

G Targeting mobile payment users

Who is using or would use mobile payment in Germany? The following section outlines the target groups for mobile payment.

Age

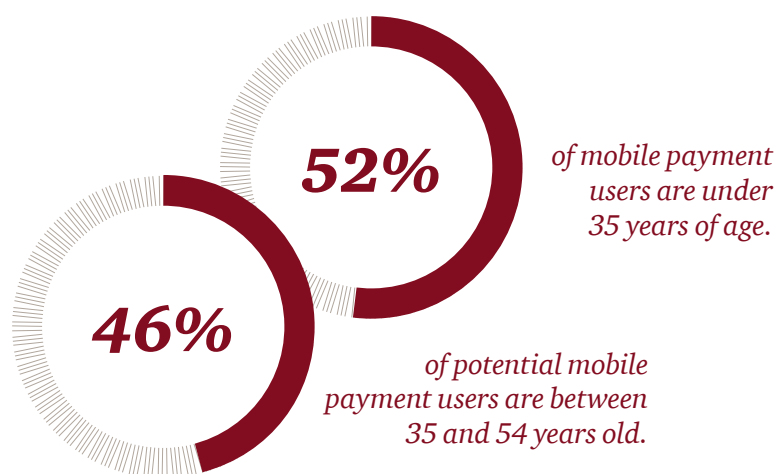
In their forecast for payment behavior in Germany, the Deutsche Bundesbank expects the value proportion of cash payments to fall below 50% in the medium term, arguing that the young generation with technological affinity and openness towards innovative payment methods could drive changes in payment behavior⁹.

As Figure 2 on page 8 has shown, the actual users of mobile payment are made up of 46% of young respondents aged under 35 years, the “early adopters”. The potential users are mostly comprised of those aged 35 to 54 years (52%). So any profiling of target groups should focus on the 35 to 54 year-olds: It is they who show the greatest interest in using mobile payment, many more than the other two groups. The majority of representatives from this age group also consider themselves to be open to new technologies, as our data shows. It can therefore be concluded that the group is an important driver of mobile payment acceptance in Germany.

The data obtained from the survey also reveals that the younger the respondents, the less concerned they are regarding the (negative) influence of the market infrastructure on mobile payment acceptance. Moreover, the younger the respondents, the higher the number of people in that age group who consider mobile payment to be faster, more efficient and easier to use and learn. A smaller proportion of respondents aged 55 and above, by contrast, consider mobile payment to be more efficient and easier to use and learn than other payment methods, which points at potential (subjective or objective) difficulties that elderly people have with such new technologies. Furthermore, many more respondents in the young age group than in the other two groups consider an integrated service offering for mobile payment to be conducive to mobile payment acceptance.

Gender

Across all items in the survey, the differences between the opinions of the male and the female respondents were less than 10 percentage points. However, the percentage of male respondents who agree to factors leading to higher mobile payment acceptance is higher across all items than the respective percentage of female respondents. The figures therefore show that a higher percentage of men is in favor of a proper market infrastructure for mobile payment and believes in the speed and efficiency of mobile payment as well as its ease of use. A higher percentage of men favors the advantages of an integrated service offering (additional services to mobile payment and embedded mobile payment in apps).



⁹ Cf. Deutsche Bundesbank (2015): Zahlungsverhalten in Deutschland 2014, Dritte Studie über die Verwendung von Bargeld und unbaren Zahlungsinstrumenten, p. 10.