

Staff

William Blackmon
Senior Research Manager, Financial Inclusion Program

Rafe Mazer
Innovations for Poverty Action

Shana Warren
Research Scientist for Path-to-Scale Research



Kenya Consumer Protection in Digital Finance Survey

March 2021

Innovations for Poverty Action
Competition Authority of Kenya

Associated survey dataset available here: <https://doi.org/10.7927/D4TQ9129>

William Blackmon (Innovations for Poverty Action)
Rafe Mazer (Innovations for Poverty Action)
Shana Warren (Innovations for Poverty Action)



Kenya Consumer Protection in Digital Finance Survey Report

According to the 2019 FinAccess survey, 8.4 percent of mobile money users in Kenya report having lost funds on their mobile money accounts—and 70 percent of these cases were due to third-party phone or SMS fraud. Yet no one has unpacked why certain consumers suffer from fraud, nor why they often don't use formal complaints channels when they suffer loss of funds or fraud. Similarly, FinAccess found that 42 percent of mobile money users could not correctly interpret the price disclosure screen, and 19 percent of digital borrowers report issues with transparency of fees. Yet little is known how this influences financial decisions and what new information or delivery channels may impact knowledge and choice. This survey will answer these and other key questions on consumer protection in digital finance to help inform further experimentation and policy development. We will also leverage this existing survey to provide governments and organizations responding to the COVID crisis information about the financial impacts of the pandemic by measuring recent changes in financial resiliency, use of mobile money and phone-based loans, and instances of digital fraud.

March 01, 2021