

Are you ready to go cashless?

Mobile payments have expanded and enhanced monetary transactions by enabling consumers to make everyday payments simply with their mobile phone. QR code-based mobile payments is one option of mobile payments that provides efficiency and safety for consumers. This method has been used at restaurants and in online shopping. However, the QR code-based mobile payments adoption rate has been slow and majority of studies focussing on QR codes have been done in developed countries. Consumer's in an emerging market such as South Africa show an interest in adopting mobile payments, thus giving marketers the opportunity to enhance the perception of QR-codes and increase the adoption of QR codes by making it more attractive.

A research study was conducted by Lerato Seopela, a [Master's](#) student in the [Department of Marketing Management](#), to investigate Generation Y consumer's readiness to adopt QR code-based mobile payments. The Technology Readiness Index (TRI) underpinned this study to investigate the four constructs namely optimism, innovativeness, discomfort and insecurity on behavioural intention. A total of 111 valid responses were collected through an online self-administered survey, whereby the link was posted on Facebook, LinkedIn and Instagram.

The results of the study found that optimism was the significant predictor of behavioural intention to adopt QR-code-based payments, whereas innovativeness, discomfort and insecurity were insignificant. To improve the generalizability of the TRI construct, future studies should incorporate other constructs reported in literature that would be more relevant to an emerging market, such as perceived usefulness and ease of use. Generation Y consumers demand speed, safety and control of self-service technologies. Marketing managers should tap into the interest of this cohort group to increase adoption levels. Furthermore, service providers for apps such as Zapper and Snapscan should form collaborative partnerships with other players such as retail stores and fast food stores to expand reach of QR code-based mobile payments.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2018 with the [Department of Marketing Management](#) by Lerato Seopela under the supervision of [Dr. M. Humbani](#).