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PERCEPTION OF ACCEPTANCE BARRIERS AND CASHLESS PAYMENTS VALUE: EVIDENCE FROM RUSSIAN MERCHANTS

Abstract:

This study is aimed to examine the effect caused by perception of higher card acceptance barriers on cashless revenue share of Russian merchants. The empirical testing is conducted based on two representative samples of Russian nation-wide merchants survey data collected in 2014 and 2017. The analysis considers a set of regional controls, as well as merchant-specific characteristics. The statistically significant evidence in favor of negative impact caused by perception of higher infrastructural barriers on cashless revenue share is found in both samples, while only a partial significance of higher perceived institutional and human capital barriers may be observed. No significant evidence for merchants' rationality with respect to acceptance barrier has been found based on the comparison of perceived and actual barriers effects.

Keywords:

retail payments; financial services; merchants; barriers; card acceptance

JEL Classification: G21, D53, E42