

The annual Stay Secure study assesses consumer awareness and behavior around digital commerce and fraud in Bahrain. This year's edition, conducted by Wakefield Research, highlights how AI-enabled shopping and social commerce are changing consumer behavior as expectations around trust and protection remain firmly in place.



### Consumers Embrace AI-Assisted Shopping, but Trust is Key at Checkout

# 83%

Today, 28% trust AI agents to complete checkout, while 83% have used AI tools to assist with shopping, including comparing prices, finding gift ideas, and checking reviews or product ratings

### Social Commerce is Growing but so are Scam Risks

# 42%

have experienced a financial scam in the past 12 months. Among those who have experienced a scam, 43% report the incident occurred on social media



### Children are Increasingly Exposed to Scams While Shopping and Gaming Online

# 76%

are concerned that children in their lives struggle to recognize scams, and 71% have seen a child fall victim while gaming or shopping online



### Consumers Expect Institutions to Lead on Fraud Protection

# 51%

believe government authorities or regulators should be primarily responsible, followed by banks or financial institutions (34%) and online marketplaces (25%). Only 13% believe consumers themselves should hold primary responsibility



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