Consumers are Frustrated with Online Retail
Managing Passwords to your online accounts can be a pain!

Why won’t consumers set up new accounts after making an initial purchase? Here’s the top 3 reasons why:

- 32% did not want their financial information stored on retailers’ databases.
- 29% did not want to enter billing and personal data.
- 25% of consumers said remembering a new password was a source of frustration.

But now there’s an alternative!

Consumers prefer using on-device biometrics as an alternative to passwords!

- 66% believe on-device methods are quicker than using traditional two-factor authentication requiring both a password and a one-time password (OTP).
- 58% believe retailers offering on-device authentication care more about their customer experience.
- 55% believe retailers care more about their consumers’ privacy.
- 59% believe retailers care more about consumers’ security.
- 37% are more likely to recommend these retailers to friends and family, stating they would do so.

Wait! There’s more...

Globally, young consumers (aged 18-24) are by far the most likely to adopt on-device biometrics.

- 77% believe they are easier to use.
- 73% believe that they are easier to use.
- 65% would recommend retailers offering on-device biometrics to friends and family.
- 64% believe on-device methods are easier to use.

64% of consumers abandoned purchases due to the difficulty of managing passwords or being forced to create a new account and password to make the purchase.

60% believe that they are quicker to use.

58% believe retailers offering on-device biometrics care more about their customer experience.

55% believe retailers care more about their consumers’ privacy.

59% believe retailers care more about consumers’ security.

57% are more likely to recommend these retailers to friends and family, stating they would do so.

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