THE BENEFITS FROM CONTACTLESS CARDS USAGE AS A PAYMENT INSTRUMENT AT MASS EVENTS - EMPIRICAL STUDY

Summary

The purpose of the paper is to estimate benefits arising from the contactless cards use at mass events in Poland in 2010. The results showed that contactless cards have the potential to reduce the time of payment and queues as well as the labor costs for sellers. The high level of customers' satisfaction suggests that the interest in having and accepting contactless cards will be growing and that they are a prospective payment instrument.

Translated by Ewa Starogarska