





CONSUMER SURVEY







Payment Methods:

-  44% use debit cards
-  40% use cash
-  16% use credit cards
-  51% have their bank card stored on their mobile






Shopping Behavior:

-  70% do not use a shopping list
-  57% buy unplanned items
-  57% consider discounts before purchasing
-  83% prioritize price when choosing products



Sustainability Awareness:

-  50% do not check product origin labels
-  76% believe sustainable materials are important
-  48% cannot identify sustainable products



Fair Trade & Second-Hand Shopping:

-  57% don't know stores that sell fair trade products
-  63% resell products if they cannot return them
-  59% have accounts on second-hand selling platforms



Conclusion:

- Increasing trend in digital payments
- Consumers are price-sensitive and make impulse purchases
- Lack of awareness about sustainable and fair trade products
- Growth in second-hand shopping culture