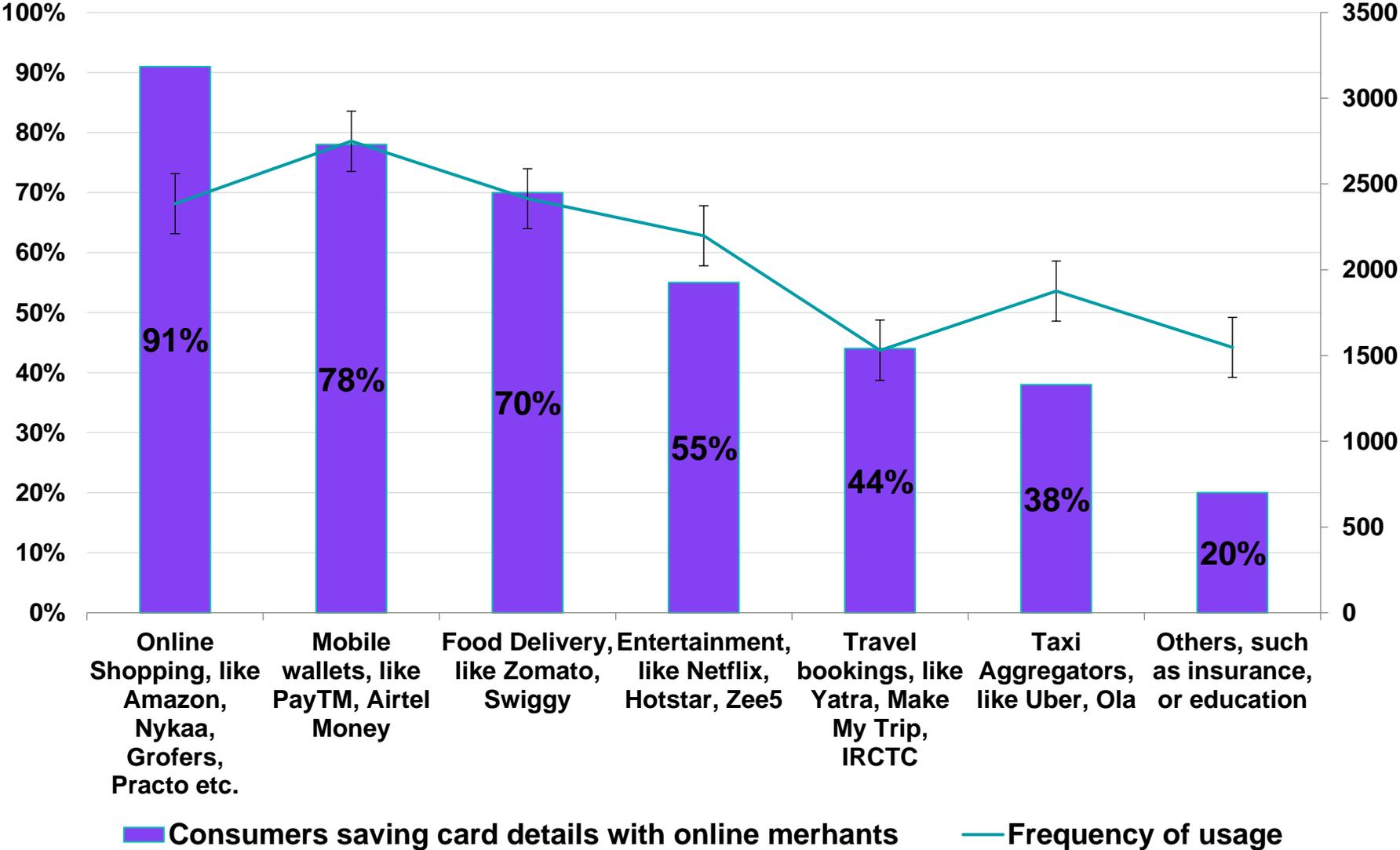
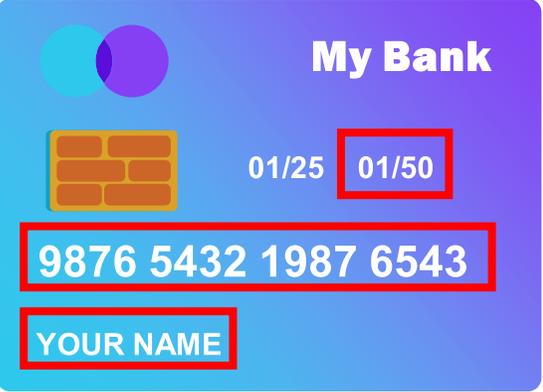




# Operationalising Tokenisation in Consumer Interest



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.



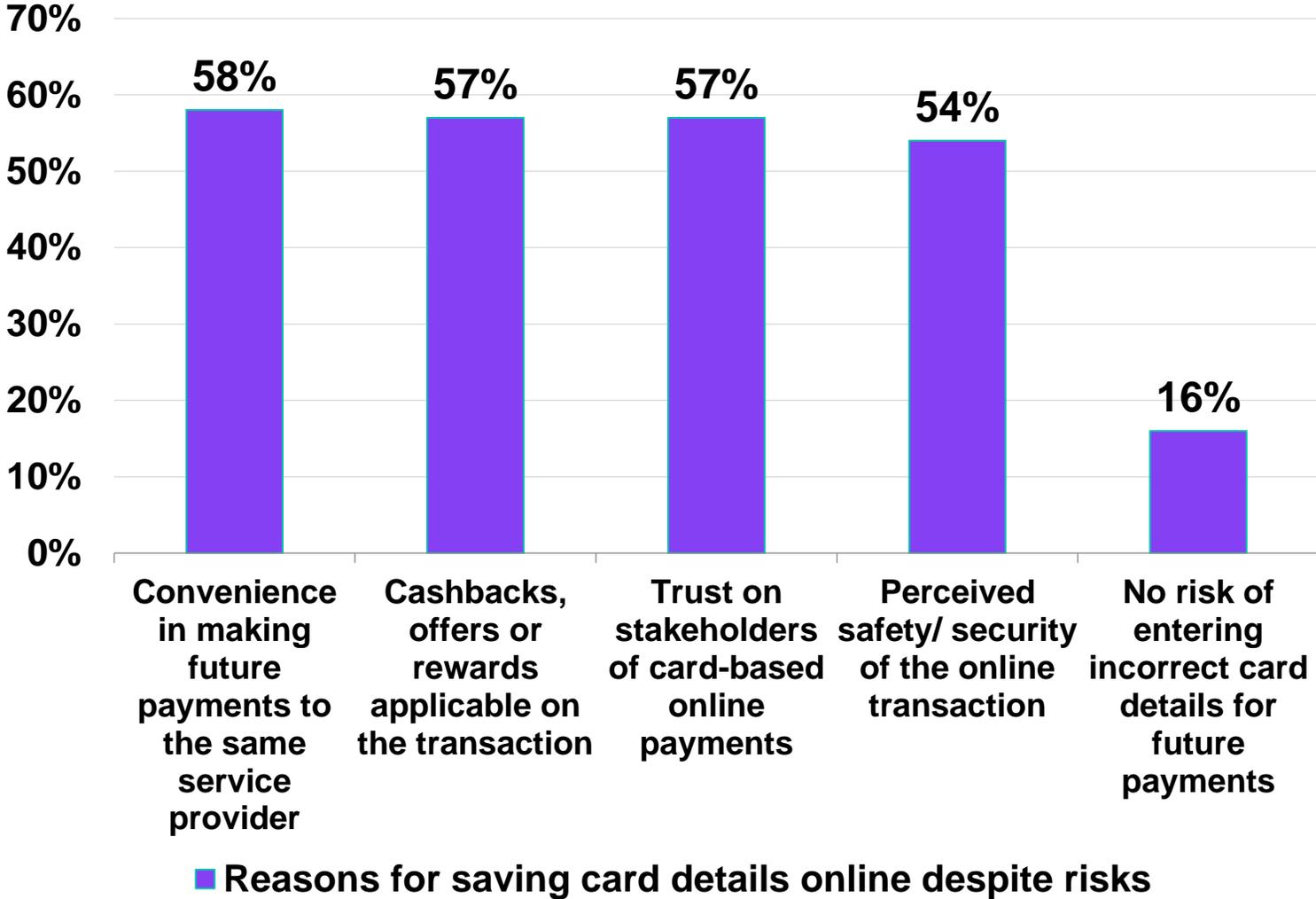
# While consumers are aware of the possible risks involved in storing their card details online, they continue to do so for convenience, benefits, and trust.

54%

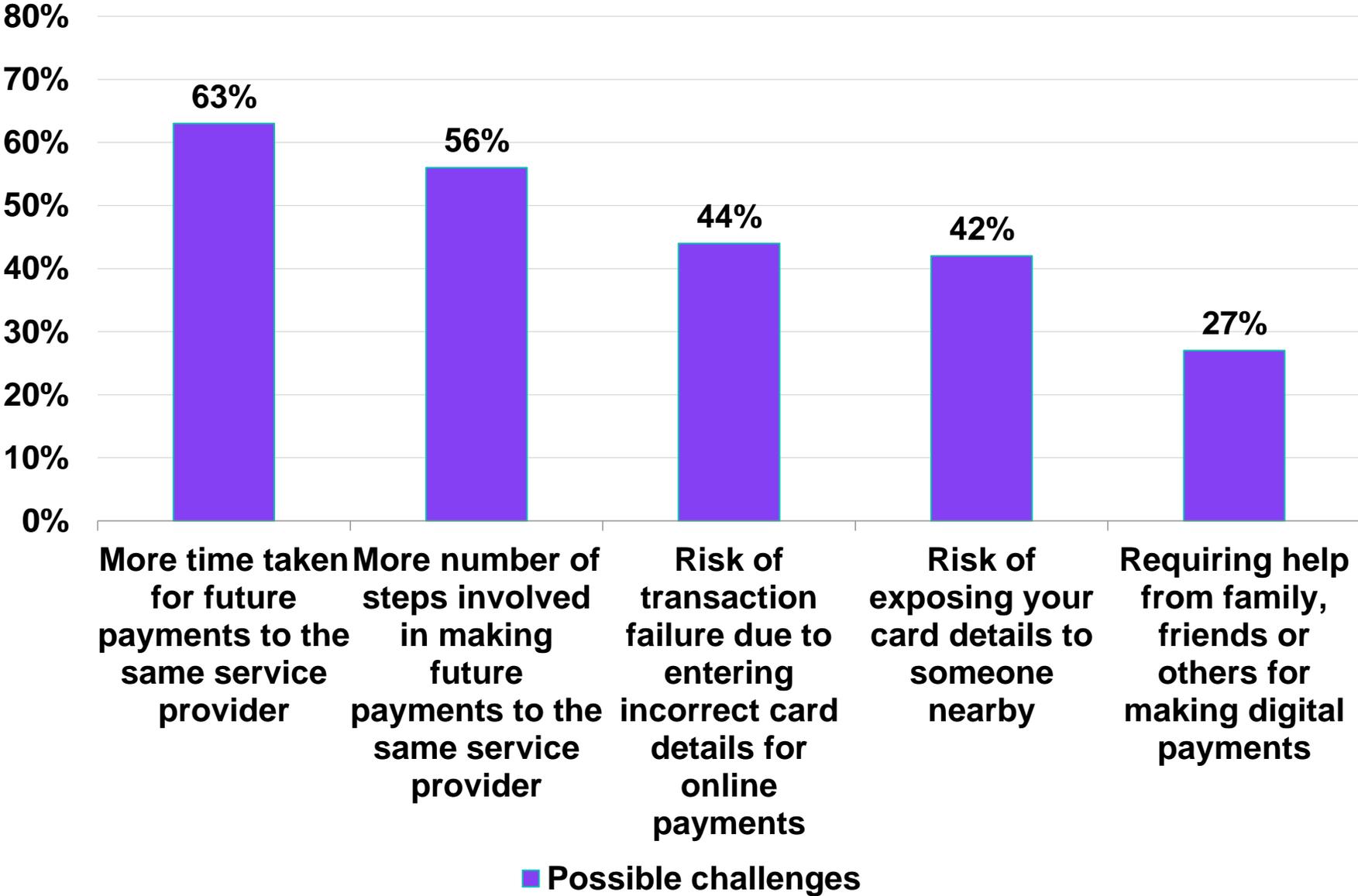
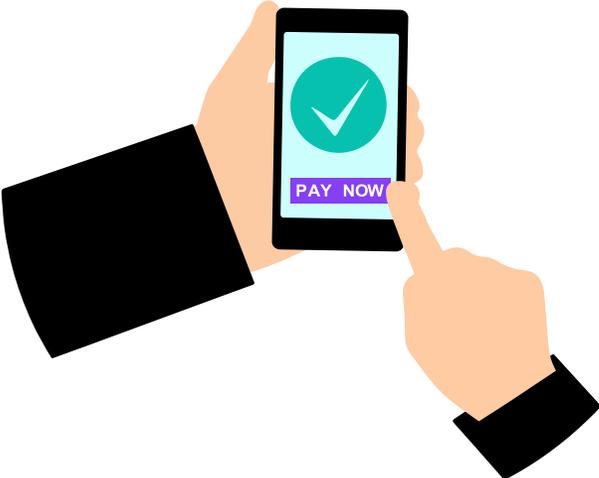
Respondents were aware of the risk of misuse of their stored card details

71%

Respondents were aware of the risk of card details getting hacked



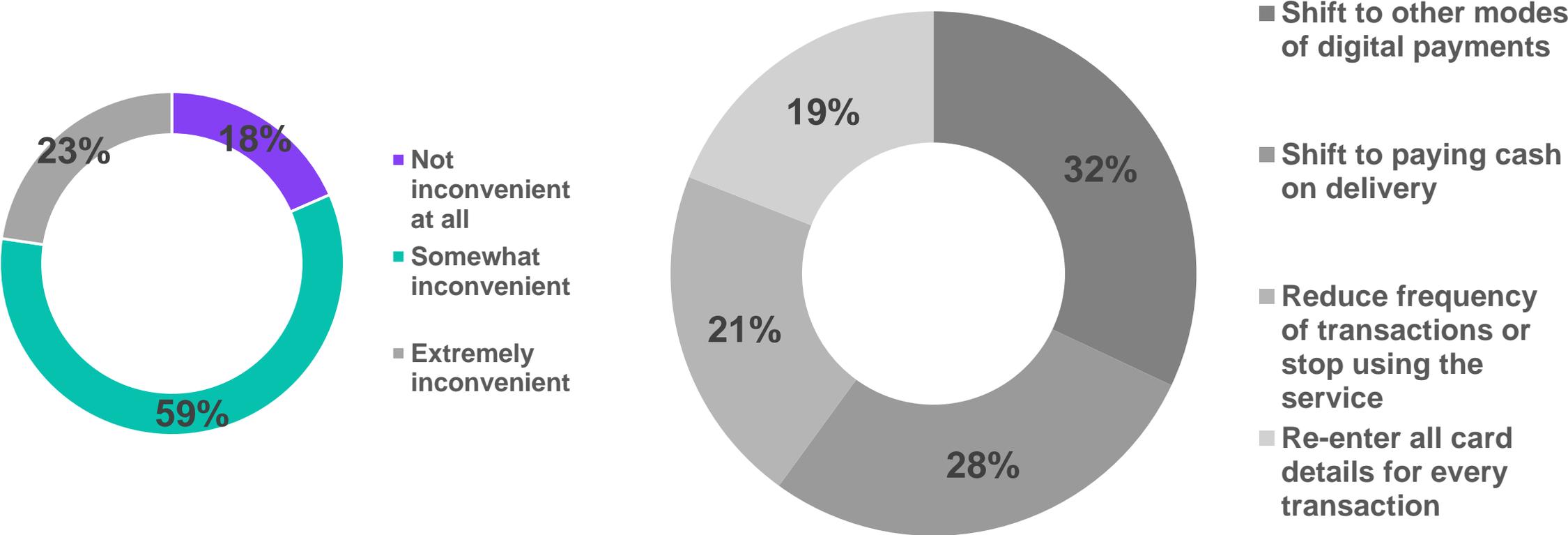
# Consumers may face several challenges and risks in making card based online payments, if storing card details with online service providers is not possible.



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

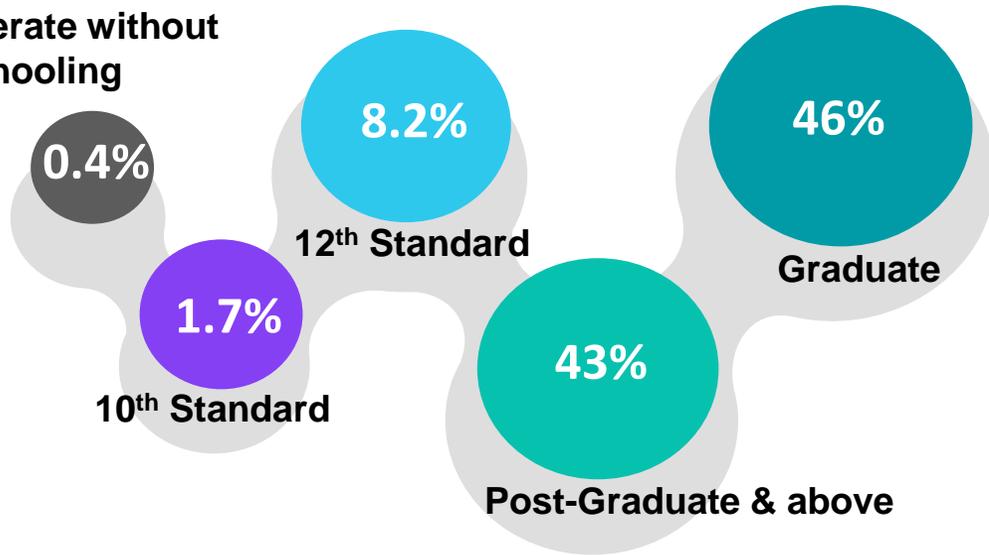
Conduct Inclusive Stakeholder Consultation in Regulation Making

05

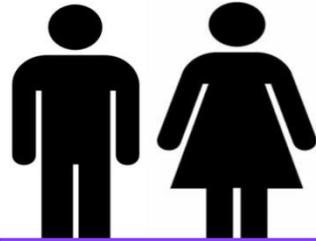
Keep Consumer Interests at the Centre while bringing in Regulation/ Policy Changes

## Respondents' Educational Levels

Literate without Schooling



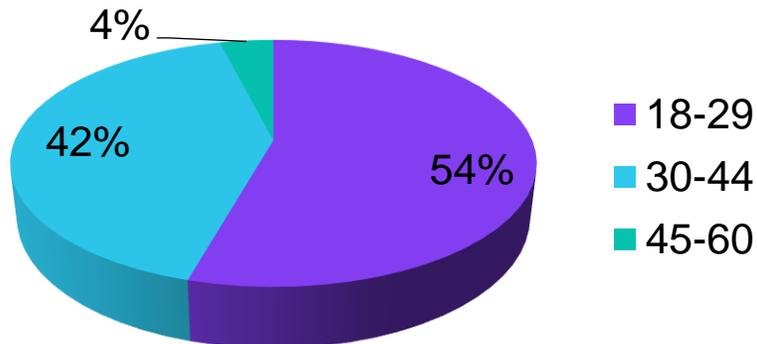
## Gender Profile



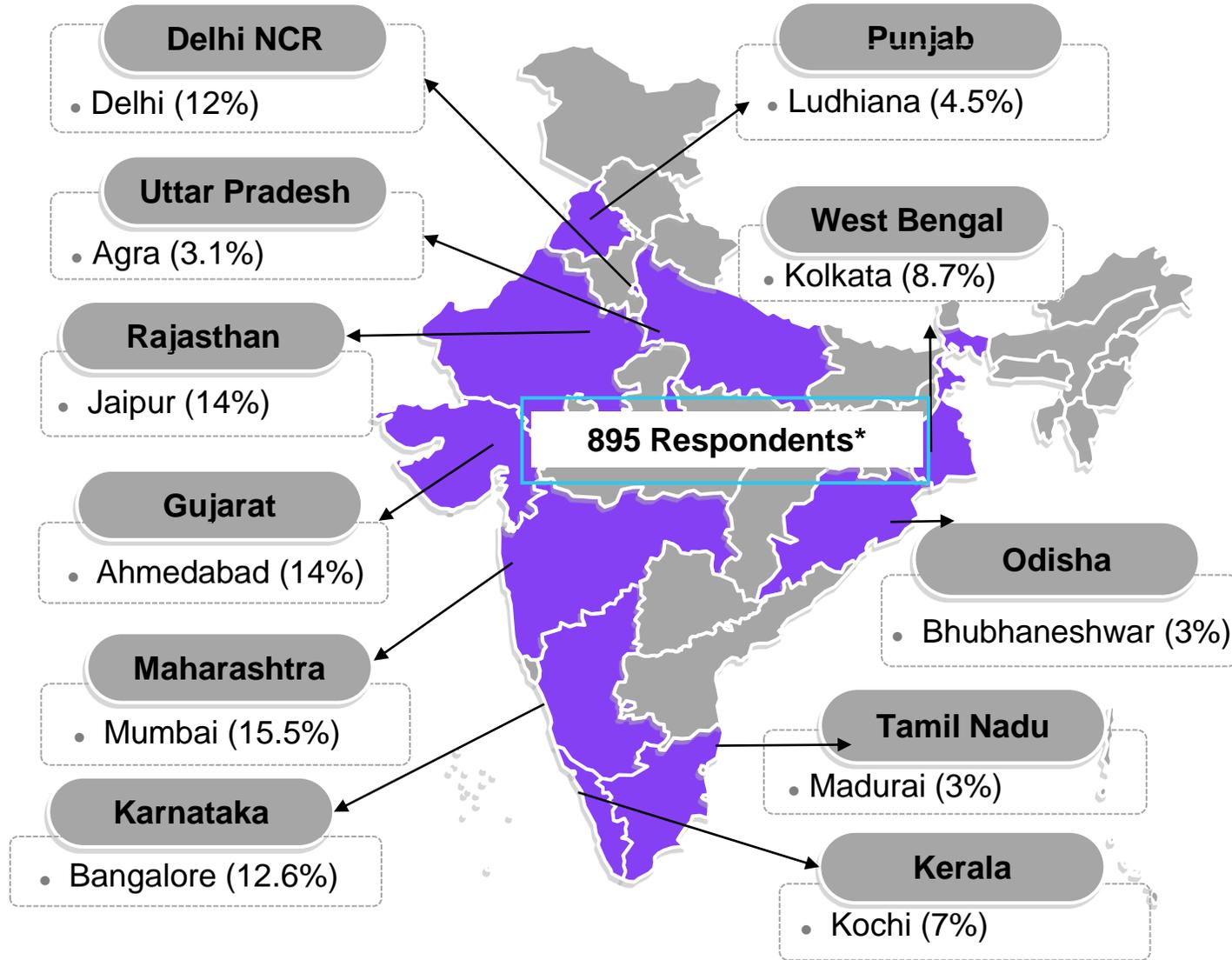
53%

47%

## Age Range



## Geographic Diversity of 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

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