

**Fieldwork Report
of
“Mobile Users Study”**

Submitted to

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Submitted By

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Organisation

Greenhouse Brand Works for Obopay

Study

Mobile Users Study

Samples

N=2000 (200 in each locations)

Locations

- Bangalore
- Pune
- Indore
- Mumbai
- Delhi
- Kolkata
- Chennai
- Hyderabad
- Ahmedabad
- Jaipur.

FIELDWORK REPORT**You belong to which age group.**

18 – 25	838
26 – 35	688
36+	474

Which mobile model you use.

Nokia	1137
Samsung	108
LG	393
Sony	99
Motorola	101
Classic	162

1. How many bank accounts do you hold?

One	926
More than one	1074

2. Which banks do you hold an account with

Punjab National Bank	145
ICICI	783
HDFC	564
Bank of Baroda	266
State Bank of India	711
SBBJ	71
Dena Bank	91
Bank of Maharashtra	74
State bank of indore	47
Central bank of india	94
Union bank	88
UTI Bank	199
UCO Bank	51
Canara Bank	44
Corporation Bank	40
OBC	51

3. How often do you use your bank to make payments in a month?

One	494
Two	348
Three	166
More than three	992

4. How often do you use the mobile to download ring tones, videos, etc...?

One	944
Two	465
Three	178
More than three	413

5. Would you like your mobile phone to work like a debit card?

Yes	1056
No	944

If No. state reason:

Not Comfortable	213
Risky	94
Not Interested	528
No Response	109

6. What is the benefit you see if your mobile phone can make payments?

Save Time	827
Save Petrol	285
Easy working	673
No need go to any office	299
Many benefits	409
No benefits	29
No need to carry cash	130
No comments	85
No idea	22

7. Which platform would you like the mobile payments solution to be in?

SMS	1649
IVR	70
J2ME Client	187
Web	440

8. Which of these services would you like to available with your mobile phone?

Pay Bills :	
Insurance premium	919
Electricity	1236
Phone	1362
Send money to friends.	1130
Send money top family back home	1254
Transfer money between your bank accounts	1310
Buy prepaid top-up	1339
Buy food for a party on a Friday night	991
Buy Tickets :	
Movie	1067
Airline	1022
Railway	1276
Bus	1112
Other	191

9. Will you be ready to pay for such a service?

Yes	1427
No	573

10. How much can a one time fee be for registering on this service?

Rs. 25/-	969
Rs. 35/-	200
Rs. 50/-	443
Other	
Below 25/-	52
Above 50/-	155
Between 25-50/-	85
Free of charge	74
No idea	22

11. How much will you pay for such a service?***A. Pay per transaction fee:***

Rs. 2/-	1090
Rs. 5/-	427
Rs. 10/-	178
Other	
Below 2/-	76
Between 2-10/-	72
Above 10/-	45
Depend on use	13
Free of charge	85
No idea	14

B. Pay per month flat fee:

Rs. 30/-	1052
Rs. 50/-	425
Rs. 75/-	121
Other	
Below 50/-	175
Between 50-99	110
Above 100/-	16
Depend on use	18
Free of charge	65
No idea	18

12. Will you pay a higher flat fee if you were to have unlimited number of transactions?

Yes	1173
No	827

13. If you do not hold a bank account, will the mobile facility motivate you to open one?

Yes	1054
No	946