



2022 Stay Secure Survey

Insights into Moroccan consumers attitudes towards digital payments

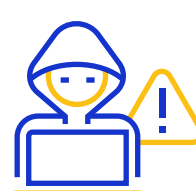
Did You Know?



63% consumers in Morocco have made a digital payment in the last month.



Nearly half of consumers surveyed are using digital payments more in-stores - especially contactless - and online since COVID-19.



1 in 3 consumers struggle with recognizing a fraud or scam.



Security of merchants' payment facility

is the #1 reason for majority of consumers in Morocco to pay using digital payments over cash for online (78% of consumers) and in-store (74%) transactions.

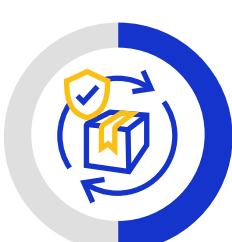
Other reasons consumers opt digital payments include...

For Online



57%

Privacy of payment data



50%

Guarantees and return policies

For In-Store



64%

Guarantees and return policies



39%

Safety and hygiene



THESE WERE MORE IMPORTANT THAN PRICE

Data privacy and security is critical for consumers



85%

consumers want to know how their personal information will be handled and protected before providing it to an eCommerce site.

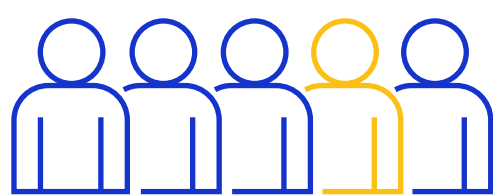


81%

consumers stated it is important for them to know how security technology works to be able to trust digital payment methods.

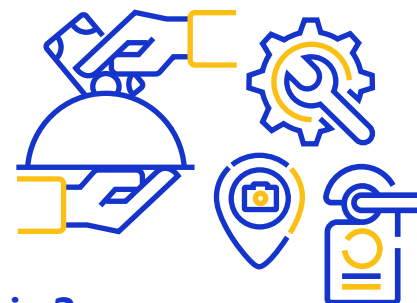
... and hence consumer education by payment stakeholders is paramount to build consumer trust in digital payments.

What can merchants do?



3 in 4 consumers

would switch stores or online shopping sites and apps based on the payment methods offered, with most indicating a strong preference for digital payments over cash.



1 in 3 consumers

prefer using cash for tipping at hotels, restaurants or tourist locations and utilities.

Here are the top three ways that merchants can build trust with their consumers



Disclosing measures to protect consumers' personal information

Providing clear information about guarantees and refund options

Displaying logos/icons of banking and payment partners

New payment trends to look out for



Instalments/ Buy Now Pay Later

91%

consumers are familiar with BNPL

40%

have used it in the past