



# 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.

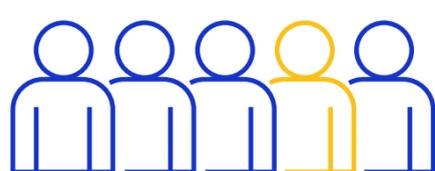


**81%**

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**

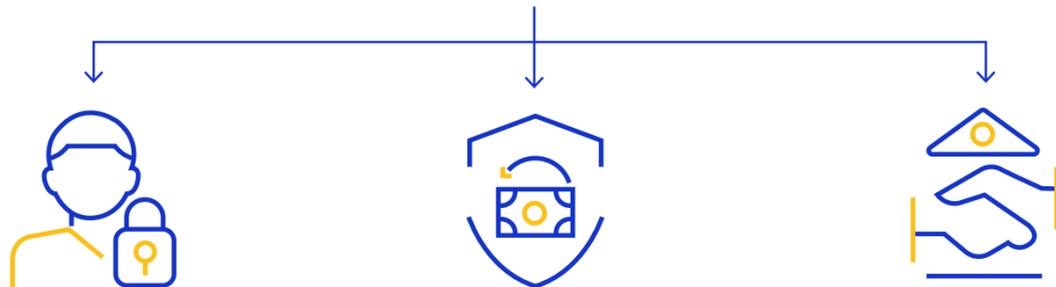
would switch stores or online shopping sites and apps based on the payment methods offered, with most indicating a strong preference for digital payments over cash.



**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