What do people expect from a financial awareness platform?

Analysis of the online survey results

CERTH
CENTRE FOR
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HELLAS

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Presentation Flow

- Introduction

- Methodology

- Analysis of the questionnaire

    - Demographics
    - Descriptive statistics
    - Inferential statistics (Conclusions)
    - Participants' suggestions
- Summary (Final remarks)

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Introduction

- The PROFIT platform aims at promoting the financial awareness of EU citizens and other financial market participants.

- It is intended to trigger users' interest on the financial domain, help them improve their financial literacy levels, and motivate them to participate in relevant discussions and interactive activities in the platform.

- Appropriate incentive mechanisms should be incorporated in order to appeal to all different target groups which may have different motives and objectives.

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Introduction II

- A questionnaire was distributed to the wider public (both online and on paper), in order to:

  - Investigate users' attitudes towards such a platform.

  - Help us identify the incentives that appeal to different user groups (e.g. according to age, genre, etc.) so we would incorporate more effective incentive mechanisms into the web platform.

  - Give participants the opportunity to express their thoughts and suggestions on resources and features that they would like to see in the particular platform.

- The questionnaire was distributed through the FEBEA network, partner institutions, social media, etc. from May 9 to July 1.

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Methodology

- It was translated to six languages: English, French, Italian, Greek, Croatian & Slovenian

- It included 35 questions related to:

  - demographic information of the participants
  - their financial knowledge, status & needs
  - their use of technology
  - the platform features and their incentives to participate.

- There were also two open-ended questions: participants were asked to write (a) 3 suggested resources and (b) 3 suggested features for the PROFIT platform.

- Link to the questionnaire: *Link*

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Analysis of the Questionnaire

- For the statistical analyses, IBM SPSS Statistics Package version 20 was used

- Each question was considered a different variable in SPSS and appropriate labels and values were used.

- Methods for analyzing the data:

  - Measures of central tendency (mode, median or mean) and variability (range or standard deviation)

  - Non-parametric tests (Mann-Whitney U tests, Kruskal-Wallis test) for Likert type questions
 - Appropriate charts were also created

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Demographics

Language

- The questionnaire was completed by 494 people

- The majority of the participants (353 or **71.5%**) were customers of institutions of the European Federation of Ethical and Alternative Banks (FEBEA)

English	Greek	Croatian	Slovenian	Italian	French
248 people	120 people	35 people	33 people	30 people	28 people
50.2%	24.3%	7.1%	6.7%	6.1%	5.7%

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Demographics

Genre

- 296 (59.9%) participants were male and 198 (40.1%) were female

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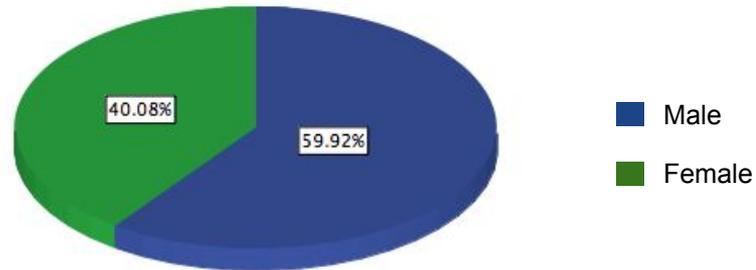
Demographics

Age

- Participants wrote their age (in years) and then they were grouped into 4 categories

- The youngest participant was **18** years old and the oldest was **85** years old.

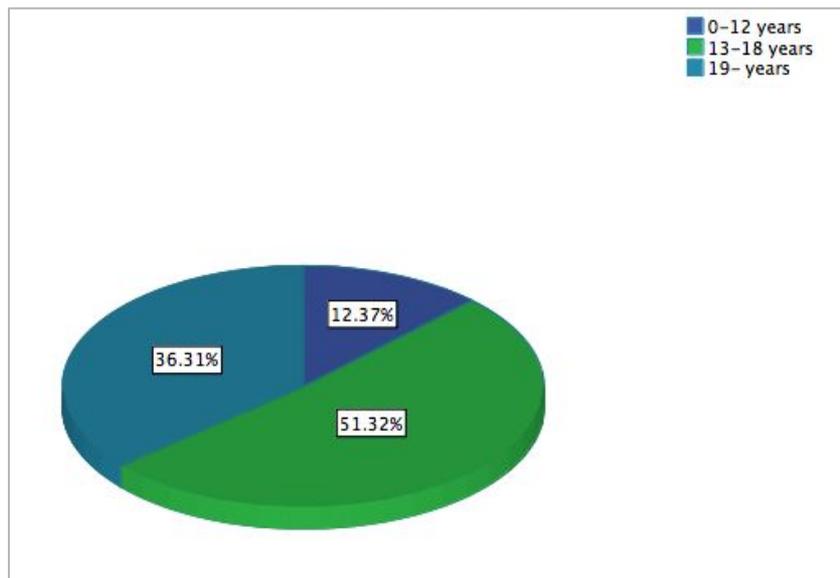| 18 - 27	28 - 44	44 - 61	61 +
12.6%	40.7%	30.1%	16.7%

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Demographics

Education

- Participants also wrote the years of formal education they have completed

- Then they were grouped into 3 groups:

  a. 0-12 years of formal education
  b. 13-18 years of formal education
  c. 19 or more years of formal education

- The majority **(51.3%)** had completed 13-18 years of formal education

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Demographics

User group

- Participants had to indicate the primary demographic category that would describe them the best, in terms of financial awareness and needs

- The categories were grouped into "Experienced users", "Moderate users", and "Average users" (user groups)

- Experienced users:

    a. Government executives and political-party members/local authorities
    b. Professionals in financial services/financial experts
   c. Collective investors/borrowers/third sector organizations

Demographics

User group

- Moderate users:

    a.   Customers: Investors/Potential investors/Depositors

    b.   Mortgage owners/home owners/first-time buyers

    c.   Entrepreneurs/latent entrepreneurs/social entrepreneurs/self-employed

- Average users:

    a.   Active citizens/taxpayers

    b.   Unemployed/trainees

    c.   Elderly/retirees/pre-retirees

    d.   Migrants/Members of an ethnic minority

    e.   Children/Parents of young children

    f.   Customers: Indebted/Over indebted households

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Demographics

User group

User groups

- Experienced users
- Moderate users
- Average users

7.29%

32.39%

60.32%
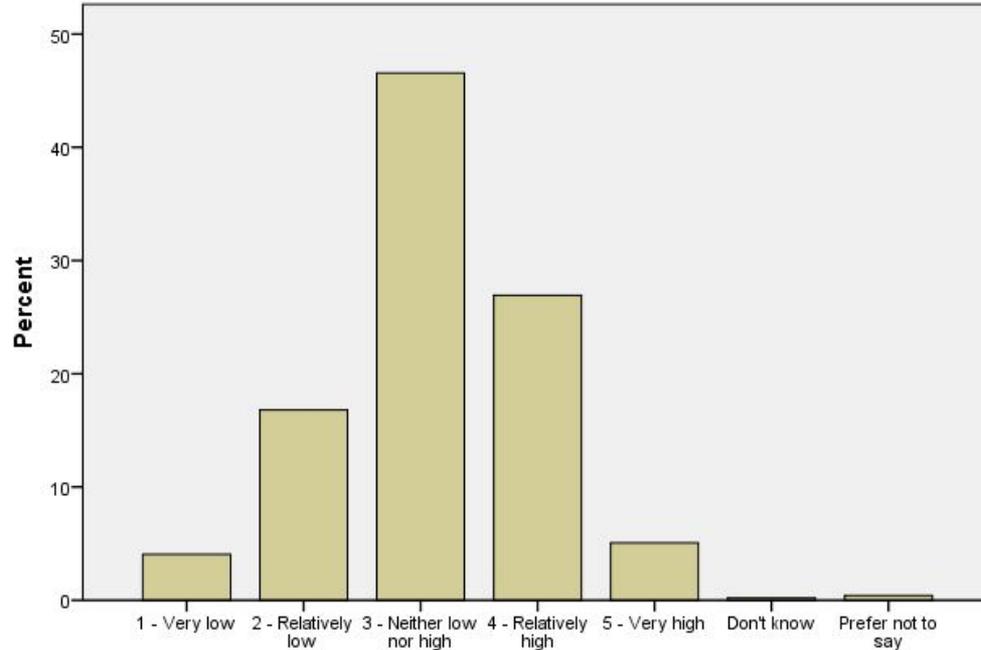
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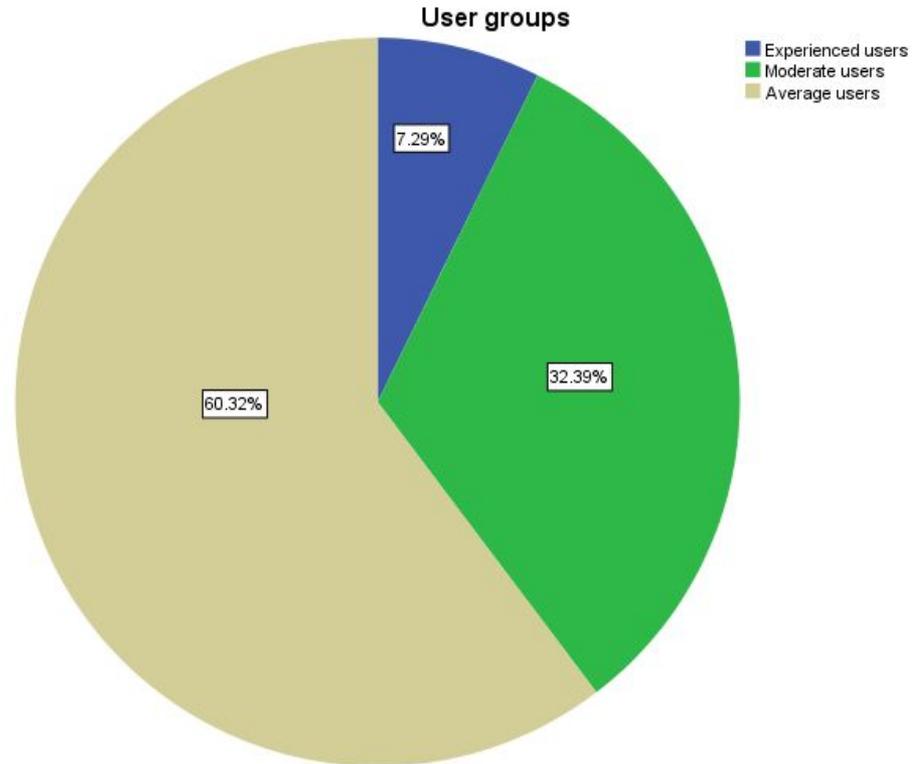
Descriptive Statistics

Financial Knowledge

- There was also a 5-point Likert type question regarding the financial knowledge level of the participants.

- Participants should assess their overall financial knowledge on a scale 1 to 5, where 1 = "Very low", 2 = "Relatively low", 3 = "Neither low nor high", 5 = "Relatively high", 5 = "Very high". They could also choose "Don't know" and "Prefer not to say"

- The majority (230 people out of 494 or **46.6%**) answered that their financial knowledge is "Neither low nor high", whereas 133 people (**26.9%**) chose "Relatively high".

- The mode and median were both 3.

Descriptive Statistics

Financial Knowledge

On a scale from 1 to 5, where 1 means very low and 5 means very high, how would you assess your overall financial knowledge?

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Descriptive Statistics

Technology & Internet Use

- The participants also answered two questions regarding their use of ICT.

- These questions were 5-point Likert scales, including a number of 5-point Likert items.

- Each specific item had its responses analyzed separately, and it was also summed with the other related items to create a composite score for that group of statements.

- 1 represented "Never", 2 "Once a month or less", 3 "Several times a month", 4 "Several times a week", and 5 "Daily".

Descriptive Statistics

Technology & Internet Use

● Participants were asked to indicate how often they use their computer, mobile phone or tablet for the following purposes:

a. communication (e.g. make calls)
b. searching the Internet for information (e.g. browse)
c. online communication (e.g. send e-mails)
d. entertainment (e.g. play games)
e. navigation (e.g. use maps)
f. e-banking (e.g. access your bank account online)
g. shopping online
h. get local updates
i. altruistic causes
j. participate in online social platforms

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Descriptive Statistics

Technology & Internet Use

● Our participants are familiar with the aforementioned actions, since most of them perform them on a daily basis.

● They also use navigation and e-banking several times a month, and they shop online or contribute for altruistic causes once a month or less.

● The composite score for this group of statements is **40 (4/5)**, showing that the participants use computers and the Internet on a frequent basis and that they have a positive attitude towards technology and its integration into daily life.

● It can be deduced that the participants' ICT knowledge and skills are of satisfactory level.

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Descriptive Statistics

Financial Information

- There were also 4 questions regarding the use of Internet for obtaining information about financial products and trends, in both local and international level:

  - Obtain information about financial trends at the country level
  - Obtain information about financial trends at the international level
  - Obtain knowledge about specific financial products
  - Obtain information about your own personal financial planning

- 5-point Likert scale where 1 represented "Never", 2 "Once a month or less", 3 "Several times a month", 4 "Several times a week", and 5 "Daily", was used here as well.

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Descriptive Statistics

Financial Information

- Most of the participants do not use the Internet in order to obtain information about financial trends at local/international level.

- They use it once a month or less in order to obtain info regarding financial products or their own personal financial planning.

- The majority of the participants   seek financial advice from the   or finance company),   the independent   visors (**27.8%**), and friends (**27.5%**)

Obtain knowledge about specific financial products
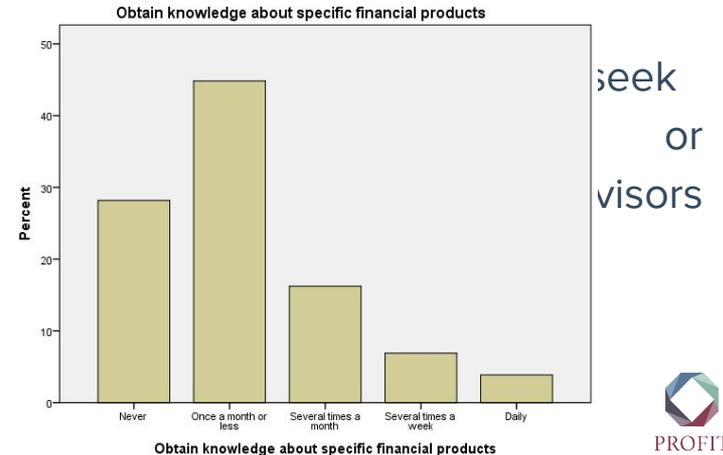
Descriptive Statistics

Financial Platform Features

- The respondents were also asked to evaluate the potential features of the platform (services, resources, rewards, ease of use, social interactions, personalised recommendations)

- Their attitude towards the features of the platform was mostly positive (mode 4)

- Participants were more neutral regarding *Rewards & Social interactions* (mode 3)

- The platform feature which elicited the most positive reactions was *Ease of use*: 170 participants (**34.4%**) answered "Very likely" and 175 participants (**35.4%**) answered "Quite likely" (**69.8%**)

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Descriptive Statistics

Participation on the Platform

- 8 questions were focused on the users' participation on the platform, asking them to rate how likely it would be to perform specific actions on the platform on a scale 1-5

- These were:

    - post questions
    - provide answers
    - report problems or malicious users/posts
    - rate posts
    - discuss with other users online
    - upload new content
    - participate in polls initiated by other users or the platform
    - provide feedback requested by the platform

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Descriptive Statistics

Participation on the Platform

- Their answers were mostly neutral (mode 3) regarding posting questions, providing answers, and rating posts

- They were positive (mode 4) regarding participating in polls and providing feedback to the platform, maybe because these actions do not require that much effort compared with creating & uploading their own material.

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Descriptive Statistics

Contribution to the Platform

- Participants were also asked to rate on a scale 1-5 how likely it would be to contribute more to the platform if they were provided with:

    - small monetary rewards
    - social status & reputation
    - gamification elements
    - feedback and recognition from other users
    - career opportunities
    - social interactions
    - more accurate personalized recommendations.

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Descriptive Statistics

Contribution to the Platform

		Small monetary rewards according to my contributions to the platform	Social Status and Reputation (the level of my contributions to the platform can be highlighted in my profile)	Gamification Elements (e.g. leaderboards presenting the top contributors, awarded certain badges according to contributions, etc.)	Access to more advanced and/or moderation data and rights according to my contributions	Receive feedback and recognition from other users according to my contributions	Career opportunities (demonstrate my skills/expertise) in the platform according to my contributions	Social interactions and invitations to social events according to my contributions	More accurate personalized recommendations (e.g. for content of my preferences, for users of similar interests/profiles)
N	Valid	491	491	491	491	491	491	491	491
	Missing	3	3	3	3	3	3	3	3
Median		3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00
Mode		3	3	1	4	3	3	4	4
Minimum		1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	5

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Inferential Statistics (Conclusions)

- The Mann-Whitney U and Kruskall-Wallis H tests were applied in order to determine if there were statistically significant differences between *two or more* groups of an independent variable on a continuous or ordinal dependent variable.

- We rejected the null hypothesis (the two samples come from the same population) at the .05 significance level

- The results yielded some interesting conclusions regarding the participants and the incentives they regard as more important for participating and contributing on the platform.

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Inferential Statistics (Conclusions)

Genre

- Males tend to be more confident regarding their financial knowledge. They also search more frequently for information regarding financial updates at local/international level.

- Males are primarily interested in more accurate personalized recommendations, access to more advanced data/moderation rights, and then small monetary rewards

- Females seem to be less willing to participate in the social aspects of the platform and less positive regarding providing answers, uploading new content, or reporting problems/users.

- Females seem to be interested in gaining small monetary rewards, career opportunities, access to more advanced data/moderation rights, more accurate personalized recommendations, and then social interactions & invitations to social events.

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Inferential Statistics (Conclusions)

Genre

- The **most important** incentive for female participants was receiving more accurate personalized recommendations.

- That is the most important incentive for male participants, as well.

- 179 (**60.9%**) of male participants and 103 (**52.8%**) of female participants stated that it would be quite/very likely that they use the platform.

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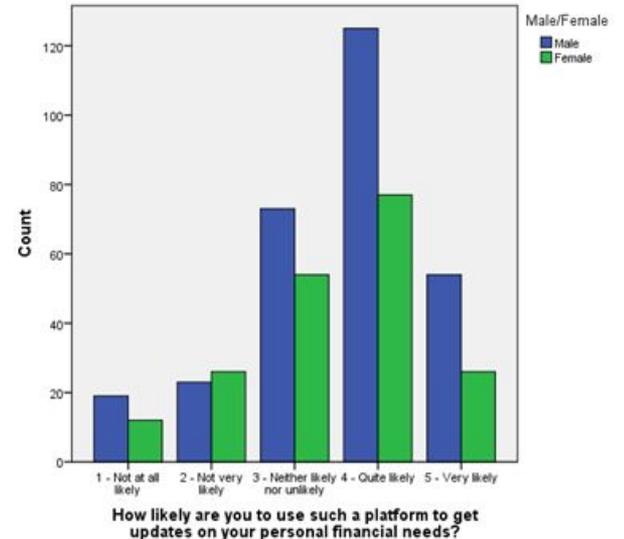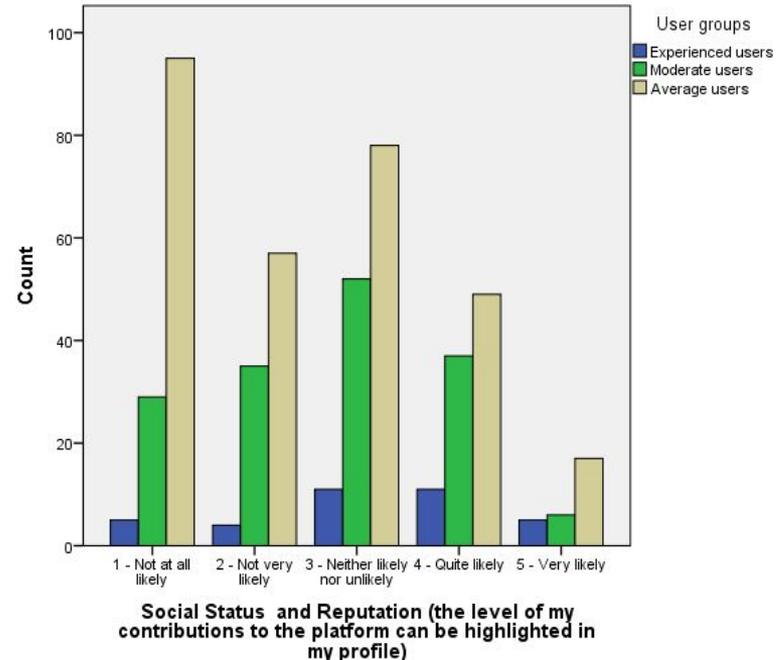
Inferential Statistics (Conclusions)

User Group

Generally...

- Participants belonging in the more advanced user groups seem to be regularly informed on financial updates

- Participants in the experienced and moderate user groups were more interested in using such a platform, and had a more positive attitude towards the incentive mechanisms mentioned in the online questionnaire.

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Inferential Statistics (Conclusions)

User Group

- Experienced users are more positive towards providing feedback and know-how to other users on the platform

- They are also interested in social status and social interactions with other users.

- 19 out of 36 experienced participants (**52.8%**) said that it is quite/very likely that they use the platform for their personal fin. needs. The corresponding percentages for moderate and average users are **48.8%** and **35.2%**, respectively.

Social Status and Reputation (the level of my contributions to the platform can be highlighted in my profile)

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Inferential Statistics (Conclusions)

User Group

- Most important motivating factors for experienced users:

  a. Access to more advanced data and/or moderation rights according to my contributions
  b. Social interactions and invitations to social events...
  c. More accurate personalized recommendations

- For moderate users:
  a. More accurate personalized recommendations
  b. Access to more advanced data and/or moderation rights according to my contributions

- For average users:

  a. Access to more advanced data and/or moderation rights according to my contributions
  b. Small monetary rewards

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Inferential Statistics (Conclusions)

Age

- Even though ease of use and personalized recommendations are equally important to all participants, they are of particular interest to participants belonging in the first two age groups (18-27 and 28-43).

- Moreover, young people seem to be more interested in using the platform's resources in order to learn, as well as socializing, contrary to older participants (age 44+).

- Career opportunities are also a motive for younger people.

- In general, younger participants had a more positive attitude towards the incentives mentioned in the questionnaire.

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Inferential Statistics (Conclusions)

Age 18-27

- The main incentive here was "Career opportunities", and afterwards "More accurate personalized recommendations" and "Small monetary rewards".

- 25 out of 62 (40.3%) answered that they would quite likely use the platform. Only 8 of them (12.9%) answered that they would not use the platform ("not at all likely" + "not very likely").

Age 28-43

- The primary incentive was "More accurate personalized recommendations", and then "Career opportunities" and "Small monetary rewards".

- 86 out of 200 (43.7%) are quite likely going to use the platform, whereas only 11.7% (23 people) are negative towards using the platform.

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Inferential Statistics (Conclusions)

Age 44-60

- First incentive is still "More accurate personalized recommendations". However, second and third incentives are "Access to more advanced data and/or moderation rights…" and "Receive feedback and recognition from other users…".

- It should also be noted that here the participants' answers are more negative - neutral, as compared to the more positive answers regarding incentives of the younger participants.

- 61 out of 148 people (41.5%) answered that they would quite likely use the platform.

- 19.1% answered that they would not use the platform ("not at all likely" + "not very likely").

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Inferential Statistics (Conclusions)

Age 61-

- Lastly, as regards participants above 61 years old, the main incentive is "More accurate personalized recommendations".

- It should be noted that the majority of their answers concerning all the mentioned incentives is completely negative ("Not at all likely").

- 34.6% (28 out of 82 participants) though answered that they would quite likely use the platform, whereas 5.9% stated that they would not use the platform

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Inferential Statistics (Conclusions)

Suggested Resources

The resources that were suggested by the participants were grouped into:

- Educational material - tips (e.g. basic financial for children, academic papers, peer reviewed articles, government regulations, useful links, explanatory videos, seminars)

- Financial news/info

  - Local (e.g. consumer ratings, articles from local papers, interest rates offered by banks)

  - International (e.g. variations in interest rates per year per country, currencies)

- Personalized advice (e.g. monthly report, financial advisor, consulting, simulators)

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Inferential Statistics (Conclusions)

Suggested Platform Features

These were grouped into:

- **User friendliness – appeal – easy navigation** (e.g. ease of use, simple language, appealing design - interface, flow charts, no fancy animations, adapted to user group)

- **Ease of access – mobile** (e.g. mobile friendly, smartphone app)

- **Accessibility – localization** (e.g. accessible to persons with disabilities, language options)

- **Privacy – security** (e.g. privacy, anonymity, data protection, secure app)

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Inferential Statistics (Conclusions)

Suggested Platform Features

- Quality of content – up to date information & notifications – Q&A forum (e.g. updated information, ask questions, comparative data, glossary of terms, unbiased)

- Communication – social network (e.g. feedback, awards, recognition, career opportunities, immediate communication, exchange views with others)

- Financial services – Personalized support/advice (e.g. special offers, ability to invest)

Most of the suggested features refer to "User friendliness – appeal – easy navigation" and "Quality of content – up to date information & notifications – Q&A forum"

Least of them refer to privacy & security on the platform.

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Summary

Final Remarks

- Motives for participating vary according to the user group/age/genre of the participants

- The incentive mechanism that will be incorporated into the platform should correspond to these incentives and be effective for all the aforementioned target users

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Questions?

Thank you!

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