

CHAPTER 1 INTRODUCTION

1.1 Research background

In recent years, with the rapid development of mobile communication technology and Internet communication technology, electronic commerce based on modern communication technology has developed rapidly, and with the popularization of mobile terminal devices such as tablet computers and smart phones, mobile payment makes online transactions more convenient, more time-saving and more efficient. Mobile payment is becoming more and more popular among consumers (Li, 2015). Mobile payment is changing people's consumption patterns and ways of payment. Although the traditional business model and pattern still occupy a large market share, the impact of e-commerce on people's consumption concept and consumption behavior can't be underestimated. For the vast number of consumers, the behavior of "mobile payment", especially for young consumers, almost happens every day in their lives, meeting their different needs.

According to the statistics report on the development of China Internet network, the scale of mobile phone users in China reached 772 million by the end of December 2017 (China Internet Information Center, 2017), and China Internet financial report (2017) showed that by December 2017, the number of mobile phone users in China reached 527 million, the annual growth rate was 11.9%, far higher than that of bank card receipts and interconnection. The overall situation report on the latest payment system issued by the official website of the Central Bank of China shows that in 2017, China's banking financial institutions dealt with 152 billion 580 million electronic payments, with a total amount of \$372 trillion and 200 billion. Among them, the online payment business 48 billion 578 million, the amount of 319 trillion and 240 billion dollars. The number of entries increased by 5.20% compared to the same period last year, the amount dropped by 0.47% compared with the same period last year. The mobile payment business was 37 billion 552 million, with an amount of \$31 trillion and 220 billion, up 46.06% and 28.80% respectively (China Central Bank, 2017).

With the development of mobile payment services, the giants of the internet war games include Tencent, Alibaba and Baidu, and also have a rising star to divide the big cake of mobile payment. If we want to win the top spot, we must make a deep study of the characteristics of consumers. According to Ipsos's recent survey of Internet users' behavior, mobile payment business presents the following characteristics:

(1) Some new mobile payment businesses have become popular stars, and are slowly developing their own popularity.

(2) Consumers still attach great importance to safety, and there is a tendency to pay more attention to safety with age.

(3) The use of preferential policies and attracting propaganda means a more effective for people under 30 years of age (Ma, 2014).

The development of mobile payment is in full swing. There are few scholars in our country to divide and study the mobile payment people, especially for the working people and students. Based on this, the author tries to influence the user's mobile payment from four aspects, such as personal, security, mobile equipment, APP and society. The factors of behavior were analyzed by (Yan, 2013). In order to explore the problems that mobile payment should pay attention to in the process of development and improvement.

1.2 The purpose and significance of the study

1.2.1 The purpose of the study

(1) Enhance the connotation of mobile payment business development, find the main factors that attract consumers for the third party payment institutions, thus provide guidance for the development practice, help the mobile payment industry chain and some confused consumers to strengthen the understanding of mobile payment.

(2) Study the correlation between mobile payment and consumer development, find the influencing factors in the association, and find out the key factors that affect the consumer's use of mobile payment through analysis, and provide support for the rapid and long-term development of mobile payment.

(3) In order to improve the loopholes in mobile payment, we should find out the most concerned factors from the perspective of consumers and put forward specific suggestions.

1.2.2 The significance of research

With the rapid development of Internet and the rapid popularization of mobile terminals, consumers have never experienced any convenience. Mobile payment business is permeating our daily life, more and more consumers have begun to use multiple mobile terminals, not only using a certain device, using desktop computers in the office, and other terminals with tablet computers, hand-held computers and mobile phones. Therefore, consumers who have always been weak, scattered, and passive have become knowledgeable, widely connected and proactive.

Consumer demand is the ultimate driving force for the development of mobile payment business. Consumer dominance has increased unprecedentedly, and niche market and long tail market have huge space. In the era of mobile scene fragmentation, consumer

choice of goods or services in accordance with the established route, with the wide application of intelligent terminals, the popularity of Internet application customer habits, especially WeChat, Alipay and other software products, attracting a large number of users, but also greatly user identity.

1.3 The main content and structure of this article

1.3.1 The main contents of this paper

Chapter one: preface. The background, purpose and significance of the research are briefly described. The main contents, structure and research route of this article are introduced.

The second chapter: literature review. The theoretical analysis part of this article. This paper introduces the development status of mobile payment business, and studies the factors that affect the use of mobile payment business both at home and abroad.

The third chapter: research method. The questionnaire was designed, and the measurement index was determined. Data were collected through questionnaires, and reliability and validity of the survey data were analyzed by statistical tools. According to the data obtained from the questionnaire, we collate and analyze the data.

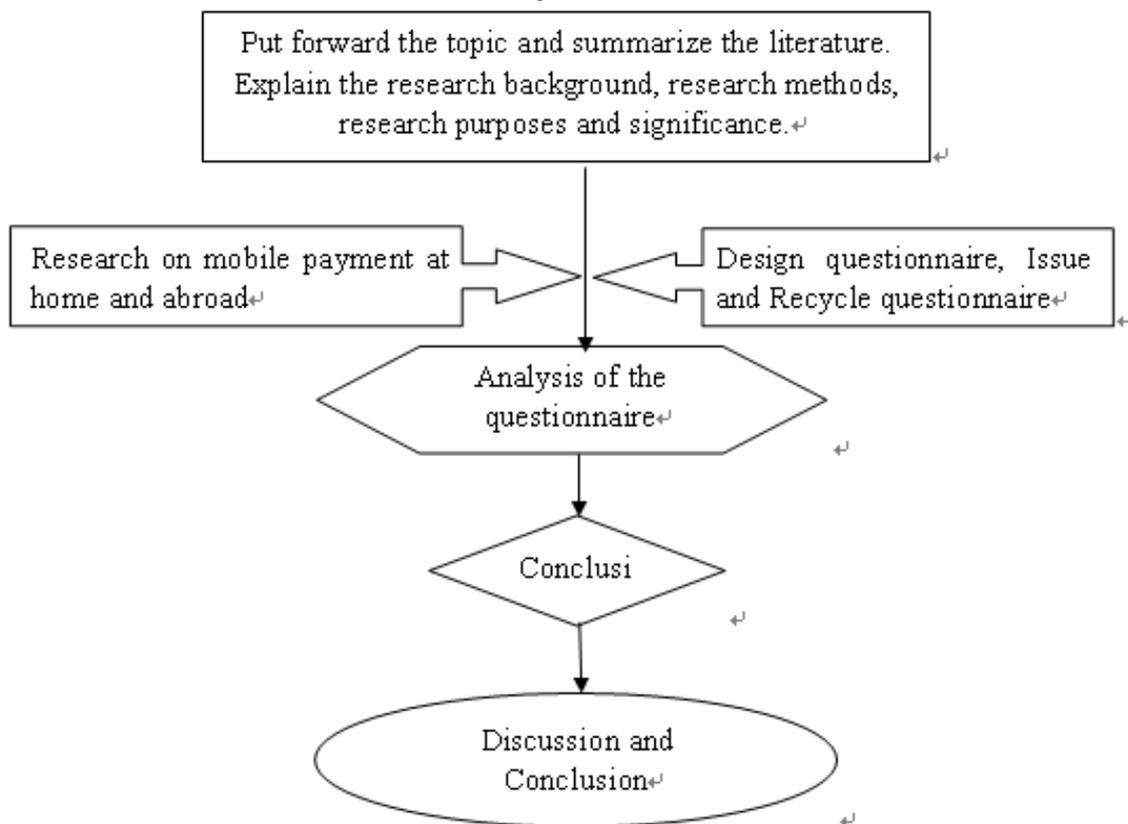
The fourth chapter: the result. Through data analysis, the difference between the behavior of user mobile payment and gender, education, occupation, income, security, ease of use and usefulness of mobile device APP, students or colleagues and media publicity, etc.

The fifth chapter: discussion and conclusion. This paper briefly summarizes the research idea of the paper and the prospect of mobile payment business, as well as the problems that need further study in the future.

1.3.2 The structure and research route of this paper

The technical route refers to the structural schematic diagram of the content, research object, relationship, research method and solution of the mobile payment business project. In this paper, we can summarize and summarize the main technical route from the confirmation of topic selection to conception, research and planning, as shown in Figure 1 below. In the research work, we insist on the principle of empirical research and analyze the direct variables that affect users.

Figure 1: Research Roadmap



1.4 Research method

1.4.1 Literature review

Through historical data, it reviews the previous research literature on the new mobile payment business at home and abroad, and has a more comprehensive understanding of the related factors and development direction that affect the consumer's use of mobile payment. On this basis, this paper will affect the factors that consumers use the mobile payment business as the research work.

1.4.2 Questionnaire survey

In this study, we use questionnaires to understand the willingness and influencing factors of mobile payment users. At the same time, in order to further test the feasibility of the research model and the validity of the hypothesis, a questionnaire about the factors affecting the related factors of mobile payment was designed. After the completion of the questionnaire, the reliability and validity of the questionnaire were tested by a small scale, and the questionnaire on the related sub factors of mobile payment was determined by a slight revision of the measurement items and problems.

1.4.3 Statistical analysis

After the questionnaires were issued to the subjects, the questionnaires were collected and the data were obtained, the statistical tools were used to analyze the result data, and to reflect the basic characteristics of the population variables, such as age, sex, region and frequency of use. Then the statistical system was used to test the results of the questionnaire, focusing on whether the reliability and validity of the survey results were consistent.