

Abstract

“Digital pocket money”

Area

Digitisation, payments

Keywords

Digitisation, payments, pocket money

Study/project

Project, part of the “Retail Management Projects” module

Starting point/project assignment/objective

Digitisation is not only influencing customer purchasing behaviour but also their forms of payment. Different forms of payment have established themselves recently, with some notable national differences. The subject of pocket money has not been looked at more closely. Under-18s also legally purchase items online. They have been largely excluded by the established systems to date. Initial approaches can be seen internationally to provide e-commerce access to this customer group as well via qualified payment options, without passing over the parents. Many adults are not yet aware of this topic. TH Ingolstadt conducted a study with the objective of finding out whether digital payment methods explicitly for children and young adults might be useful in the course of this transition and to investigate parental acceptance and the potential and risks of these methods in order to derive recommended actions on this basis.

Procedure

- Analysis of the current situation with regard to pocket money and its framework conditions, the economic power of pocket money recipients and digital payment options
- Preparation and implementation of a survey (N=207), with the respondents grouped separately according to whether they were parents, potential parents or children
- Evaluation of the data
- Derivation of recommended actions and outlook

Results/findings

57% of the participants have children. Most receive pocket money, in various ways. The amount changes as the children grow older. Small children usually receive their pocket money in cash, this changes as they grow older and the amounts increase and a bank transfer is preferred. Parents are aware of their children's increased use of the Internet, with its opportunities and risks. Close to 70% of the children of those surveyed already own a smartphone. As they get older, the parents allow them to use the Internet. In the case of the parents with children aged 14 and older, 66% of the children are allowed to use the Internet. The majority of parents surveyed forbid their children from ordering by themselves or at all over the Internet (63%). PayPal is the preferred payment (platform) (53%) for online purchases, with parental involvement.

The majority of parents surveyed prefer to check on their children according to their own discretion. None of those surveyed uses software or similar tools. 71% do not believe it is necessary to strictly control children's expenditure. 87% fully or somewhat agree that they would want to check the level of a transaction. All adults would be in favour of this type of check.

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