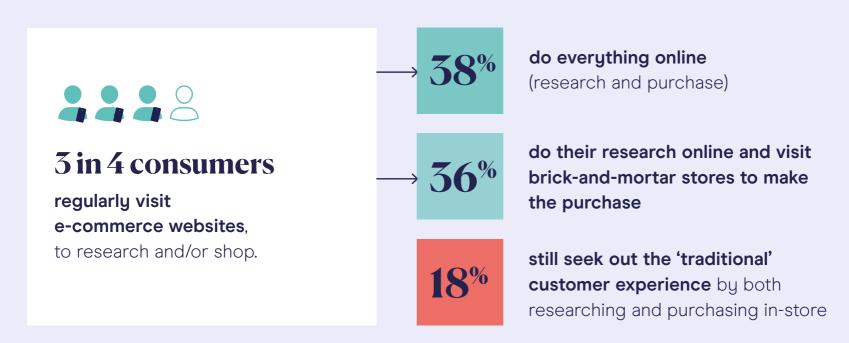
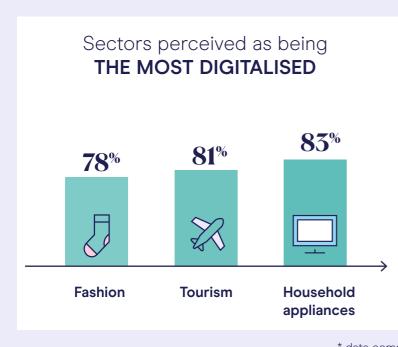
E-commerce in 2022: changes and expectations among the French

Payment: a pivotal stage of the digital shopping journey



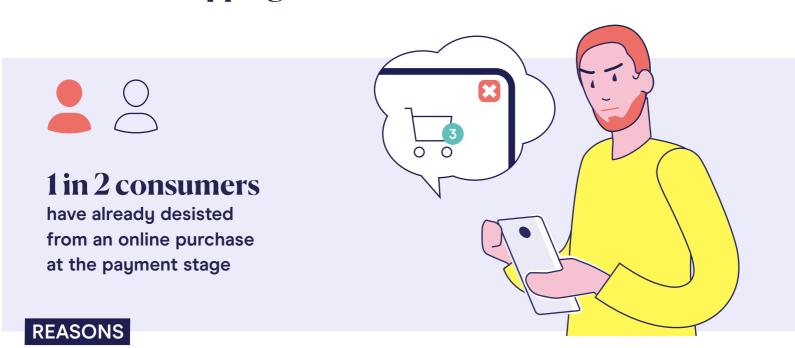






study by OpinionWay carried out for Dalenys on 25 and 26 November 2020

Payment security is key to avoiding abandoned shopping carts





security at the payment page



in the process



are too strict



page is not mobile-friendly

what do consumers think?

Strong customer authentication:





of French people are in favour of

stricter identification requirements for online payments

BUT



think strong customer authentication is above

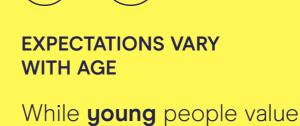
all an effective way
to guarantee online
transaction

it as a barrier to online shopping, compared

to 33% of those older than 35

French people are open

of people under 35 see



a **smooth** experience, **older** people value **security**.

INNOVATIVE PAYMENT METHODS ARE WELL-KNOWN: 71%

to innovative payment methods



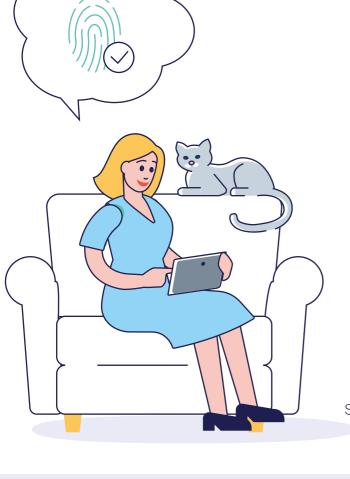


HOWEVER, ADOPTION

REMAINS LIMITED



26%





@dalenyscorp

and Resolution Authority) under registration number: 16378

a study conducted by OpinionWay for Dalenys on 18 and 19 August 2021