

Consumers are Frustrated with Online Retail

Managing Passwords to your online accounts can be a pain!

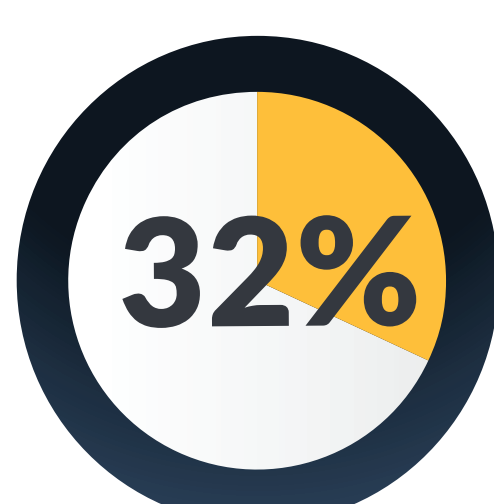
What are consumers' attitudes towards e-commerce and managing passwords online? Here's what we know:



60%

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.

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).

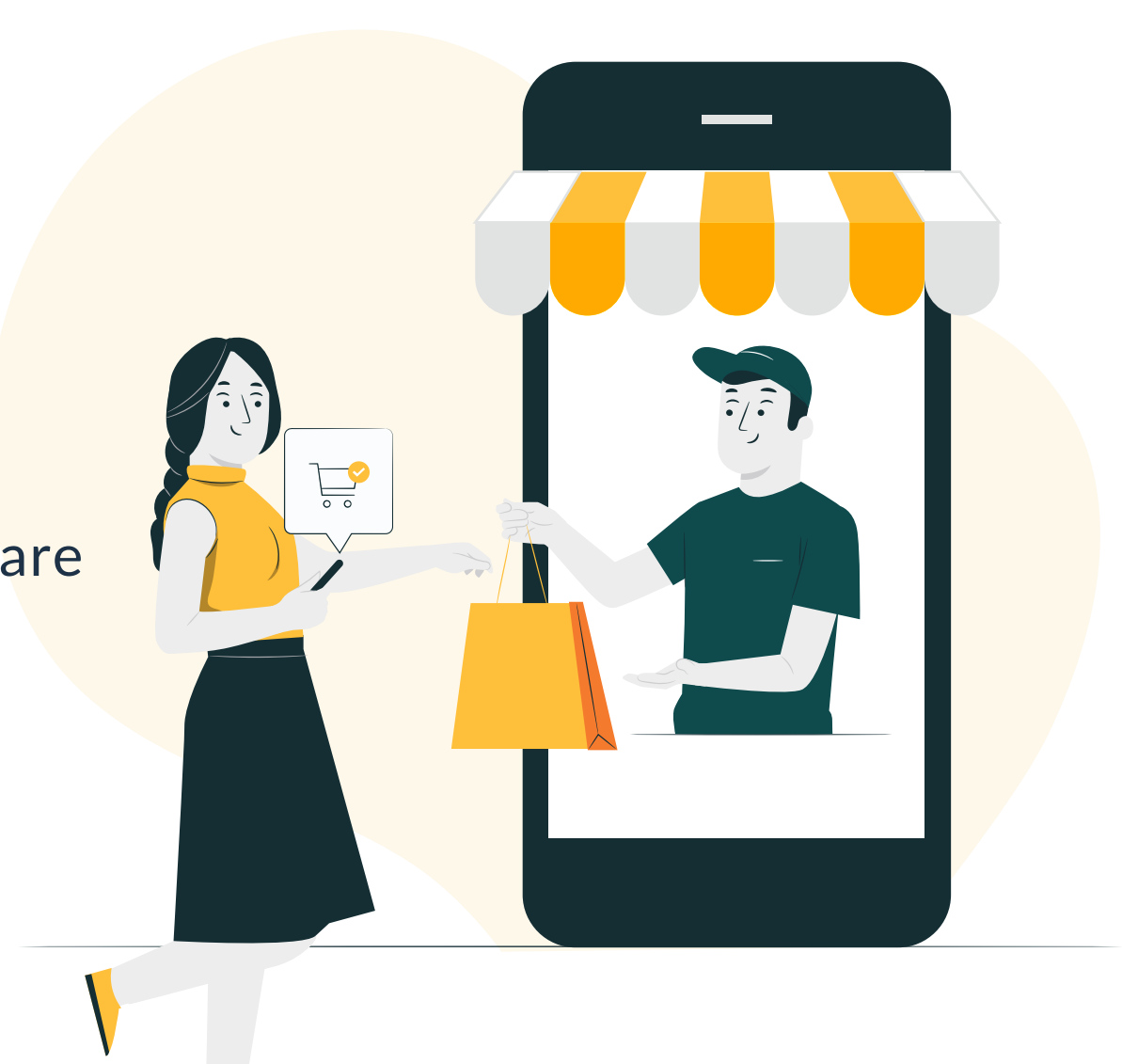


64%

believe on-device methods are easier to use.

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.

57%

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.



73%

believe that they are easier to use.

65%

would recommend retailers offering on-device biometrics to friends and family.

77%

believe that they are quicker to use.



ONLINE FRUSTRATION? WHO NEEDS IT?

Learn more @ fidoalliance.org

fido™
ALLIANCE | simpler
stronger
authentication

Learn More ▶

All data based on an October 2020 FIDO Alliance study of 4,009 consumers in the U.S., U.K., Germany and France conducted by Sapio Research.