

Information Provision via Mobile Phones to Increase Mobile Banking in Ghana

Sector(s): Finance

Fieldwork: Viamo

Location: Ghana

Sample: 15,000 bank clients across Ghana

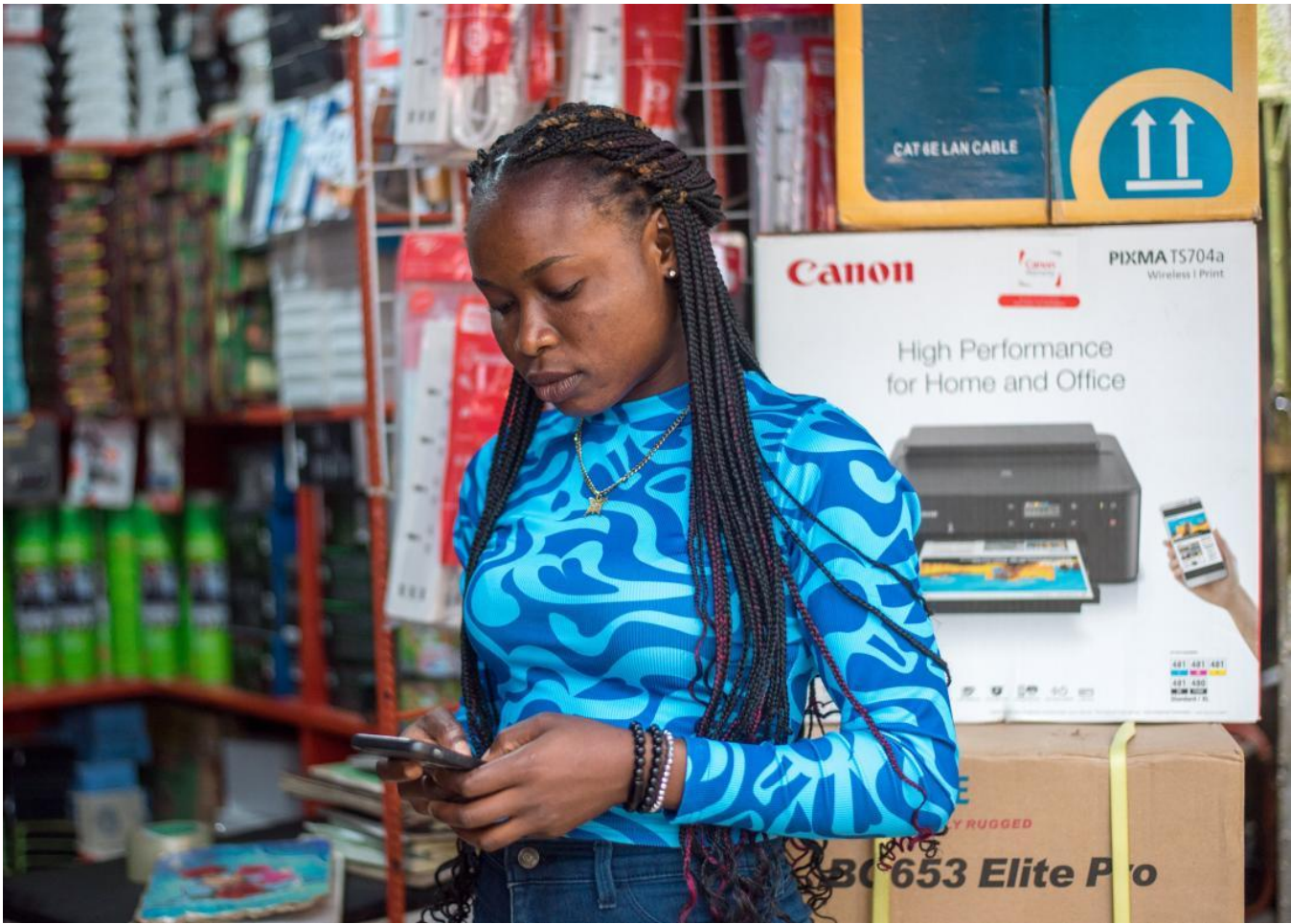
AEA RCT registration number: AEARCTR-0006275

Data: Harvard Dataverse

Research Papers: Encouraging Digital Financial Technology Adoption during a Crisis: Experimental...

Partner organization(s): Opportunity International of Ghana

Mobile banking could help people in low- and middle-income countries who live in remote areas more easily access banking services; however, people may be hesitant to take up mobile banking, as with many new technologies, due to lack of knowledge of the technology and clear instructions for how to use it. Researchers partnered with Opportunity International Savings and Loans Limited (OISL) to conduct a randomized evaluation to test the impact of high-frequency interactive voice response (IVR) calls on people's use of mobile banking services and their financial behaviors in Ghana. People who received the IVR calls were more likely to use mobile banking and make on-time loan repayments, increasing their access to subsequent loans; however, they were not more likely to save.



Woman on cell phone in Nigeria.

Tolu Owoeye, Shutterstock.com

Riley, Emma, and Abu Shonchoy. Forthcoming, "Encouraging Digital Financial Technology Adoption during a Crisis: Experimental Evidence from Ghana," *Economic Development and Cultural Change*, doi: <https://www.journals.uchicago.edu/doi/10.1086/732597>.