

Abstract:

The study sought to determine the joint effect of Pesalink and M-visa on financial deepening among tier I commercial banks in Kenya. Descriptive research design was adopted and a total of 8 tier I commercial banks were targeted. Census was used and thus all the 8 banks were covered. Primary data was collected using the questionnaire. The collected data was analyzed using descriptive statistics like means and standard deviations and inferential statistics covering correlation and regression analysis. The results were presented using tables and charts. The study concluded that PesaLink as well as M-visa are significant drivers of financial deepening among tier I commercial banks in Kenya. The study recommends that the sales managers of the tier I commercial banks should invest a lot of resources to create more awareness among customers on the need to increase the adoption of Pesalink and Mvisa. The Central Bank of Kenya should formulate regulations and guidelines that would promote Pesa link and m-visa models among tier I commercial banks in Kenya. The study was limited by a small sample size of 8 tier I commercial banks operating in Kenya. Future studies are recommended to be conducted linking electronic banking with other concepts aside from financial deepening. Besides the tier I commercial banks, future studies can be conducted focusing on the whole commercial banks for generalization of the findings.

Keywords: Financial deepening, Pesalink, Mvisa, Tier I commercial Banks, Market Capitalization.