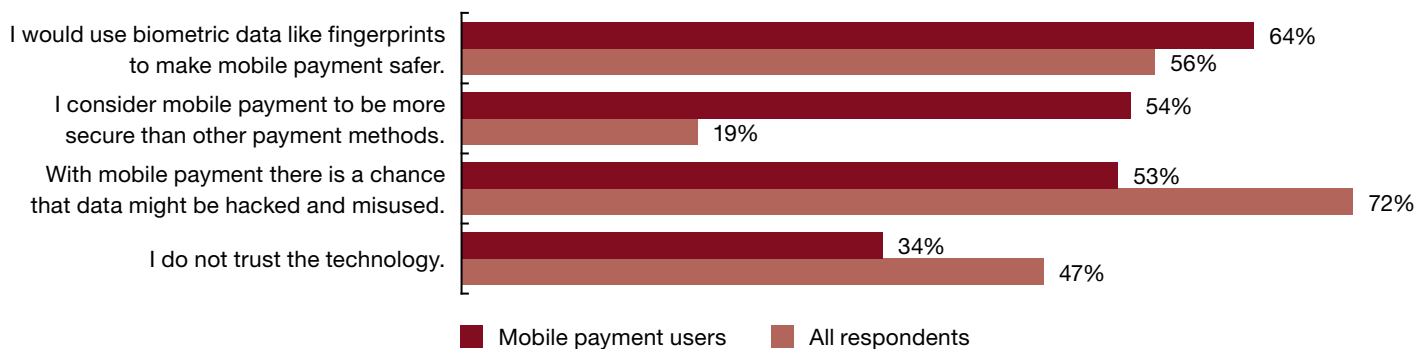


**Fig. 10 Users are less concerned about security**

How do you evaluate the security concerning mobile payment?

n = 1,015 (all respondents); n = 135 (mobile payment users)



Almost three quarters of all respondents (72%) agree that with mobile payment there is a chance that data might be hacked and misused. Almost half of respondents do not trust the technology. When asked whether they would use biometric data (fingerprints, voice, face recognition or iris scans) to make mobile payment safer, 56% of all respondents agree. As Figure 10 shows, those who have experience with mobile payment, the users, are much less concerned about its security than the whole group of respondents that also includes non-users and potential users.

As a complimentary item to investigate security, the respondents were asked to assess their trust in the providers of mobile payment, such as banks, online payment providers and credit card organizations. The majority of all respondents (56%) named banks and savings banks to be the most trusted providers. Figure 11 shows the results for all respondents and the users of mobile payment.

**Fig. 11 Banks are the most trusted providers of mobile payment**

Which of the following providers do you trust?

n = 1,015 (all respondents); n = 135 (mobile payment users)



The survey results suggest that strong subjective security concerns can be regarded as a major impediment to mobile payment acceptance. On the one hand, the importance of subjective security is an indispensable prerequisite for mobile payment adoption in Germany. This can help to partly explain the low adoption of mobile payment in Germany: Most people simply do not think it is safe – even though it may actually be safe with regard to the technology. On the other hand, a mobile payment offering that is (objectively) proven to be secure and even (subjectively) recognized by the users to be secure is unlikely to increase mobile payment acceptance by itself: Just like speed, easy use and convenience, the mere existence of (objective and subjective) security is a “hygiene factor” but no real driver of mobile payment.

