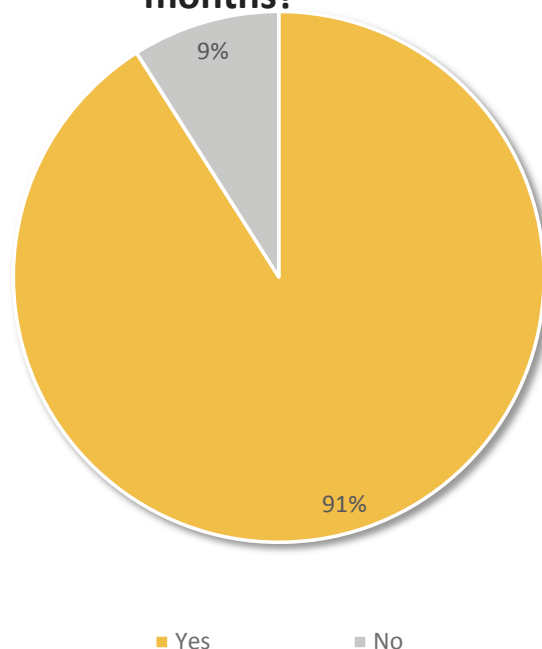




# Decoding Cashless Mobile Life

# Mobile payment overview

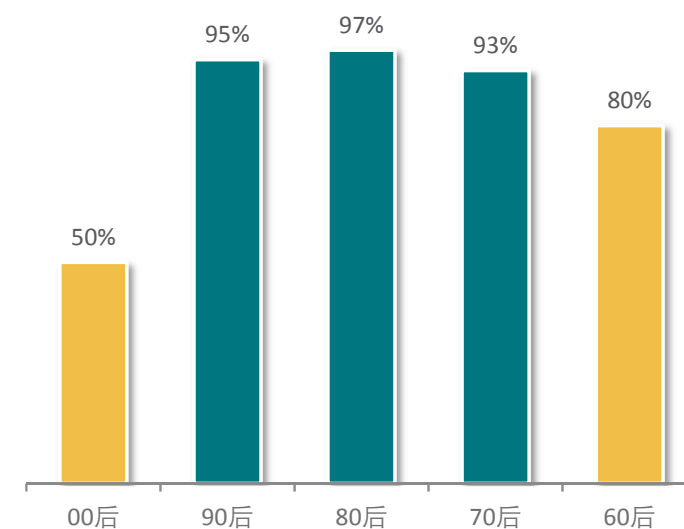
Have you used mobile payments in the last six months?



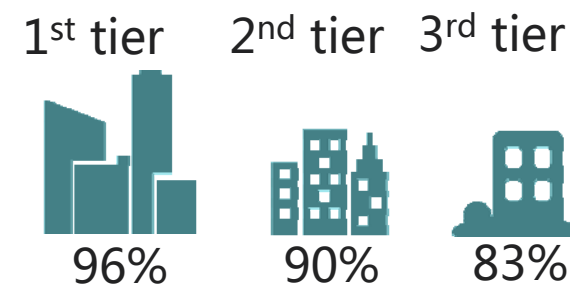
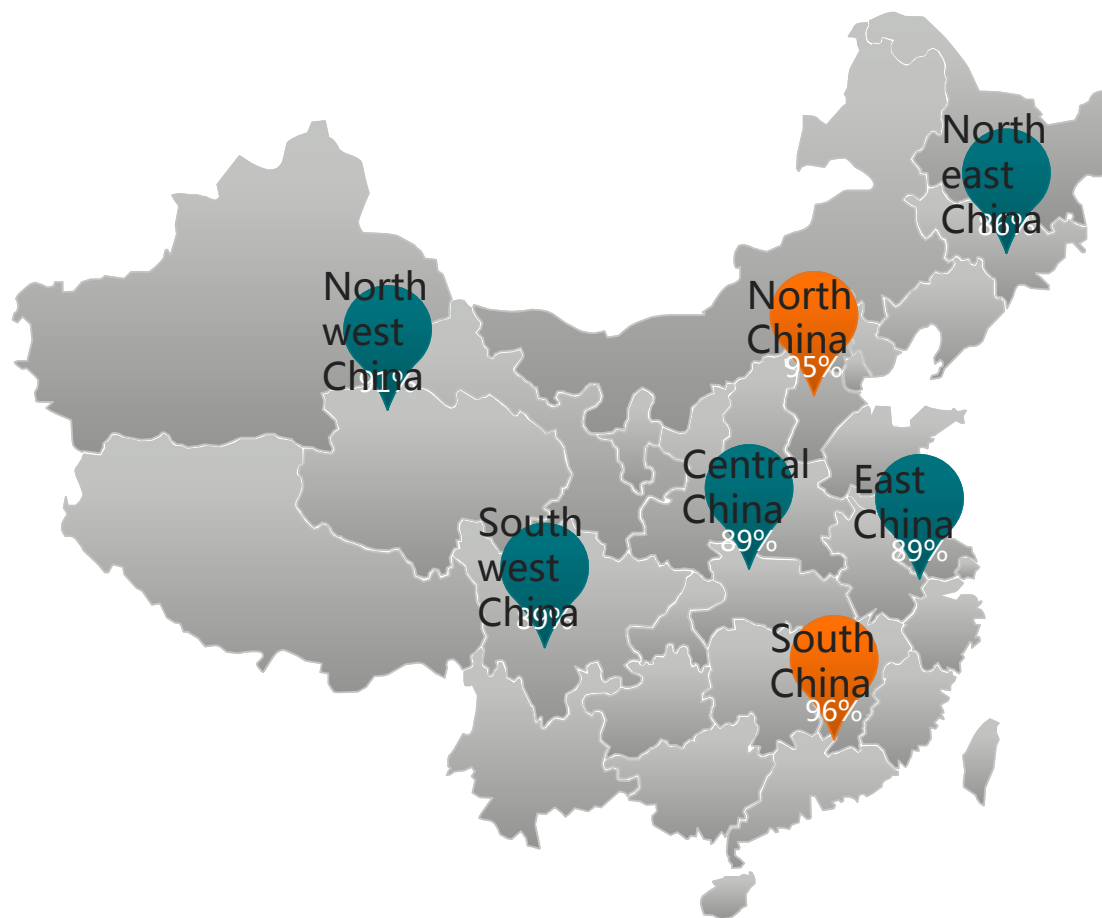
Of the respondents in the survey, 91% have used mobile payments in the last 6 months.

Wherein post-90s, 80s, and 70s constitute the main force in using mobile payment

Mobile payment usage by age groups



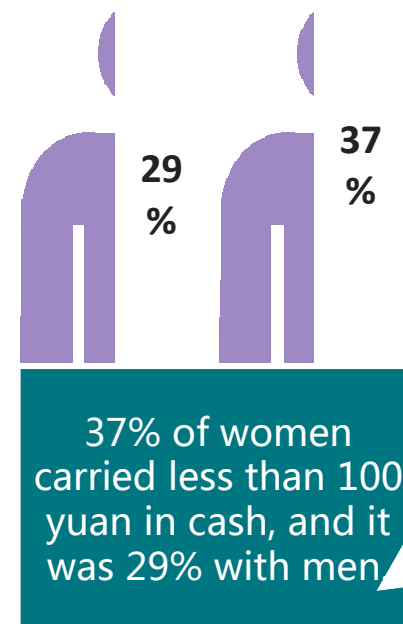
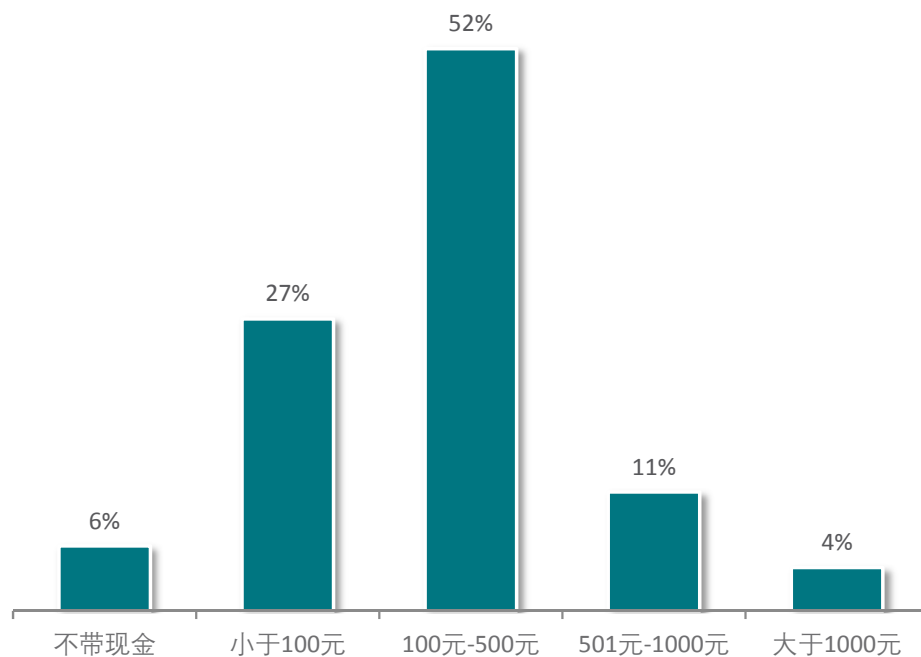
# Mobile payment overview



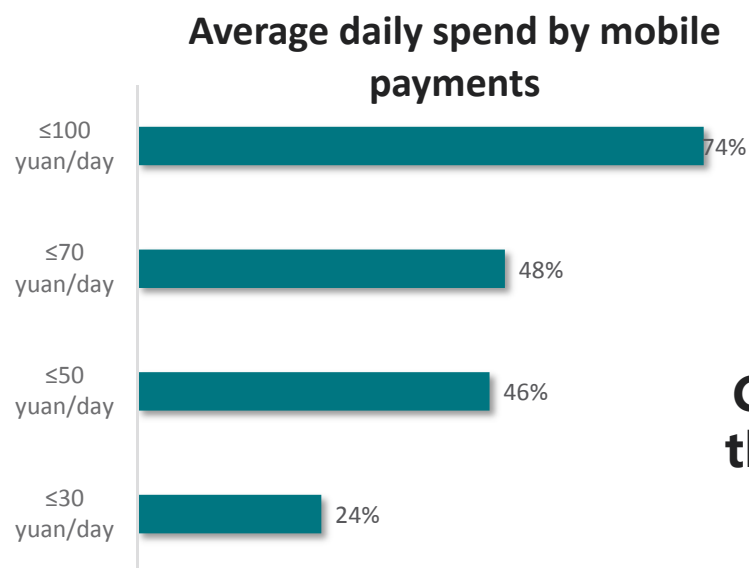
- North China (95%) and South China (96%) saw the highest rate of mobile payment, followed by Northeast (86%) and between 89% and 91% in other areas.
- It was the highest in 1<sup>st</sup>-tier cities (96%) and the lowest in 3<sup>rd</sup>-tier cities (83%).

# Cash carrying in mobile payments

Cash carrying in people using mobile payments



# Average daily spend by mobile payments

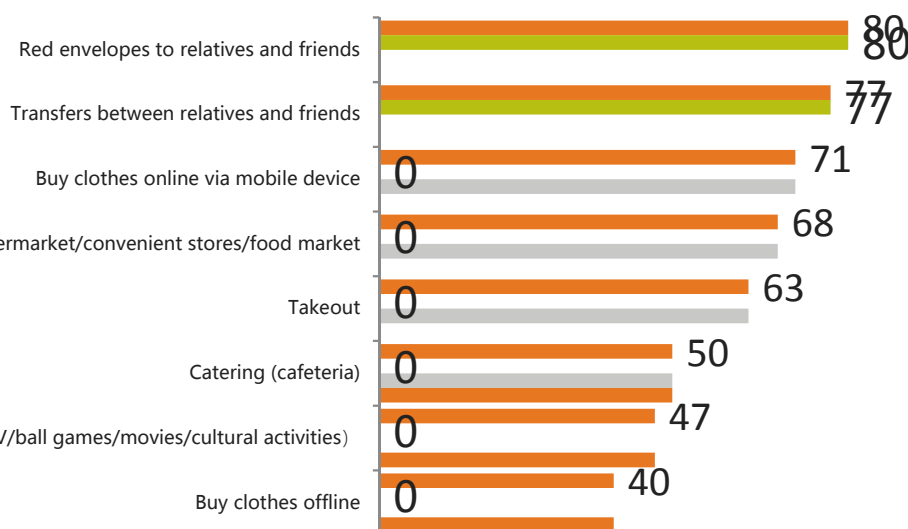


74% said their average daily spend by mobile payments was lower than 100 yuan per day.

Compared with other age groups, the average daily spend by mobile payments was higher in **post-70s and 80s.**

# Mobile payments by scenario

## Use of mobile payment by scenario (%)



	Total	Male	Female	
Base: respondents having used mobile payments	7477	3878	3599	
	%	%	%	
Red envelopes to relatives and friends	80	77	83	↑
Transfers between relatives and friends	77	74	80	↑
Buy clothes online via mobile device	71	63	80	↑
Supermarket/hypermarket/convenient stores/food market	68	65	72	↑
Takeaway	63	60	66	↑
Catering (dine-in)	50	46	53	↑
Recreation (KTV/ball games/movies/cultural activities)	47	45	50	↑
Buy clothes offline	40	33	49	

# Mobile payment behavior

## Clothing

40% have used mobile payment when buying clothes online.



33%



28%

71% have bought clothes via mobile devices online.



72%



21%

[ Scenario ]

84%



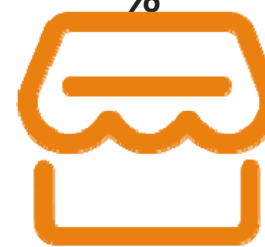
Market

74%



Chain stores

34%



Self-owned stores

14%



Roadside stalls

Base = all the respondents having used mobile payment when buying clothes offline

# Mobile payment behavior

## Clothing

### Mobile payment usage by scenario

Buy clothes online via mobile devices **71%**

Buy clothes offline **40%**

### Mobile payment frequency by scenario

	High	Low
Buy clothes online via mobile devices	77%	23%
Buy clothes offline	51%	49%

[ Merchant ]

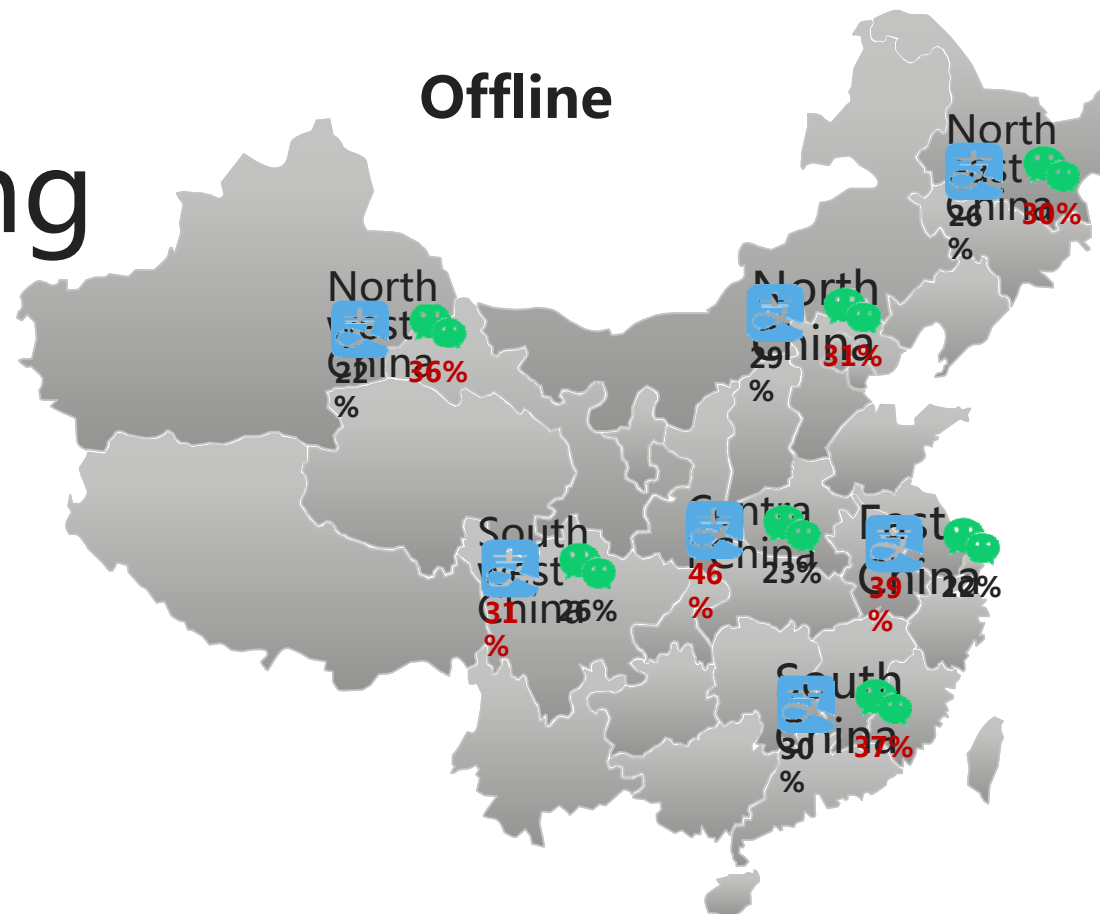
Only 51% would often use mobile payment when buying clothes offline, and the low proportion had something to do with the limited support from the merchants. With the popularity of smart phones, more people would buy clothes online through mobile devices. As 77% often bought clothes via mobile devices, PC was no longer the only choice for online shopping.



# Mobile payment most likely to be used – by region

## Clothing

[ Terminal ]



## Online

Of people buying clothes online via mobile devices, 72% would use Alipay, and 21% preferred WeChat Payment.

# Mobile payment behavior

## Food and Drinks





[ Scenario ]

Of people used mobile payment in dine-in, 41% did this most often in **fast-food restaurants**.

41% made payment most often by **QR scanning**.

49% used mobile payment most frequently when buying food for **lunch**.

41%  
  
**QR code scanning by the merchant**

49%  
  
**Lunch**  
**GAME CHANGERS**

# Mobile payment behavior

## Usage of mobile payment by scenario

Supermarket/convenience store



## Frequency of mobile payment by scenario

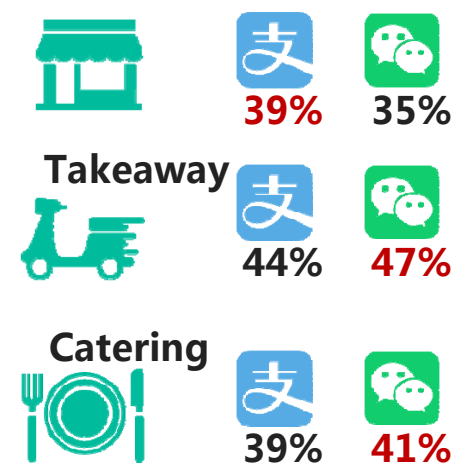
	High	Low
Takeaway	75%	25%
Supermarket/convenience store	69%	31%
Catering	62%	38%

Consumers used mobile payment at a high frequency in supermarkets, takeaways, restaurants and for entertainment, while also reflected increased support from merchants in these scenarios.

\* High frequency means using it each time or very often, and low frequency means using it once in a while or hardly using it.

## Payment habit by scenario

Supermarket/convenience store



# Tendency to use mobile payments

## Food and Drinks

[ Terminal ]

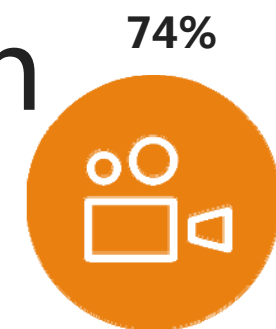


% Base = 5110	Takeaway	Dine-in	Supermarket/hypermarket /convenience store
Cash	5	9	6
Card swiping	1	9	18
WeChat Payment	47	41	35
Alipay	44	39	39
QQ Wallet	1	1	1
Apple Pay	1	1	1

# Recreational activities most commonly paid by cashless payments

## Recreation

[ Scenario ]



**Movies**



**KTV**



**Ball games**






**Artistic performances**

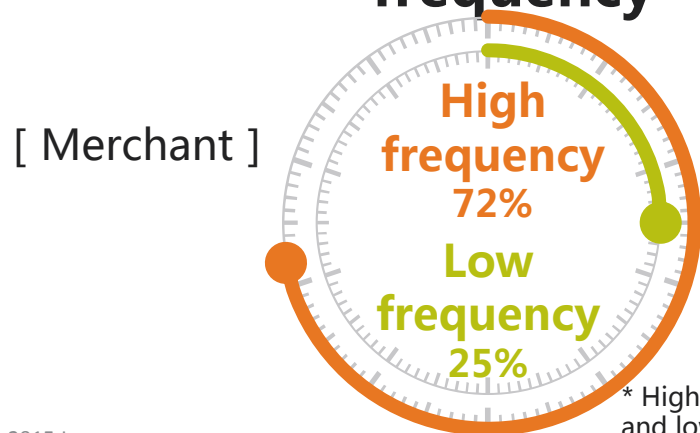
# Usage, frequency and habits of mobile payment for recreation

## Usage of mobile payment    Habit to pay

Recreation  47%

Recreation   48%  33%

## Mobile payment frequency



## Reason to use it

More merchants support mobile payment

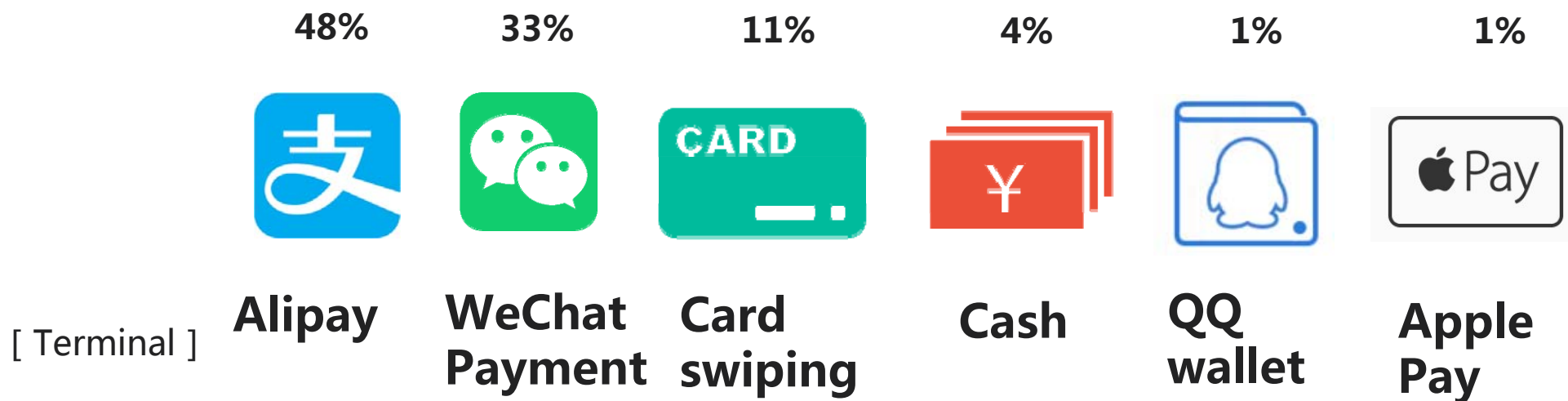
 45%

Mobile payment was adopted at a high frequency in entertainment, and 45% said it was because more merchants supported mobile payment.

\* High frequency means using it each time or very often, and low frequency means using it once in a while or hardly using it.

# Most preferred ways of payment - overall

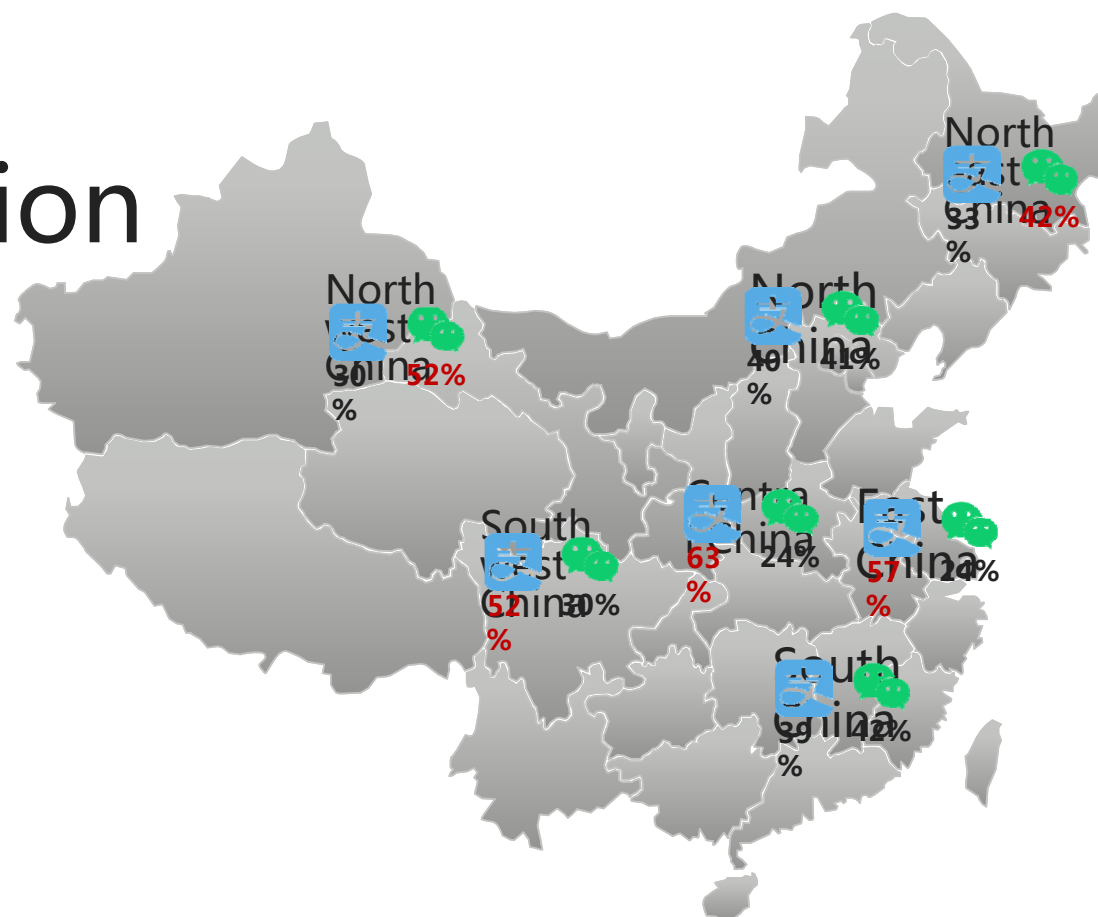
## Recreation



# Most preferred ways of payment- by region

## Recreation

[ Terminal ]



There were significant geographical differences between WeChat Payment and Alipay, as the former was more often used in Central, East, and Southwest China, and the latter, more often used in Northeast and Northwest China.



# Most preferred ways of payment- by age

Recreation



**17 to 22-year-old College students**  
More likely to use Alipay



**59%**



25%



**23 to 29-year-old White-collar workers**  
More likely to use Alipay



**52%**



31%

[ Terminal ]



**40 to 56-year-old Adults**  
More likely to use WeChat Payment



34%



**39%**

# Why to use mobile payment

## Convenient

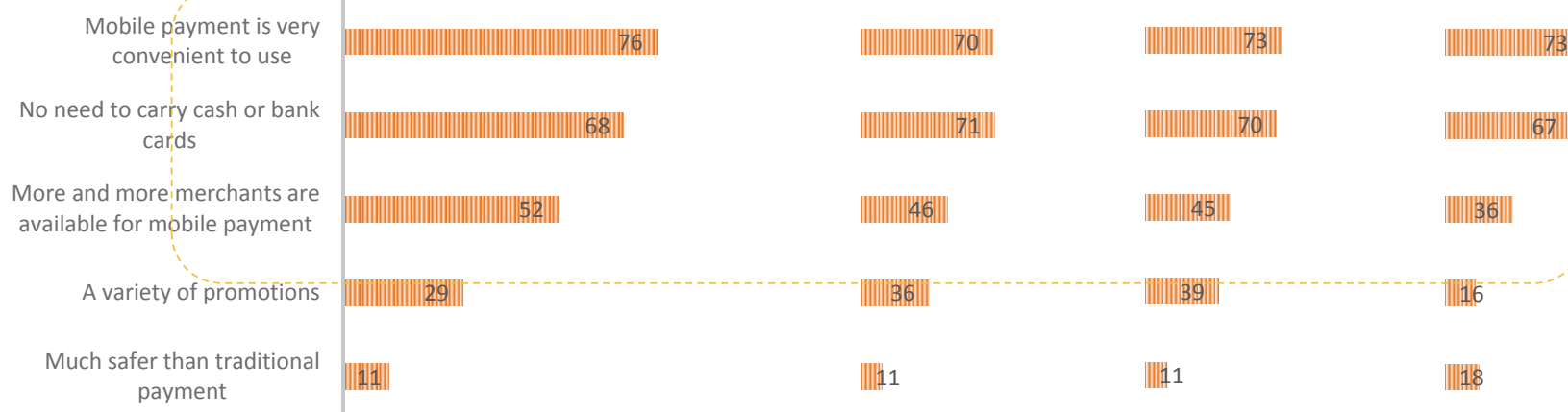
Takeaway/restaurant/supermarket/hypermarket/convenience store

No need to carry cash  
or bank cards

More  
merchants  
available for  
mobile  
payment

### Clothes buying online and offline

### Recreational activity Transfer



# 4C of Mobile Payment

## Consumer needs

Mobile payment products solved payment related problems in my life **65%**  
Mobile payment is more efficient **75%**

## Convenience

**76%** Mobile payment products are easy to use  
**55%** More merchants now support it

## Cost

Mobile payment saves time **75%**  
It reduces the chance to lost cash or bank cards **72%**

## Communication

**53%** Varied promotions  
**49%** Satisfying customer services

The most fundamental driving force of “cashless mobile payment” was “convenience” .

76% of consumers believed that mobile payment made their lives easier.

Take Top2 values for the degree of agreement: i.e., 9 or 10 scores

# Reasons for not using mobile payments

Know little about mobile payment

32%

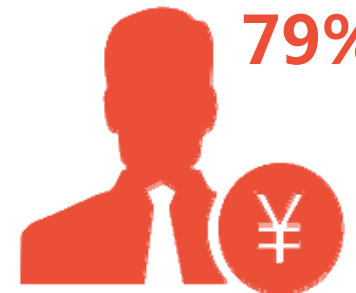
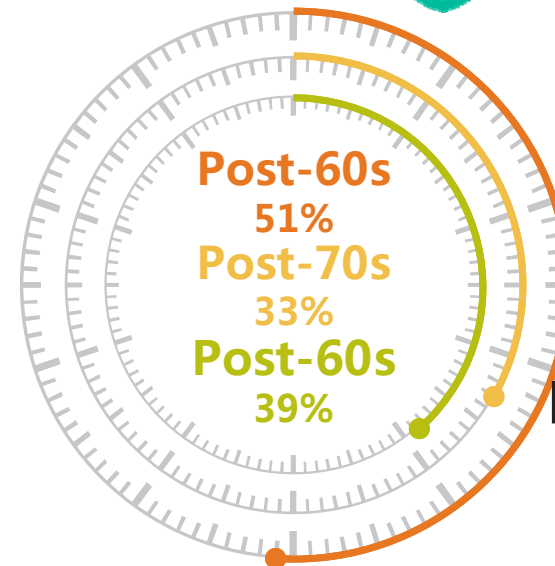
Security 24% ➡

Complicated procedures to use mobile payment for the first time

23%



Security



79%

Private enterprise owners

More concerned about "security"

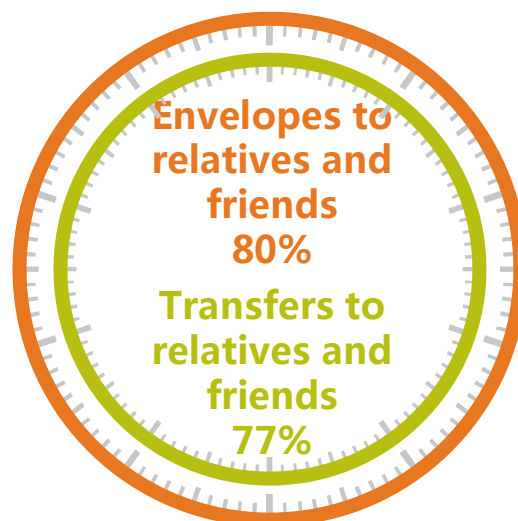
## Post-60s&70s&80s

Refuse to use mobile payment for concerns about its "security"

GAME CHANGERS

# Love

## Use rate



Largest red envelop ever sent	Ratio
≤100 yuan	24.12%
≤200 yuan	64.11%
≤500 yuan	72.11%

## Use frequency

	High	Low
Envelopes to relatives and friends	86%	14%
Transfers to relatives and friends	85%	15%

Sending red envelopes to or receiving them from relatives and friends was the most frequently used mobile payment, and the proportion was up to 86%.

\* High frequency means using it each time or very often, and low frequency means using it once in a while or hardly using it.