

High potential: over 50% of Market infrastructure: respondents already use mobile customers want standards payment or would use it in future Personal characteristics like Key age, gender, innovativeness results and experience with mobile payment influence usage Key features are security, Incentives and other additional speed and easy use services can help increase the use of mobile payment

Mobile commerce and in-app payments can become a catalyst for customer acceptance of mobile payment

Attractive product or service offering, superior user experience and a seamless customer journey are key success factors

Our report highlights a number of specific measures that can be deducted from the results. They affect areas which mean investments on the supply side of the market, be it the point of sale or the 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.