

# 2019 Insights: Digital payments in KSA

A "Stay Secure" campaign infographic on consumer experiences, attitudes and behaviors

## KSA's most preferred payment methods

Security:



Convenience:



Card



Cash

## Innovative payment technologies

There is a high awareness to usage rate for:

Contactless card:

97%

aware

83%

own

73%

use

Digital wallet:

93%

aware

81%

own

80%

use

81%

claim to have started making more digital payments while making face-to-face purchases in the past two years

87%

claim to have done at least one online transaction in the past one month

98%

of those customers preferring Cash-on-Delivery would pay by card if a mobile Point-of-Sale machine was available upon delivery

## When deciding on preferred payment methods when shopping online:



66%

prefer card payments over cash

82%

have started making more card payments online over the past two years

## Drivers & triggers for digital payments when shopping

Online:



Safe / Secure



Helps manage budget



Always available



Quick & easy



No need to carry cash

In-store:



Perception of security



Helps manage budget



Practicality & convenience



Innovative & modern

## When it comes to trust, there's a general sense of security in using these technologies amongst respondents:

Contactless card:



Overall trust based on awareness

87%

of users trust it while

58%

of non-users perceive it to be reliable and safe to use

Digital wallet:



Overall trust based on awareness

91%

of users trust it while

41%

of non-users perceive it to be reliable and safe to use

## What triggers the lack of consumer trust in contactless cards



Card details could be misused



Still a new technology / new payment method



Don't know about security in place at merchants

## ... in digital wallets



Not enough information on the fees and charges - if any



Card details could be misused



Not sure how it works

## How online merchants can build consumer trust in digital payments?



65%

Display trust badges on websites (ex: lock icon on browser and payment provider logos)



62%

Provide strong customer service



60%

Offer wide range of payment options

## Preferred authentication methods for online payments

Captcha:



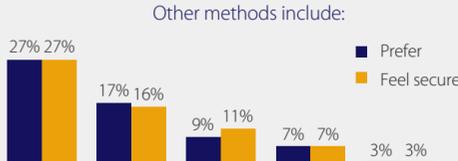
39%

prefer

37%

most secure

Other methods include:



## Protect yourself from payments-related fraud with these simple steps

1. Activate Verified by Visa with your bank
2. Avoid using public WiFi to shop – choose a strong, secure mobile data connection
3. Look for the "s" after "http" in the website address to confirm that a site is secure
4. Make sure you are using the latest software updates on your mobile device and enable biometrics as an additional authentication step on your phone.
5. Log out whenever you leave a website, especially if using a public computer
6. Never share your personal account information on social media, over email, phone or chat
7. Only open emails, attachments, and links from people you know

### About the Study

Visa commissioned 4SIGHT Research & Analytics to explore digital and online shopping behaviors and attitudes. 4SIGHT interviewed 460 people in KSA in February 2019, comprising Saudi citizens (58%), expat Arabs (35%), and expat Asians (7%). Respondents lived in Riyadh (47%), Jeddah/Mekkah (30%), Dammam (12%), and others (11%). They were aged between 25-35 (65%), 36-45 (30%), and 46-55 (5%) years old, with males accounting for 68% and females for 32% of the respondents. Each had made at least one online payment in the past six months.