



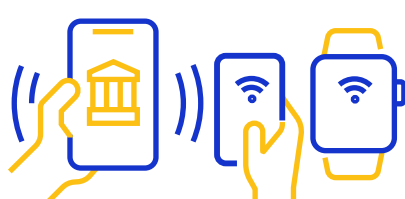
2022 Stay Secure Survey

Insights into Saudi consumer attitudes towards digital payments

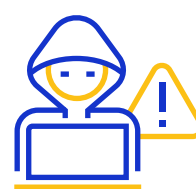
Did You Know?



80% consumers in Saudi have made a digital payments in the last month.



Nearly half of consumers surveyed are using digital payments more in-stores - especially contactless - and eCommerce 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 Saudi to pay using digital payments rather than cash for eCommerce (81% of consumers) and in-store (66%) transactions.

Other reasons consumers opt for digital payments include...

For eCommerce



58%

Privacy of payments data



52%

Guarantees and return policies

For In-Store



63%

Guarantees and return policies



38%

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.

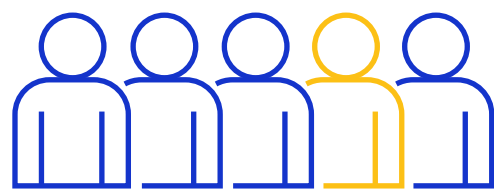


76%

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

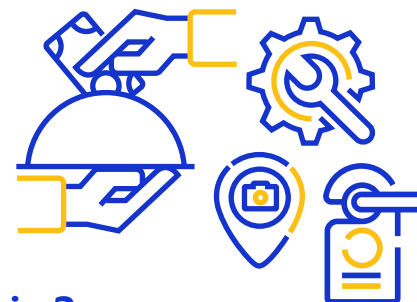
... and hence consumer education by payment stakeholders is paramount to build consumer trust in digital payments.

What can merchants do?



4 in 5 consumers

would switch stores or eCommerce 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



Buy Now Pay Later

78%

consumers are familiar with BNPL

36%

have used it in the past

67%

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