

US Shoppers Worry About Online Payments

Credit card & personal information security concerns cross the generations

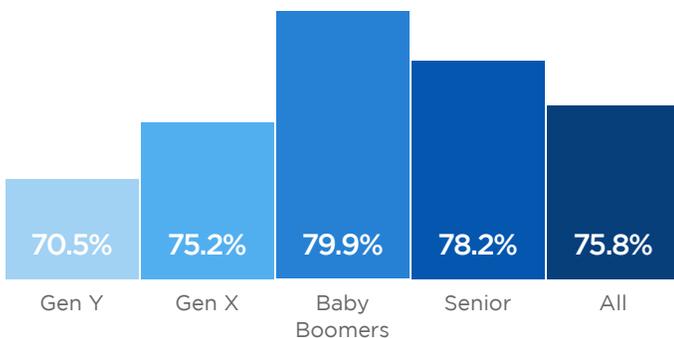
The largest ecommerce companies aren't immune from shopper skepticism

In a survey of over 6,200 online buyers, Bizrate Insights found a large majority of consumers don't trust some of the most well-known online tech companies to keep their credit card and personal information secure.

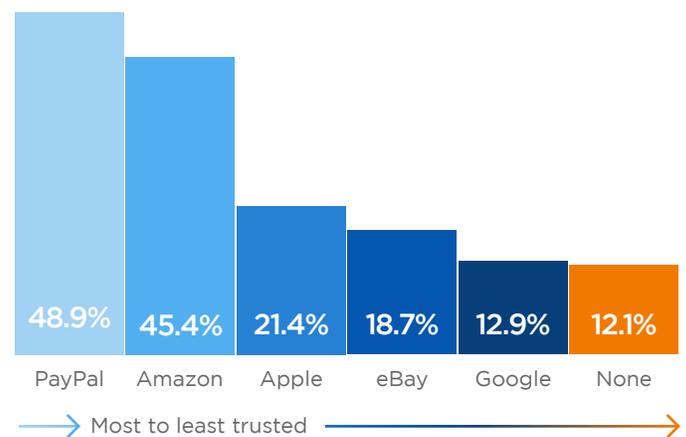
Ecommerce giants, Amazon and PayPal are trusted by less than 50% of online shoppers to maintain their personal credit information securely. Apple, eBay, and Google fail to muster the confidence of even a quarter of consumers.

Younger generations are more likely to trust these companies, especially PayPal, while older generations are more skeptical. Even Amazon hasn't earned the trust of the majority of any group other than Gen Y.

Current retail store security to protect credit card and personal information isn't strong enough.



Which of the following companies do you trust with your payment and personal information?



Overall, three out of four online buyers are dissatisfied with the strength of credit card and personal information security among retailers.

Retailers Action Steps

1. Audit security and publish notable improvements
2. Reinforce consumer protections that exist through credit card issuers & your private label credit card
3. Investigate newer forms of payment like ApplePay: gauge consumer interest & determine costs of implementation

“ Accessible companies with reputations for strong consumer protection earned the greatest trust. Paypal, trusted by more than 50% of both Gen Y and Gen X shoppers, could become a major player in mobile-wallet payments. ”

Hayley Silver
Vice President, Bizrate Insights

About the study The Bizrate Insights Apple Pay and Payment Security Study #1 was conducted via the Bizrate Insights survey platform and offered to online buyers immediately after purchasing from the Bizrate Insights Network of over 5,000 e-commerce retailers in the US and Canada. Data was collected from 6,256 online buyers from October 23 - 28, 2014.