Operationalising Tokenisation in Consumer Interest
Consumers are more likely to store their card details with merchants they transact with frequently. Accordingly, purging card details without operationalising CoFT is likely to impact consumers.
While consumers are aware of the possible risks involved in storing their card details online, they continue to do so for convenience, benefits, and trust.

- Respondents were aware of the risk of misuse of their stored card details (54%)
- Respondents were aware of the risk of card details getting hacked (71%)
Consumers may face several challenges and risks in making card based online payments, if storing card details with online service providers is not possible.

- **More time taken for future payments to the same service provider**: 63%
- **More number of steps involved in making future payments to the same service provider**: 56%
- **Risk of transaction failure due to entering incorrect card details for online payments**: 44%
- **Risk of exposing your card details to someone nearby**: 42%
- **Requiring help from family, friends or others for making digital payments**: 27%
The challenges discussed previously, are likely to make card-based online payments inconvenient for consumers.

Consumers appear to prefer to reduce the frequency of card-based online transactions or stop using online services all together, instead of re-entering all their card details for every transaction on different platforms.

However, their primary preference appears to be to shift to alternate modes of payment, including cash on delivery wherever applicable.

The survey was conducted in two stages. In the first stage, data was collected from Tier-I cities & in the second stage, data was collected from Tier-II cities.

This particular consumer finding is based on the data collected from 423 respondents (The survey was launched for 500 respondents, however, the balance were filtered out due to discrepancies).
Key Recommendations for the Way Forward

01. Avoid Double Blows to the Digital Payments Ecosystem

02. Ensure that CoFT is completely & safely operationalised before purging Card Details

03. Tiered Approach needed in Fixing Deadlines of Operationalising CoFT & Purging Data

04. Conduct Inclusive Stakeholder Consultation in Regulation Making

05. Keep Consumer Interests at the Centre while bringing in Regulation/Policy Changes
Respondents’ Educational Levels

- Literate without Schooling: 0.4%
- 10th Standard: 1.7%
- 12th Standard: 8.2%
- Graduate: 46%
- Post-Graduate & above: 43%

Gender Profile

- Male: 53%
- Female: 47%

Age Range

- 18-29: 4%
- 30-44: 42%
- 45-60: 54%

Geographic Diversity of Respondents

- Delhi NCR
  - Delhi (12%)
- Maharashtra
  - Mumbai (15.5%)
- West Bengal
  - Kolkata (8.7%)
- Tamil Nadu
  - Madurai (3%)
- Uttar Pradesh
  - Agra (3.1%)
- Rajasthan
  - Jaipur (14%)
- Gujarat
  - Ahmedabad (14%)
- Karnataka
  - Bangalore (12.6%)
- Kerala
  - Kochi (7%)
- Punjab
  - Ludhiana (4.5%)
- Odisha
  - Bhubhaneshwar (3%)

895 Respondents*

* Data was collected from 1,100 consumers. All inconsistent and incomplete responses have been filtered out to ensure accuracy of data. Resultantly, final analysis has been carried out for 895 respondents.
Thank You
Comments and suggestions are welcome

Consumer Unity & Trust Society (CUTS)

Amol Kulkarni (amk@cuts.org)
Sidharth Narayan (sid@cuts.org)
Vidushi Sinha (vds@cuts.org)

D–217, Bhaskar Marg, Bani Park, Jaipur 302016, Rajasthan, India
Ph: +91 141 2282821,
Fax: +91 141 2282485,
Email: cuts1@cuts.org