

UNIVERSITI TEKNOLOGI MARA

**A CASE STUDY ON THE ADOPTION
INTENTION OF NEAR FIELD
COMMUNICATION (NFC) ENABLED
MOBILE PAYMENT AMONG
CONSUMERS IN FACULTY OF
COMPUTER AND MATHEMATICAL
SCIENCES, UITM SHAH ALAM AND
TOUCH 'N GO, BANGSAR SOUTH**

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ABSTRACT

With the introduction of new technologies like the Near Field Communication (NFC), payment today can be done very easily and conveniently using any NFC enabled mobile phone. Mobile phones that support NFC can act like a smart card when presented to a contactless terminal. The majority of the newer smartphones today have a built-in NFC chip. Mobile phones would become "wallets", or more accurately, allow users to make payments without physically having to carry cash or credit cards anymore. Although the potential of NFC Mobile Payment (NMP) system is tremendous, yet its use is still not widespread and popular. In general, the mobile payment system allows the users to pay for the goods and services purchased using their own mobile phones anytime and anywhere. NMP technology was expected to take the world by storm. Hence, merchants, stakeholders and banks have commenced plans to join the race of providing this technology to their consumers. From the end user point of view, these are expected to bring improved convenience and functionality and will eventually replace plastic cards (for payment, ticketing, transport, etc.). The purpose of this study is to identify factors that affect the adoption intention of NMP among Malaysian consumers and gather on the insights regarding the perceived motivations and concerns towards NMP. The adoption intention here is referring to individual's readiness to perform a given behavior, in this case, to adopt to NMP. There are two models used in the study which are the Technology Acceptance Model (TAM) and Diffusion of Innovation Theory (DOI). The study used the questionnaire method to perform a quantitative survey at two locations, which are Faculty of Computer and Mathematical Sciences (FSKM) at Universiti Teknologi MARA (UiTM) Shah Alam, and Touch 'n Go Sdn. Bhd. (TNG) at Bangsar South. There were nine independent variables tested in the hypothesis, which are the perceived usefulness, perceived ease-of-use, compatibility, perceived cost, additional value, personal innovativeness, nfc-related knowledge, concerns on theft/fraud/loss and consumer trust. The results are analyzed using the Statistical Package for the Social Sciences (SPSS) and resulted with two hypothesis accepted by both studies, which are compatibility and perceived cost, three hypothesis accepted by either one of the study only, which are the perceived usefulness, perceived ease-of-use and personal innovativeness, while the remaining four hypothesis were rejected by both studies, which are the additional value, nfc-related knowledge, concerns of theft/fraud/loss and consumer trust. This study has concluded that with a different demographic profile between the two groups can result in a different outcome. Further studies are suggested with a bigger number of respondents and demographic coverage to research on the factors that impact the adoption intention on using NMP in Malaysia.

Keywords: Adoption Intention; Near Field Communication; NFC Mobile Payment; Technology Acceptance Model; Diffusion of Innovation Theory.

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CHAPTER ONE

INTRODUCTION

1.1 RESEARCH BACKGROUND

Near Field Communication (NFC) is a set of communication protocols which allows two electronic devices to communicate by bringing them close with one another within about 4 cm in distance. Mobile phones that support NFC can act like a smart card when presented to a contactless terminal. Payment using an NFC-enabled mobile phone is often called NFC Mobile Payment (NMP).

NMP is simple to use and beneficial to consumers, yet its adoption among consumers in Malaysia is still at the beginning stage and the adoption rate is relatively lower compared to other countries in the world (Tan, Ooi, Chong and Hew, 2014). This could be due to the complexity of the NFC ecosystem, which includes a wide variety of banks, mobile network operators (MNOs), phone manufacturers, and other stakeholders who often have competing interests in the recurring revenue generated from payment transactions which impacts consumer behaviors towards adopting NFC Mobile Payment for their daily usage.

1.2 PROBLEM STATEMENT

According to StatCounter (2013), mobile usage in Malaysia has increased to almost double within a year, which is from a small percentage of 10% in May 2012 to 20% in May 2013. Despite the huge grow in the use of mobile technologies, making payment for purchases using mobile devices, especially using the NFC-enabled mobile devices is still a fresh idea and not many consumers in Malaysia has adopt it (Leong, Hew, Tan, & Ooi, 2013). Based on the statistics provided by World Pay (2013), only 0.3% of the mobile phone users in Malaysia who uses their mobile phones to make payment for their purchases which is considered low compared to the high increase rate of mobile users.

There are a lot of factors that could impact the adoption intention of NMP among consumers in Malaysia. Those factors can be caused by the technology itself, and it can