



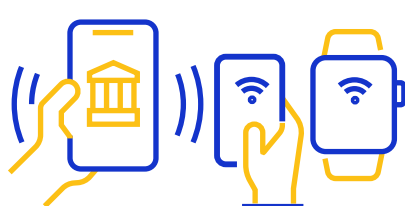
2022 Stay Secure Survey

Insights into Pakistani consumers attitudes towards digital payments

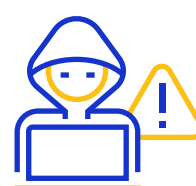
Did You Know?



75% consumers in Pakistan have made a digital payment in the last month.



Nearly half 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 Pakistan to choose to pay using digital payments over cash for online (76% of consumers) and in-store (63%) transactions.

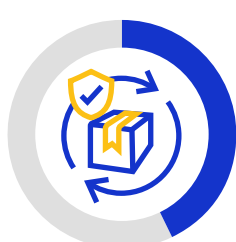
Other reasons consumers opt for digital payments include...

For Online



63%

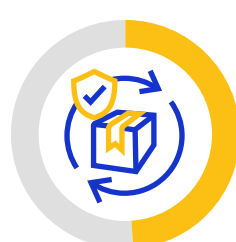
Privacy of payment data



42%

Guarantees and return policies

For In-Store



44%

Guarantees and return policies



43%

Convenience and speed



THESE WERE MORE IMPORTANT THAN PRICE

Data privacy and security is critical for consumers



82%

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

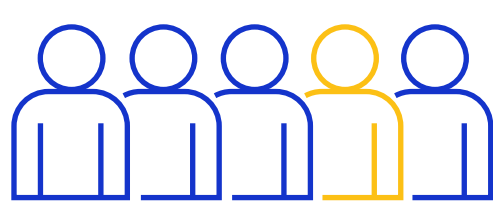


75%

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

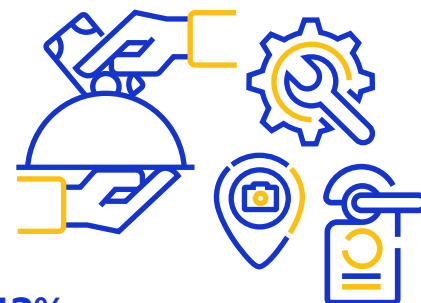
... and hence consumer education by payment stakeholders is paramount to build consumer trust in digital payments.

What can merchants do?



4 in 5 consumers

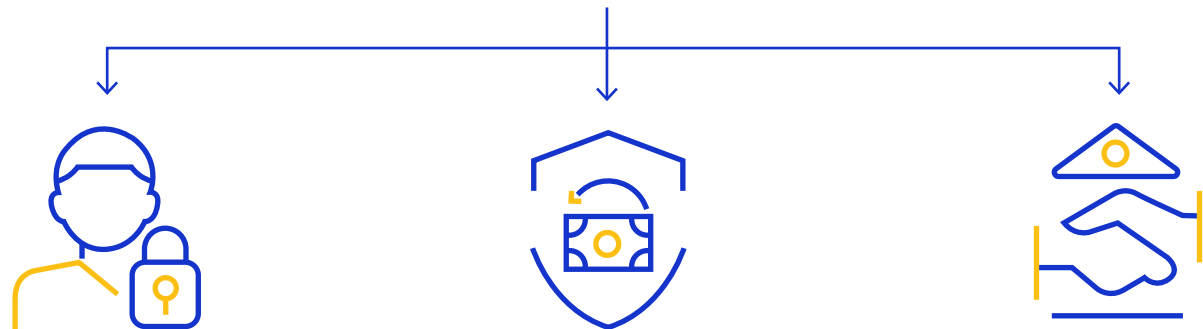
would switch stores or online shopping sites and apps based on the payment methods offered, with most indicating a strong preference for digital payments over cash.



42% consumers

prefer using cash for tipping 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

Consumers are inclined to shop at stores and sites that offer multiple payment options



Buy Now Pay Later

70%

consumers are familiar with BNPL

65%

would be likely to switch stores or online sites or apps that offered a BNPL options demonstrating its popularity