

Academic session: fintech innovations in retail payments – awareness, adoption and usage

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Rome – December 1, 2017



Bitcoin is still the leading DC

Ethereum Charts



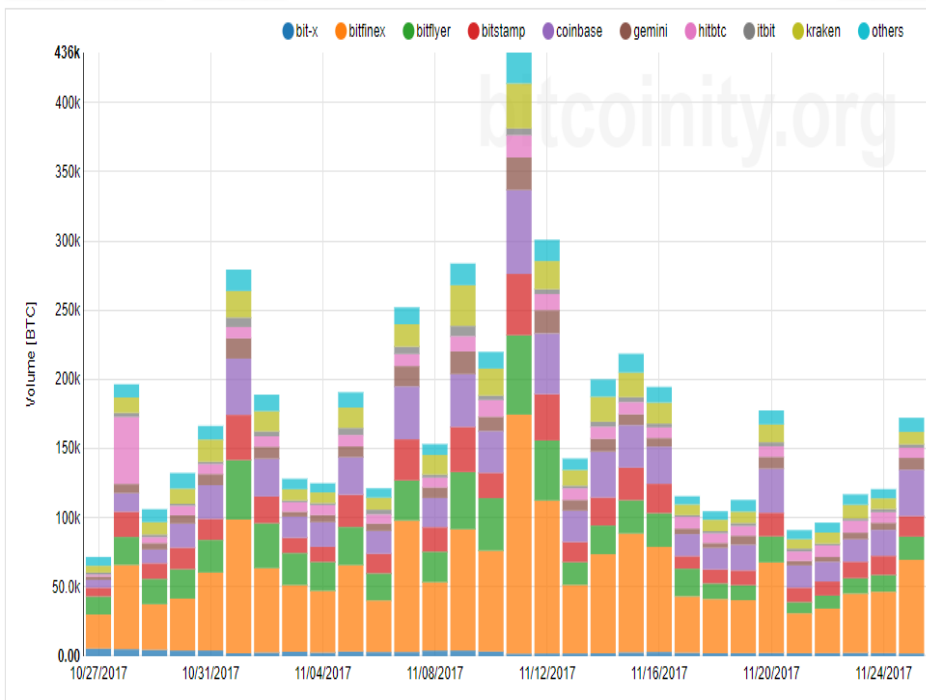
Bancor Charts



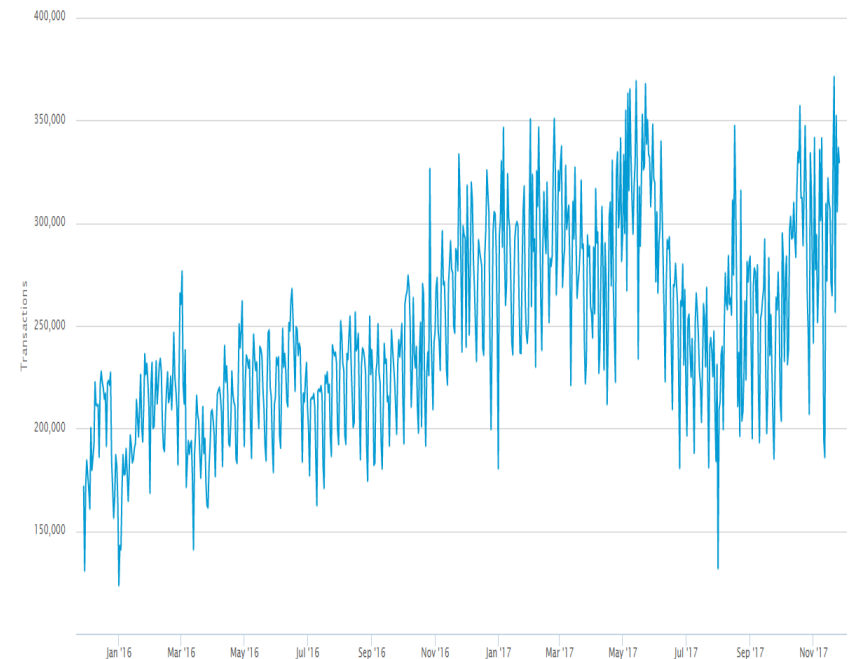


Bitcoin ledger is hard to interpret

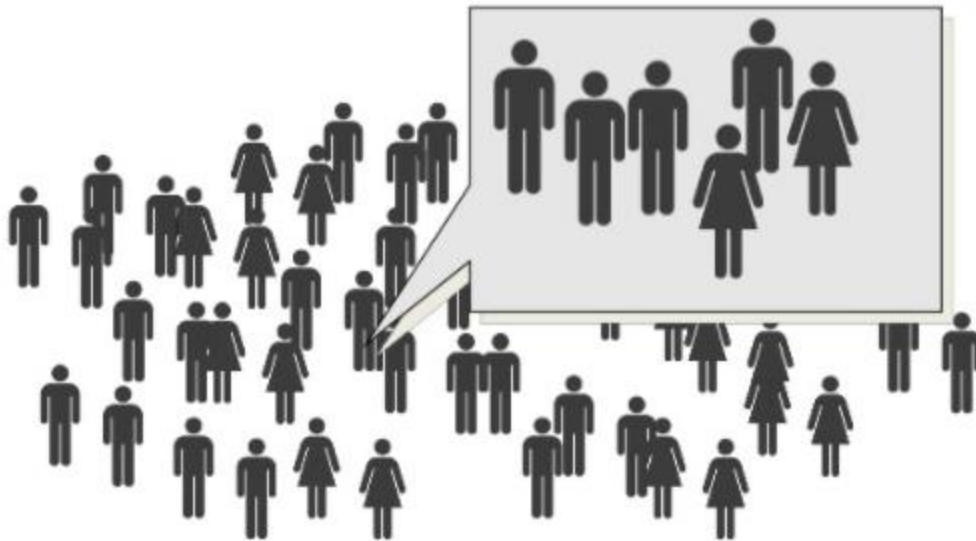
- Trading volumes/day



- Transactions/day



Tricky: how to get a representative sample in surveys



E.g. phone surveys are not representative
Also, non-respondents lead to biased samples



Jonker (2017)

- Important fact: media of exchange are two-sided markets (McAndrews/Wong 2008)
 - Very high barriers to entry
- Survey confirms low adoption even among e-retailers (6% of a specific group of retailers).
- Surprising: favorable adoption intension (7% yes, 19% likely)
 - Time will tell

Henry, Huynh and Nicholls (2017)

- Survey on bitcoin awareness
- Awareness does not depend on age, but gender, income and education
- Ownership depends on age (25-34 years)
- Interest in new technologies is the significant reason for holding bitcoin; transactional motives are secondary.
- Reasons for non-ownership: payments needs are satisfied (32%); scepticism/lack of expertise about technology (28%).
 - Look at the transactions in the ledger (Badev and Chen 2014, Tasca et al (2016).
 - Use surveys: how do we get a representative sample?
- HHN use online omnibus survey