

# ***The Current Situation and Challenges for Cashless Society in China: The Potential for O2O Marketing (Summary)***

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Via the remarkable development of information and communications technology (ICT) from the end of the twentieth century on, a great transformation has been occurring in China's economy and society. In recent years in particular, mobile payment which can be completed just by reading a QR code on a smart phone has expanded rapidly, and this trend of China becoming a cashless society pursuing improved convenience for consumers has become a focus of worldwide attention.

Holding a greater than 90% share of the mobile payments that have come to be used on an everyday basis in China are the Alibaba Group's "Alipay" and Tencent's "WeChat Pay". These two companies are not only providing today's simple online and offline payment services, but as platform companies are also

expanding into various areas including financial services and big data, and furthermore moves are underway to develop overseas, such as in Southeast Asia.

In this paper, we analyzed the process of growth in mobile payment which is accomplishing rapid development as part of China's social infrastructure and its characteristics, and also considered the impact of the competition from the two giants of Alipay and WeChat Pay on China's economy and society. Moreover, we also examined the new challenges confronting a China where mobile payment is widely permeating the everyday lives of the people.

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