

03 Customer-specific characteristics: innovative 35 to 54 year-olds should be targeted

Especially innovativeness and experience with mobile payment were found to be important determinants supporting mobile payment adoption and, to a lesser extent, gender and age.

Regarding the right target group for increasing mobile payment acceptance, providers and merchants should focus on the 35 to 54 year-olds. They show the greatest interest in mobile payment, making up half of the potential users of mobile payment. They consider themselves to be very innovative and open towards new technologies. They are the ones that need to be motivated to actually start using mobile payment and to develop the same enthusiasm that the youngest age group has regarding mobile payment. This motivation can come from an attractive offering as described above.

The above recommendations imply that all necessary measures should be taken in order to increase mobile payment acceptance in the German market. The measures touch a number of areas which mean investments on the supply side of the market, be it the POS or web infrastructure, product or service development. Yet the higher the perceived value for the customer, the more these investments will pay off and the more likely mobile payment acceptance will occur.

Customer adoption of new technologies is a process which, in the case of mobile payment, is an evolution, not a revolution. With the increasing digitization of life, a breakthrough of mobile payment on the mass market seems possible, most likely driven by the app economy and mobile commerce, but also by new regulations regarding instant payments. This will still take a few years, however, given the complexity of the market and the fact that customers in Germany change their payment habits only slowly.

