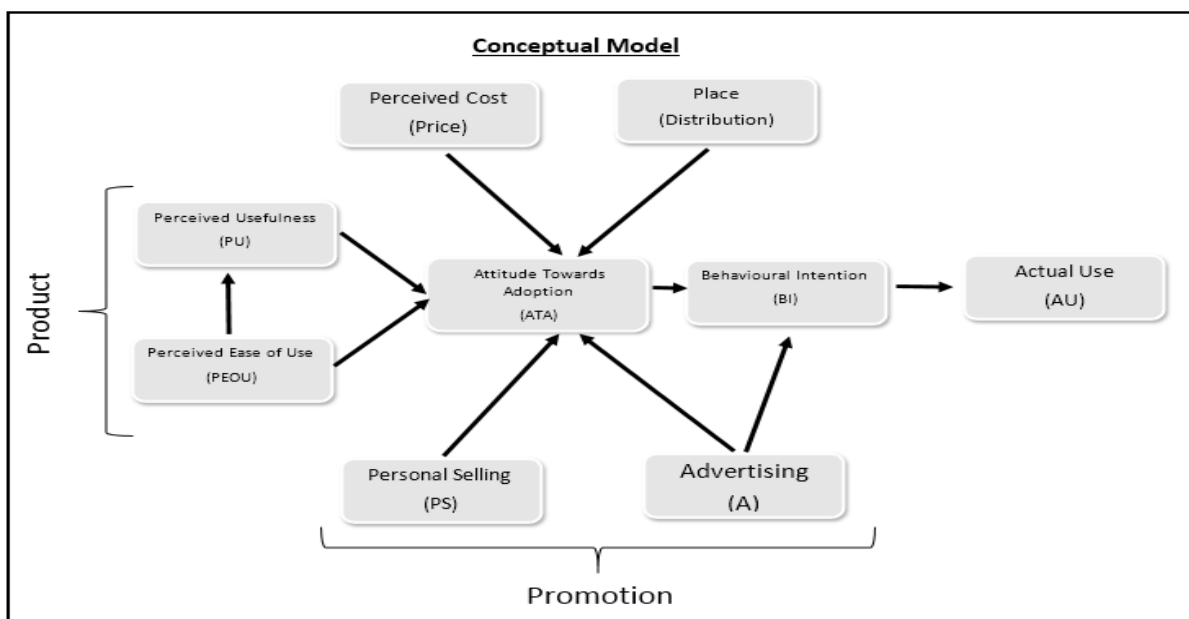
about how to interact with them. Again, new technologies have the tendency to create technophobia among the prospective users because of illiteracy and may be intimidated to use them (Jenekeret *al.*, 2012). Personal selling from the supply side should ensure that knowledge on the use of the financial services is deployed to the unbanked if their behavioural intention to adopt is to be induced. M-PESA was quite successful because its Safaricom’s sales people had a face to face opportunity with their customers when explain the service (Mas and Ng’weno, 2010).

Gloukoviezoff (2006) advised that banks need to meet the needs of low income consumers geographically using the branchless approach (mobile banking) as well as explaining banking products and services to customers and this can only be achieved if a personal selling is heavily underscored. In support of this Tobbin (2012) recommends that organisations should promote the use of mobile banking services by educating users through demonstrations and training. It is also recommended by Shambare (2011) that the use of in-house promotion and customer demonstrations of cell phone banking may improve adoption rate by the rural unbanked in Zimbabwe. These views critically support the use of promotional tools in order to influence positively the attitudes and behavioural intentions of the rural unbanked to adopt m-banking.

The promotion of financial inclusion demands a high degree of creating marketing incentives (Bara, 2013) to develop and provide mobile banking products and services that will be focused on the rural unbanked population.

Given the previous discussions, the researchers propose the following conceptual model.

Figure 2. Extended to account for the influence of marketing mix elements



Source: Extended Conceptual Model of Mobile Banking Adoption by the Researchers (2014).

5 Recommendations

Incorporating the marketing mix variables in order to better determine the attitudes and behavioural intentions, has been meant to reduce the risks associated with low uptakes of innovations in the community by the rural unbanked. Despite the phenomenal success of m-banking adoption in countries such as Kenya, there are some sticking issues that should be seriously considered to ensure that the laggards are taken care of financially in the rural areas in Zimbabwe. Below the researchers make some recommendations that would help stakeholders such as the rural unbanked, the mobile banking service providers, the government, and the community.

5.1 The service providers are urged to mix correctly the marketing mix variables to ensure that they are customised to meet the individual needs of the low income unbanked rural population. Hence niche marketing strategies need be used in this context to address the individual challenges of those in the unbanked market segment.

5.2 Again, the service providers should reduce their financial costs in order to reduce the cost burden on the low income rural people for it acts as a barrier to effective adoption. (Consider the M-PESA tariff approach).

5.3 The Zimbabwe government is encouraged to team up and collaborate with the financial services providers so that financial education and literacy are provided to this unbanked market segment through conducting workshops in rural communities and even opening education and learning centre in rural communities that will cater for the young adults and the elderly. Financial education may be highly promoted if the financial programmes are highly recommended in schools.

5.4 Mass advertising should be directed at the more vibrant and innovation change loving young adults who can easily propagate the innovation to the elderly people in the society.

5.5. The Reserve Bank of Zimbabwe must provide an enabling legal framework to ensure that player in the m-banking value chain work together effectively in trying to deliver the service to the untapped market.

6 Conclusion

The widespread of mobile banking adoption may not take place overnight in Zimbabwe in order to financially include the silent and unbanked market. The success of mobile banking will definitely anchor on the provision of secure, reliable and easy to customise mobile financial products. However, effective blending of the marketing mix elements of product, price, distribution and promotion is likely to significantly contribute towards inducing the attitudes and behavioural intention of the rural unbanked to

adopt m-banking. Barriers that are marketing oriented and demand oriented have been discovered to hinder successful adoption of mobile banking in the rural Zimbabwe. Although the modelling of the m-banking approach was along the M-PESA, there are lot of challenges the approach is facing in the country given that there are no laws currently that regulate the industry resulting in oligopolistic market structure. Failure to govern the mobile banking value chain may players cause the major players to dictate difficult prices for the services being provided hence hampering the adoption process. The service providers should learn to ensure that the digital financial products are securely distributed since they involve significant perceived risks of financial loss through hacking and other unscrupulous means. However, researchers conclude that services need a different management approach from the management of tangible products due to their characteristics of intangibility, inseparability and inventorability. Tangibilizing the services will help win the souls of the once unbanked and believed unprofitable market segment yet they constitute the bulk of the Zimbabwe rural population. A lot of capital base and profits may be realised if the financial products are effectively tailor made to suit the rural unbanked people's needs and wants. To promote financial inclusion responsibly, researchers in this study urge policy makers and mobile service providers to set standards for information disclosure and support innovative, well-designed financial products that address market failures, meet consumer needs and overcome some attitudinal and behavioural hurdles by the rural unbanked population.

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