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Scaling India's Digital Payment Model for Guinea

Ananya Mitra* **and Mickael Faya Tenkiano**

School of Economics and Commerce
Kalinga Institute of Industrial Technology
Deemed to be University, India

Swati Mishra

Department of Business Management
Institute of Management and Information Technology, India

Abstract*:* The paper studies how mobile money has been adopted in Guinea through Orange Money, Paycard and Soutra Money and in India through Unified Payments Interface (UPI) with the SDG policy implications of how the new technology can be used to achieve financial inclusion in developing economies. Descriptive statistics, Chi-square, nonparametric, correlations, regression models, and factor analysis are used for analysis using various libraries of Python. Data are obtained from 97 respondents using a Knowledge, Attitudes, and Practices (KAP) framework. Findings reveal that mobile money uptake in Guinea is knowledge-based with account set-up awareness, government promotional awareness, and financial inclusion awareness being significant predictors of mobile money uptake, and attitudes like trust and fraud concerns were shown to be secondary predictors of uptake. Conversely, the UPI ecosystem in India shows an attitude-based adoption, with no more advancement than basic awareness leading people to use it.

Keywords: Africa, Orange Money, Sustainable Development Goals, KAP Model, Python

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* Corresponding author. Email: ananya.mitrafhu@kiit.ac.in