



Journal of Strategic Marketing >

Volume 23, 2015 - [Issue 3](#)

5,225 | 250

Views

| 11

CrossRef citations to date

| Altmetric

Papers

# Exploring consumer adoption of proximity mobile payments

Emma Slade , Michael Williams, Yogesh Dwivedi & Niall Piercy

Pages 209-223 | Received 01 Apr 2014, Accepted 08 Apr 2014, Published online: 29 Apr 2014

Cite this article

<https://doi.org/10.1080/0965254X.2014.914075>

Check for updates

Sample our  
Economics, Finance,  
Business & Industry Journals  
>> [Sign in here](#) to start your access  
to the latest two volumes for 14 days

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

## Abstract

The widespread penetration of proximity mobile payment (MP) systems could drastically change the methods in which consumers purchase goods and services. However, earlier forecasts of the success of these systems have been substantially reduced due to lower than anticipated uptake of the supporting near field communication technology. This study explores the potential of a new model of consumer technology adoption, and its extension with trust and risk constructs, in explaining non-users' adoption of proximity MPs. Analysis of data collected from 244 UK consumers reveals that the extended model explains more variance in behavioural intention, but performance expectancy remains the strongest predictor across both models. The findings provide new and important theoretical and practical contributions, particularly for strategic development and marketing of proximity MPs in the UK.

Keywords::

## Related research

[People also read](#)[Recommended articles](#)[Cited by  
250](#)

### Information for

[Authors](#)[R&D professionals](#)[Editors](#)[Librarians](#)[Societies](#)

### Opportunities

[Reprints and e-prints](#)[Advertising solutions](#)[Accelerated publication](#)[Corporate access solutions](#)

### Open access

[Overview](#)[Open journals](#)[Open Select](#)[Dove Medical Press](#)[F1000Research](#)

### Help and information

[Help and contact](#)[Newsroom](#)[All journals](#)[Books](#)

### Keep up to date

Register to receive personalised research and resources  
by email

 [Sign me up](#)