

E Key features of mobile payment

Speed, easy use and convenience

The speed of the mobile payment process refers to the benefits that using mobile payment has for consumers. If consumers do not see any advantages in using it compared with other alternatives, they are likely to reject it. In contrast, if they perceive a greater advantage of mobile payment over other payment methods, they are likely to accept it. The speed and efficiency of the payment process would be such an advantage: If mobile payment is perceived as faster and more efficient than other payment methods, customers are likely to prefer it over other payment methods.

Likewise, easy use and convenience form part of the service offering for mobile payment. With regard to increasing mobile payment acceptance, the offering and process should be easy to understand and learn as well as simple to use. If this is not the case, customer acceptance will be difficult to achieve, especially compared with other payment methods that may be easier to understand and learn as well as more simple to use. The removal of perceived “obstacles” like PINs is considered one of the three most important factors by 24% of those surveyed.

Easy and fast use ranks among the top three criteria for 57% of all respondents to make mobile payment attractive.

A comparison of mobile payment with other payment methods which can be seen as strong competitors is indispensable to assess the customer’s acceptance or rejection of mobile payment.

Two thirds of the mobile payment users and over 46% of all respondents think that mobile payment is faster, easier to use and more convenient than other payment methods.

The figures show a very strong commitment by the respondents to these features of the mobile payment value proposition which can be seen as important determinants for customers in their decision to use or reject mobile payment.

Nevertheless, the low adoption rate in Germany indicates that these factors alone do not make people change their

payment habits, nor do they help increase the adoption of the payment method. Consequently, these features of mobile payment can be seen as *sine qua-non*, as indispensable prerequisites, without which people would not even consider mobile payment. However, they cannot be regarded as the main drivers of mobile payment adoption.



Security

The security of mobile payment technology is of high importance to customers. In fact, it is by far the number one criterion named by 55% of all respondents. As IT security and data protection are generally very important for Germans, this is also reflected in the answers given by the survey participants regarding mobile payment shown in Figure 10.

Mobile payment users:

67%

*“Mobile payment is
- faster
- easier to use
- more convenient
because I need no purse any more.”*

55%

of all respondents consider security and data protection to be their number one criterion to make mobile payment more attractive.