

The 2020 Remote Payments Study examines survey response data from 3,477 US consumers to learn how their reliance on digital versus brick-and-mortar commerce has shifted in the wake of the COVID-19 pandemic. Our research also showcases how consumers' connected devices usage reflects their rapidly-evolving financial needs amidst a new economic reality.



REMOTE PAYMENTS

APRIL 2020

How Life On Lockdown Has Transformed Consumers' Spending

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INTRODUCTION

Since the World Health Organization (WHO) declared the COVID-19 outbreak a pandemic on March 11, countless businesses have shuttered. This has triggered an unprecedented economic shockwave that has thus far cost more than 16 million Americans their jobs and sparked job-loss fears in 45 million others.¹

The pandemic’s economic impacts extend well beyond deficit and destruction, however. It also marks an inflection point in the connected economy, accelerating a massive migration in consumer demand from the physical world to the digital one. Consumers living under stay-at-home orders and

mandated lockdowns are turning to their connected devices for social, professional and shopping experiences they have traditionally sought in person.

For the 2020 Remote Payments report, PYMNTS surveyed 2,062 consumers about their browsing, shopping and paying habits amid the COVID-19 outbreak and how social distancing measures are shaping a digital-first — and sometimes digital-only — commerce culture. Our survey was conducted on March 17 and March 18, not long after COVID-19 was declared a pandemic.

WHAT WE LEARNED



The portion of consumers shopping and paying for retail goods online increased 34.9 percent in the past year, while the share of those seeking and purchasing retail goods in stores was down 24 percent.

The share of consumers who reported shopping and paying for retail purchases online increased from 41.8 percent in 2019 to 56.4 percent in 2020, marking a 34.9 percent increase. We saw the opposite trend regarding their in-store shopping habits, however. The share of those who shopped and paid for retail goods at brick-and-mortar stores decreased from 42.2 percent in 2019 to 32.1 percent in 2020, meaning that consumers are 24 percent less likely to make in-store retail purchases now than they were last year.

More consumers are buying groceries online than they did last year, as well. Our research shows that 23.7 percent of consumers bought groceries online in 2020, compared to the 18.6 percent of consumers who did so in 2019 — an increase of 27.4 percent.

¹ Navigating The COVID-19 Pandemic: How the Paycheck To Paycheck Economy Is Beginning To Buckle. PYMNTS.com. 2020. <https://www.pymnts.com/coronavirus-data-center/>. Accessed April 2020



Amazon was consumers' top retail pick, while Walmart was their first choice for groceries.

Consumers are particularly fond of Amazon and Walmart, but they shop at these retailers for divergent reasons and typically through different channels. Consumers who shop with Amazon often do so to make nongrocery retail purchases, which might include clothing, toys and games, electronics and other nonessential items. Our research shows that 8.7 percent of consumers made their most recent purchases on Amazon, for

example. They also tended to shop and pay for these items online, with 93.5 percent doing so.

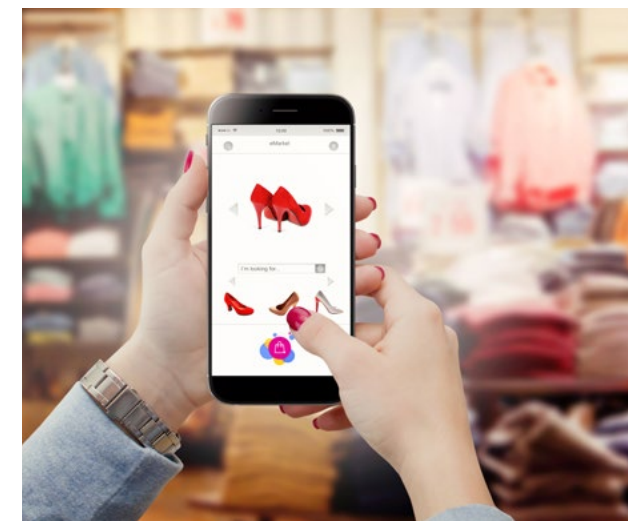
Consumers who shop at Walmart tend to buy essential items they might otherwise get at grocery stores, with 17.9 percent of all consumers having purchased their most recent grocery items from the retailer. Such items could include products like produce, meat, cleaning supplies and other household goods. Consumers who shop at Walmart are also far more likely to shop and pay for their purchases in stores rather than online, with 62.1 percent of them having done the former.

Three out of 10 consumers made their most recent clothing purchases on Amazon.

Amazon has become a fashion shopping destination, as 29.6 percent of consumers whose most recent purchases were clothing items purchased them on Amazon. This

compares to just 7 percent of consumers who bought their clothes from Amazon in 2019, underscoring how important digital commerce has become for clothing retailers since the pandemic's onset.

Consumers' growing inclinations toward discount shopping are also affecting their clothing purchases, as the second-most and third-most common fashion retail destinations are Walmart and Kohl's. Fourteen percent of consumers whose latest purchases were clothing items bought them



at Walmart, while 8.1 percent shopped at Kohl's. Just 3.3 percent and 5.2 percent of consumers shopped at these retailers for clothing purchases in 2019, respectively.

Consumers' use of mobile devices to help them shop in stores rose by 25.2 percentage points.

There has been a sharp increase in consumers' mobile device usage to accommodate their in-store shopping. Our research indicates that 72.1 percent of consumers were using mobile devices while shopping in brick-and-mortar stores in 2020, up from 46.9 percent last year and representing a 53.7 percent increase.

Consumers who use mobile devices while shopping in brick-and-mortar stores are increasingly doing so to find deals and discounts as well as compare prices. Our research shows that 54.2 percent of

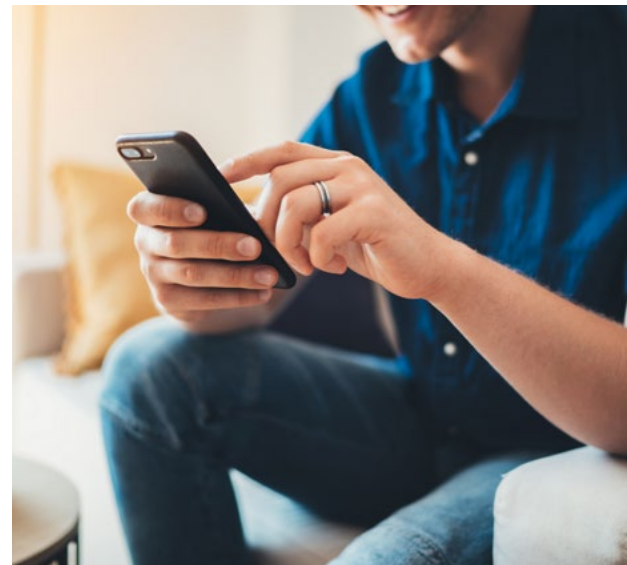
consumers who used their mobile devices while shopping in stores did so to find discounts and coupons, while 35.9 percent used them to look up product prices at other retailers. This compares to just 46.6 percent and 32.8 percent who used them in these ways in 2019, respectively.

Omnichannel shoppers² are on average younger, more educated and have higher incomes than other consumers.

Omnichannel shoppers — consumers who shop and pay using two or more channels for individual purchases — made up just 2.9 percent of the population, but they still represent an important consumer segment. Omnichannel shoppers are more educated and have higher incomes than average, with 38.9 percent having college degrees and 38.6 percent earning more than \$100,000 per year. This compares to just 32.2 percent of consumers who have college degrees and

35.8 percent who earn more than \$100,000 annually on average. The average omnichannel shopper is 35.8 years old, meaning they tend to be younger than consumers who do not shop using multiple channels at once. This compares to an estimated average age of 48.1 for individuals in the United States, based on statistics obtained by the U.S. Census.³

In the following pages, we will expand on these key findings and aim to provide a comprehensive roadmap of this new and rapidly expanding connected economy.



² We define "omnichannel shoppers" as those who shop and discover products they would like to purchase via multiple digital and brick-and-mortar channels, such as via mobile or shopping at physical store locations, regardless of how they pay for said items.

³ Tables. United States Census Bureau. 2020. <https://www.census.gov/data/tables.html>. Accessed April 2020.

THE SHIFT TO CONNECTED COMMERCE EXPERIENCES

The majority of restaurant and retail transactions are made using either strictly brick-and-mortar or digital channels. This means that consumers who begin shopping and browsing for items in stores usually end up paying for those items in the store, while those who begin shopping and browsing for items online usually end up paying for them through that channel.

The share of consumers who made their most recent retail purchases online increased from 41.8 percent in 2019 to 56.4 percent in 2020, marking a year-over-year proportional increase of 34.9 percent. This corresponded with a decrease in in-store shopping for the same items, with the share who made their latest retail purchases at brick-and-mortar retailers falling from 42.2 percent in 2019 to 23.6 percent in 2020. This means they are 24 percent less likely to shop and pay for retail goods in stores now than they were one year ago.

FIGURE 1A:

Where and how consumers shop for goods and services

Share who reported paying for their latest purchases in select ways



FIGURE 1B:
Where and how consumers shop for goods and services
Share who reported paying for their latest retail purchases in select ways

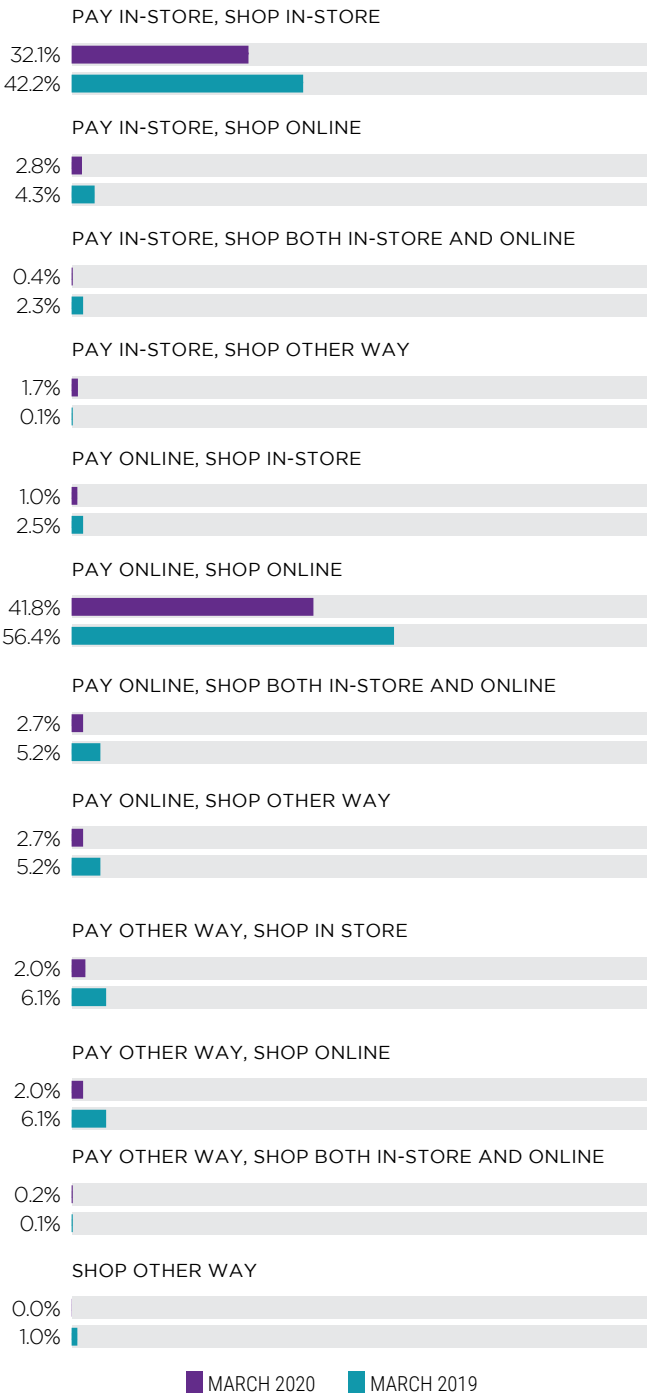
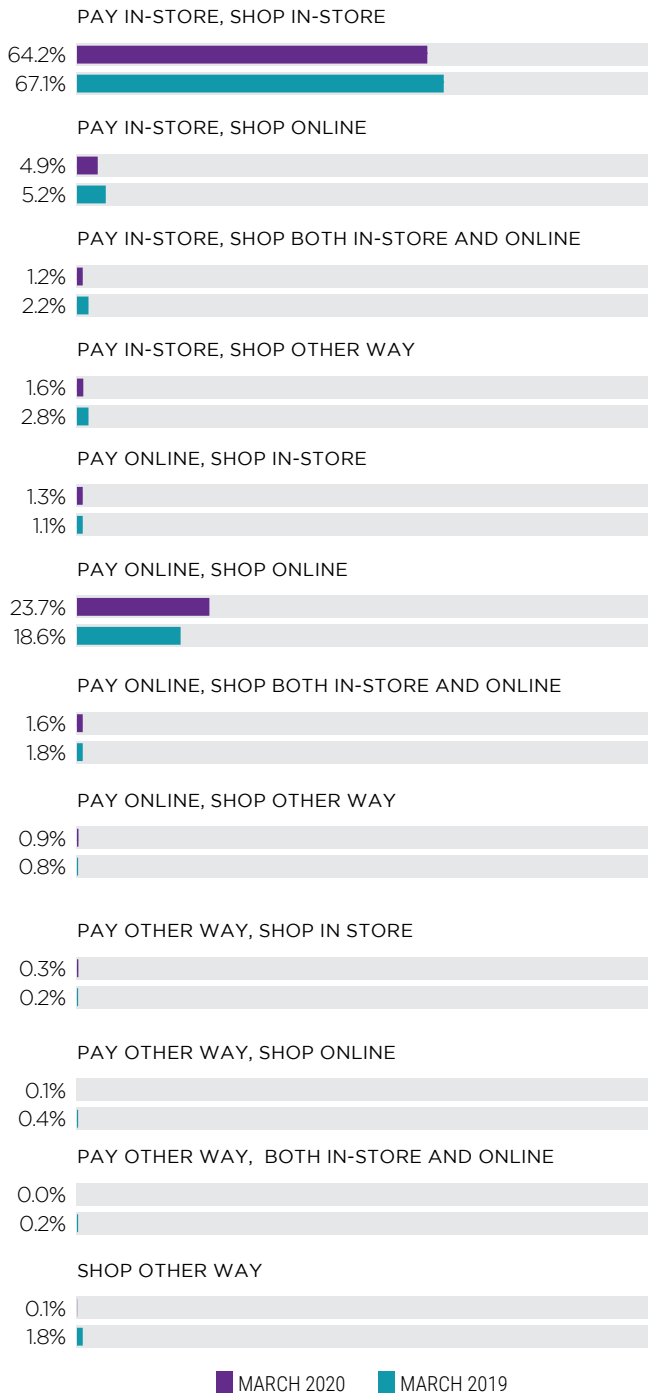


FIGURE 1C:
Where and how consumers shop for goods and services
Share who reported paying for their latest food purchases in select ways



THERE HAS BEEN A
24.7%
RELATIVE INCREASE
IN THE PORTION OF
SHOPPING FOR AND
BUYING FOOD VIA
DIGITAL CHANNELS
OVER THE PAST
YEAR.


We also saw an increase in consumers’ propensity to shop and pay for food online — the share doing so increased from 18.6 percent in 2019 to 23.7 percent in 2020. That means there has been a 24.7 percent relative increase in the portion

of consumers shopping for and buying food via digital channels over the past year.

Consumers’ likelihood of buying food items in-store has also decreased during the past year, though not as much as their likelihood of buying retail items in-store. Our research shows that 64.2 percent reported shopping and paying for their latest food purchases at brick-and-mortar stores in 2020, compared to 67.1 percent who did so in 2019. This represents a modest year-over-year decrease of 4.3 percent.

Not all consumers have flocked online to shop, however. Women are less inclined than men to shop online, as only 48.7 percent of consumers who shopped and paid for their most recent purchases online are female. Older consumers also show a stronger preference for in-store shopping over eCommerce. The average age of consumers who shopped and paid for their most recent purchases in-store is 44.8 years, while those who did so online average 38.9 years.

TABLE 1:
How different demographic groups shop online, in-store and everywhere in between
Share who used select channels to shop and pay, by demographics

 CHANNEL		Pay in-store shop in-store	Pay in-store shop online	Pay in-store shop both in-store and online	Pay in-store shop other way	Pay online shop in-store	Pay online shop online	Pay online shop both in-store and online	Pay online shop other way
SAMPLE	MARCH 2019	61.1%	5.0%	2.2%	2.1%	1.4%	24.2%	2.6%	2.1%
	FEBRUARY 2020	59.3%	5.6%	1.4%	1.6%	1.8%	27.0%	1.5%	1.3%
	MARCH 2020	61.2%	4.7%	1.1%	1.6%	1.3%	26.8%	1.7%	1.0%
FEMALE	MARCH 2019	55.0%	56.5%	65.6%	60.7%	44.4%	43.2%	25.6%	18.4%
	FEBRUARY 2020	53.6%	52.5%	41.4%	57.7%	46.8%	40.9%	40.6%	59.5%
	MARCH 2020	53.6%	59.0%	39.0%	51.9%	57.6%	48.7%	14.4%	60.1%
COLLEGE	MARCH 2019	31.5%	26.2%	39.4%	45.6%	33.4%	33.7%	39.1%	17.9%
	FEBRUARY 2020	31.5%	36.2%	27.8%	28.9%	23.7%	38.5%	48.0%	32.0%
	MARCH 2020	31.0%	37.6%	26.8%	31.2%	37.8%	38.2%	47.7%	28.6%
AVERAGE AGE	MARCH 2019	0.0	44.0	45.3	51.7	37.2	38.3	32.3	34.4
	FEBRUARY 2020	48.4	41.4	38.7	45.6	40.9	39.4	33.6	39.8
	MARCH 2020	44.8	42.7	36.7	41.8	40.1	38.9	33.7	39.5
BELOW \$50K	MARCH 2019	28.8%	37.6%	21.5%	25.3%	31.1%	26.9%	10.2%	48.1%
	FEBRUARY 2020	31.2%	24.8%	27.6%	36.5%	33.7%	24.9%	18.3%	34.3%
	MARCH 2020	30.0%	31.2%	22.6%	35.7%	35.1%	26.4%	15.2%	31.7%
\$50K - \$100K	MARCH 2019	29.8%	22.5%	20.8%	22.4%	42.2%	26.6%	22.0%	24.1%
	FEBRUARY 2020	32.2%	37.6%	46.2%	21.5%	36.9%	38.9%	30.2%	24.9%
	MARCH 2020	30.6%	31.7%	38.9%	27.4%	37.1%	35.1%	32.5%	44.6%
MORE THAN \$100K	MARCH 2019	41.4%	39.9%	57.7%	52.3%	26.7%	46.5%	67.8%	27.8%
	FEBRUARY 2020	36.6%	37.7%	23.8%	42.0%	29.4%	37.2%	51.5%	40.8%
	MARCH 2020	39.4%	37.1%	38.5%	36.9%	27.8%	38.5%	52.3%	23.7%

High-income consumers — those who earn more than \$100,000 per year — also showed strong preferences for eCommerce. Our analysis reveals that 38.5 percent of consumers who shopped and paid for their most recent purchases online were in the highest income bracket. We also found that 35.1 percent were in the middle income bracket and earning between \$50,000 and \$100,000 per year, and 26.4 percent were in the lowest income bracket, earning less than \$50,000 per year.



38.5%
OF CONSUMERS
WHO SHOPPED AND
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MOST RECENT
PURCHASES ONLINE
WERE IN THE
HIGHEST INCOME
BRACKET.

This is partially because high-income consumers shop more than those in other income brackets — their greater spending power makes them the most likely income bracket to shop in almost every scenario. The only exception to this rule is for purchases for which consumers shopped in-store but paid online. Only 27.8 percent of consumers who shopped for their most recent purchases in this way were in the highest income bracket, compared to 37.1 percent who were mid-income and 35.1 percent who were low-income consumers.

GETTING TO KNOW THE OMNICHANNEL CONSUMER

Omnichannel consumers are a minority of the overall population but represent an important consumer segment. They tend to be younger and more educated than consumers in general, and they also tend to earn higher incomes, thus giving them more spending power.

Our sample's average omnichannel shopper was just 36.7 years old, over a decade younger than the census average of 48.1 and placing the former in the middle of the bridge millennial age bracket. Omnichannel consumers are thus old enough to be professionally

established and possess incomes to match, while young enough to have grown up with and be comfortable using connected devices like laptops, smartphones and even voice speakers. They therefore move comfortably between brick-and-mortar stores and e-commerce retailers with ease.

Omnichannel shoppers also tend to be more educated than average, making them even more formidable spenders. Our research shows that 38.9 percent of these consumers have college degrees, compared to just 32.2 of all U.S. consumers,

FIGURE 3A:

Omnichannel shoppers' ages and education levels

Omnichannel shoppers' average ages over time

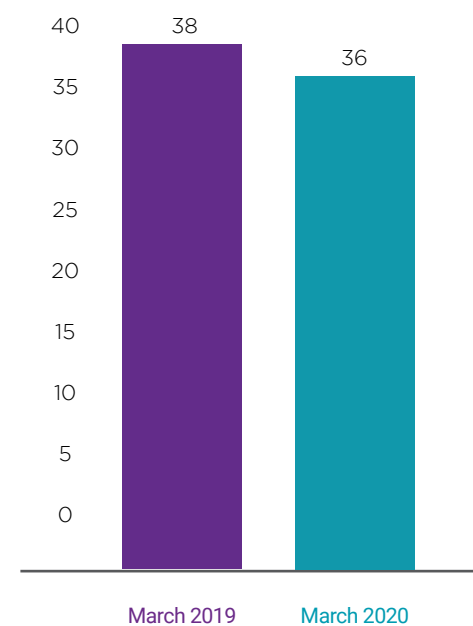
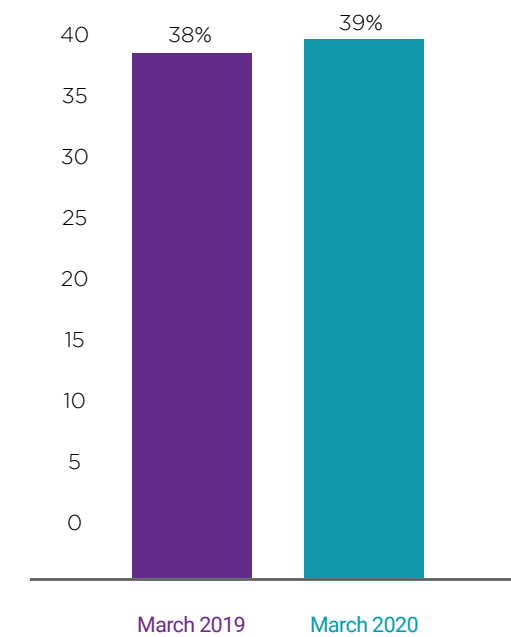


FIGURE 3B:

Omnichannel shoppers' ages and education levels

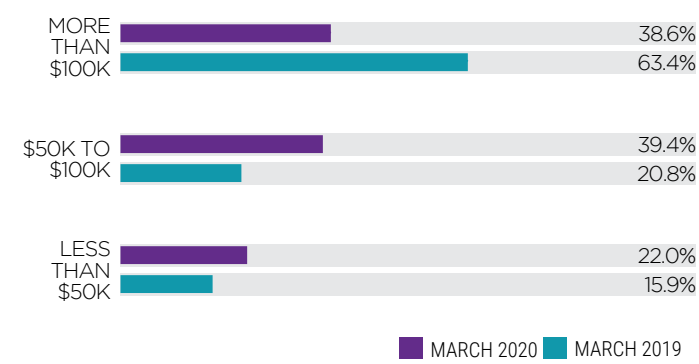
Share of omnichannel shoppers with college degrees over time



according to the U.S. Census. This has the effect of boosting their average income, as well. Our research indicates that 38.6 percent of omnichannel shoppers earned more than \$100,000 in annual income in 2020, while 39.4 percent earned between \$50,000 and \$100,000, and just 22 percent made less than \$50,000. Just 30.8 percent and 33.4 percent of the U.S. population were mid- and high-income consumers, respectively, meaning that a disproportionate share of omnichannel shoppers hailed from these two brackets.

The share of high-income omnichannel consumers was even more lopsided in 2019, however, when 63.4 percent of these consumers earned more than \$100,000 in annual income. It is not entirely

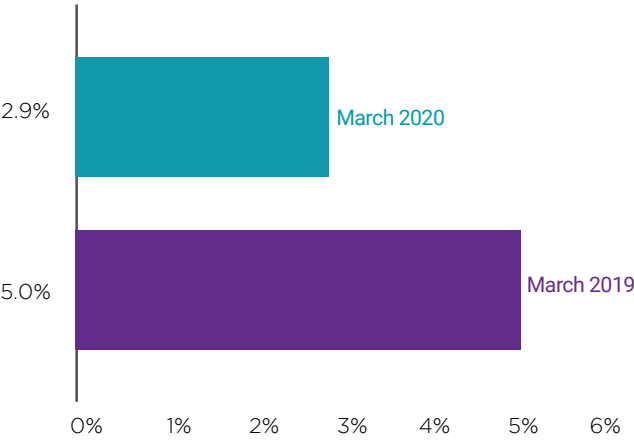
FIGURE 4:
Omnichannel shoppers' income distributions
Share falling into select income brackets



clear why the income distribution of omnichannel shoppers changed so drastically in one year, but the change may be related to the fact that they enjoyed less freedom of movement in early 2020 than in 2019.

The restrictions imposed on consumers amid the COVID-19 pandemic have gone hand in hand with an overall decline in their propensity to shop via multiple channels at once. The share who reported using multiple channels per purchase decreased from 5 percent in 2019 to 2.9 percent in 2020. This makes sense, as it is far more difficult for consumers to browse online and shop in-store – or vice versa – when they cannot or will not leave their homes to travel to brick-and-mortar retailers.

FIGURE 5:
Omnichannel consumers as part of the overall population
Share of consumers who made their most recent purchases using two or more shopping channels



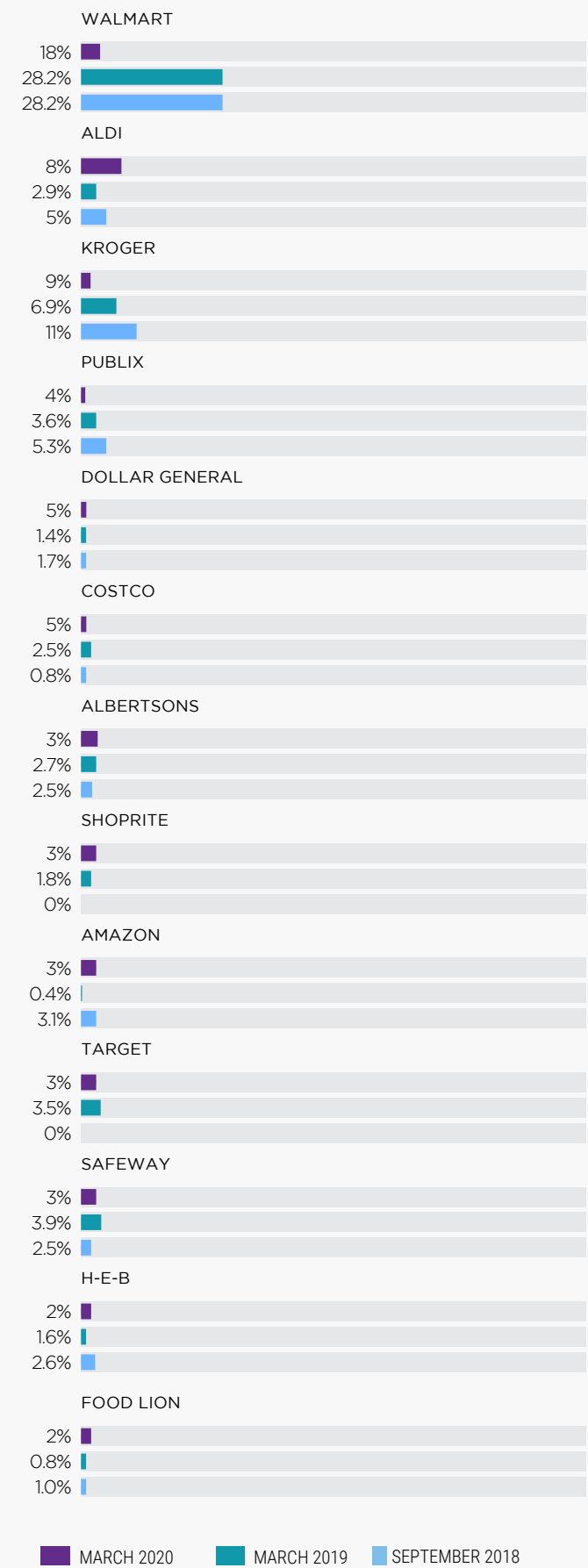
A TALE OF TWO TITANS: AMAZON VERSUS WALMART

Consumers’ shopping and payment methods may have changed amid the pandemic, but they are purchasing from many of the same retailers and restaurants as they did a year ago, with the exception of a few minor yet noticeable shifts.

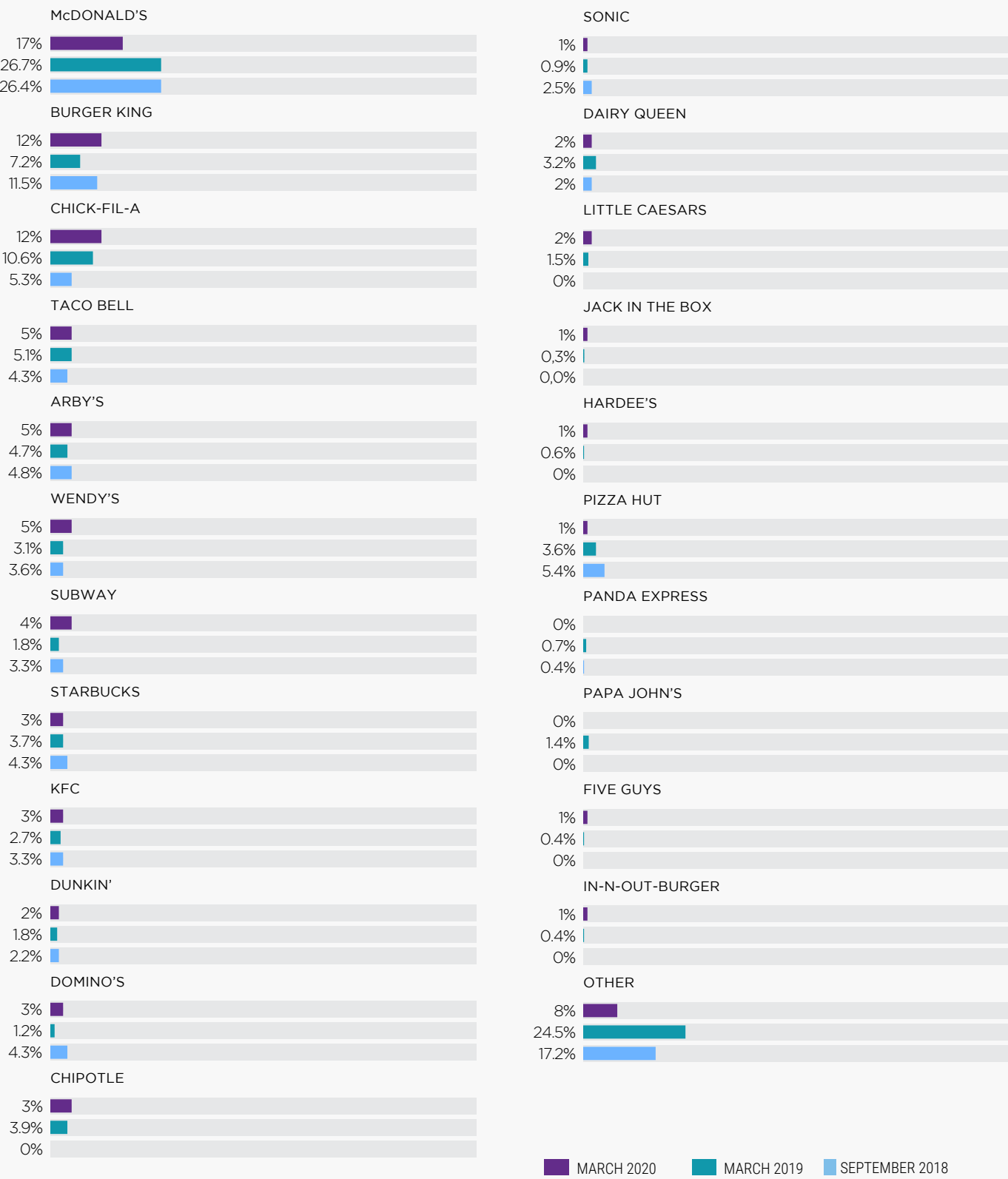
Consumers are more likely to be shopping with discount grocers now than they did in 2019, for example. The share of consumers shopping at Aldi rose from 5.4 percent in 2019 to 8.2 percent this year. The portion shopping at Costco increased from 1.3 percent to 5.3 percent during the same period, and the share shopping at Dollar General climbed from 1.4 percent to 5.1 percent. The share of respondents who reported shopping at other grocers has decreased, however. Only 3.7 percent of consumers whose most recent purchases were groceries shopped at Publix in 2020, compared to 6.8 percent who did so in 2019. This shows that consumers were hunting for bargains when shopping for groceries in 2020.

FIGURE 6:
The merchants with which consumers shop most
Share of consumers who reported purchasing from select merchants, over time

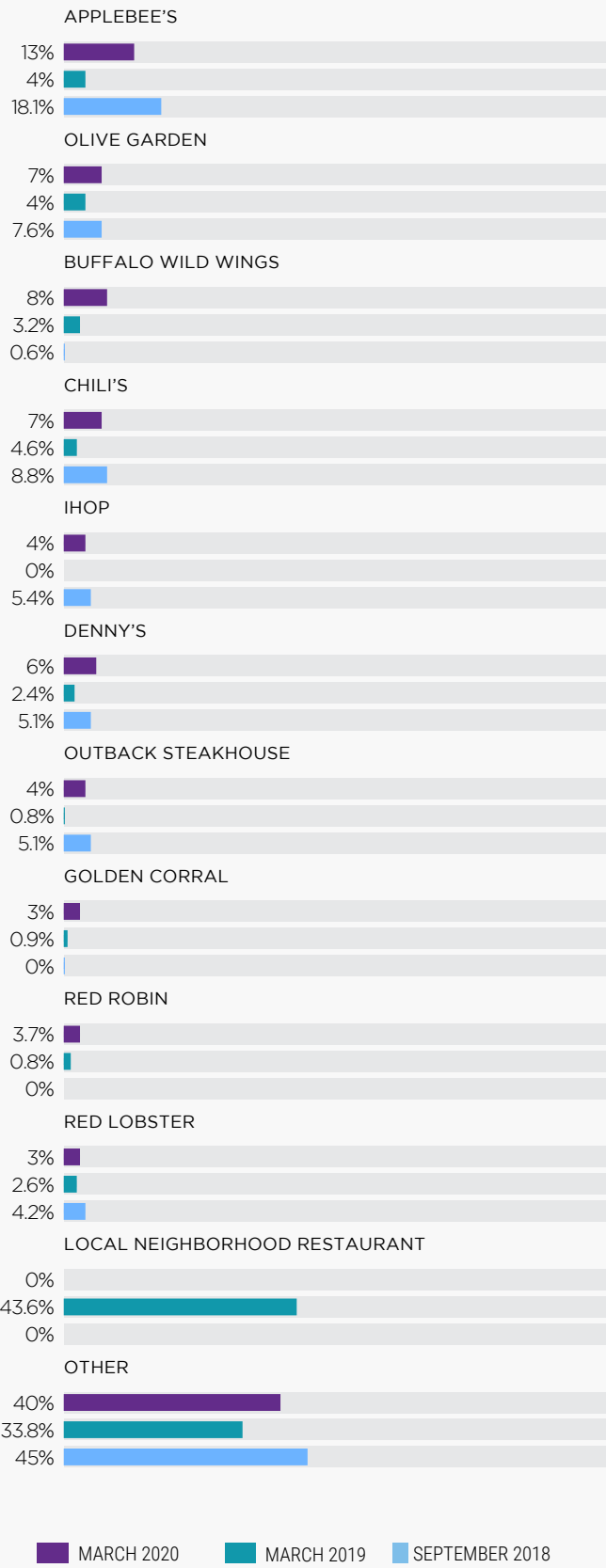
Purchases at grocery stores or mass merchants



QSRs



Restaurants with waiter service





Our research revealed a different trend when it came to food purchases. Consumers seemed to order out more in 2020 than they did the previous year, whether from quick-service restaurants (QSRs) or sit-down establishments. The share who reported making their most recent QSR purchases from McDonald's jumped this year, increasing from 16.7 percent in 2019 to 27.1 percent in 2020. A similar trend was also visible for QSR customers who ordered from Burger King, Chick-Fil-A, Subway and Wendy's.

Sit-down restaurants have seen even more dramatic upticks. The share of consumers purchasing from Applebee's increased 9

percentage points between 2019 and 2020, while the portion of those ordering from Buffalo Wild Wings increased 4.8 percentage points. This trend was also established for consumers who bought from Olive Garden, Chili's, Red Lobster and almost every other sit-down eatery included in the survey.

Shopping for groceries and food was a far different experience than shopping for all other nonessential retail items, however, particularly amid the pandemic. One of the more notable differences in these different types of purchases was evident when examining the two retailers that dominate in each respective sphere: Walmart and Amazon.

Amazon and Walmart are two of the most patronized retailers in the U.S., with 33.6 percent of all consumers having made their most recent purchases at one of the two merchants. Their patrons tend to shop with very different purchases in mind, however. Walmart is the most common retailer from which consumers purchase their groceries, while Amazon is far and away the most common merchant for all other retail purchases.

The most fundamental difference between the two is that Walmart is a primarily brick-and-mortar retailer, while Amazon is almost entirely digital — with the exception of its Whole Foods division. Our research shows that 93.5 percent of Amazon customers both shopped and made purchases online in 2020, compared to 25.3 percent of Walmart customers who said the same.

**CONSUMERS
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RESTAURANTS OR
SIT-DOWN
ESTABLISHMENTS.**

FIGURE 7A:
How consumers shopped and paid for Amazon and Walmart purchases
Share of Amazon customers who used select channels to shop and pay for their purchases

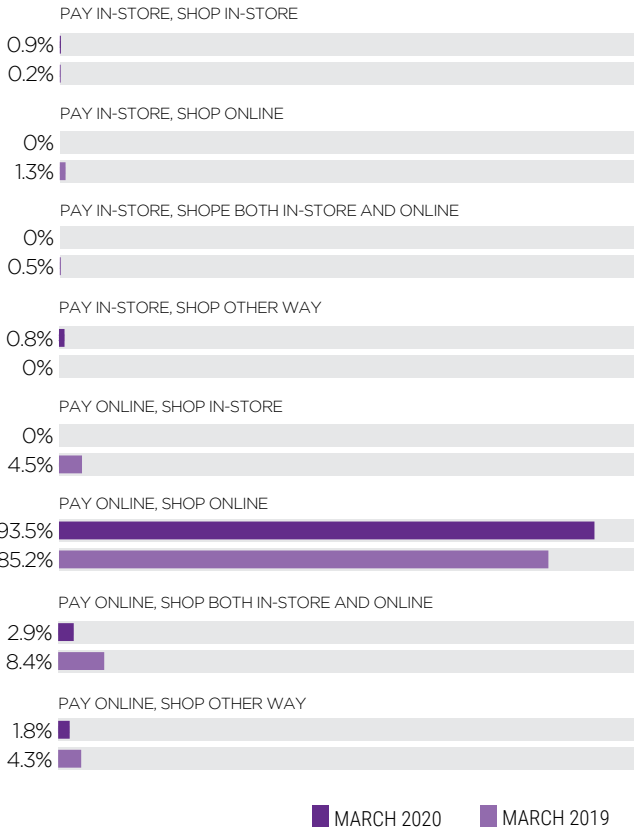


FIGURE 7B:
How consumers shopped and paid for Amazon and Walmart purchases
Share of Walmart customers who used select channels to shop and pay for their purchases

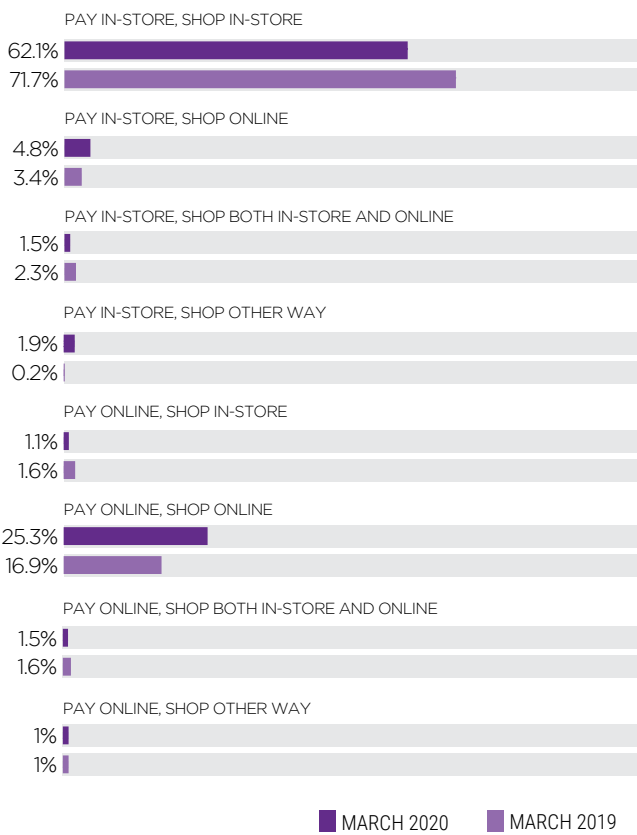
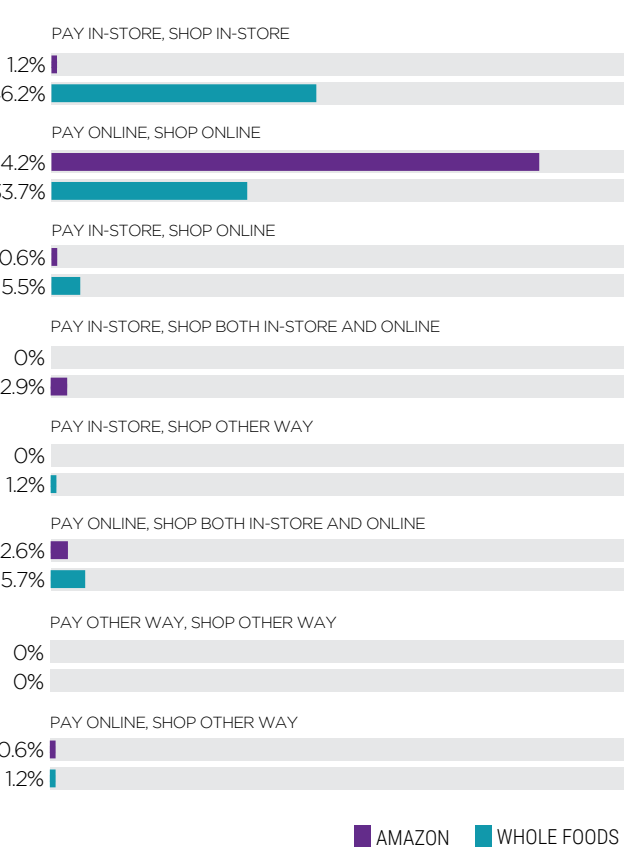


FIGURE 7C:
How consumers shopped and paid for Amazon and Walmart purchases
Share of Amazon customers who used select channels to shop and pay for their purchases, by whether they shopped via web or at Whole Foods



It is also notable that both Amazon and Walmart customers are more likely to make their purchases online in 2020 than they were in 2019. Online commerce represented 25.3 percent of all Walmart purchases in 2020 and 16.9 percent of all purchases in 2019. It also represented 93.5 percent of all Amazon purchases in 2020, compared to 85.3 percent in 2019. The only Amazon

purchases that were not made online were made via its subsidiary Whole Foods.

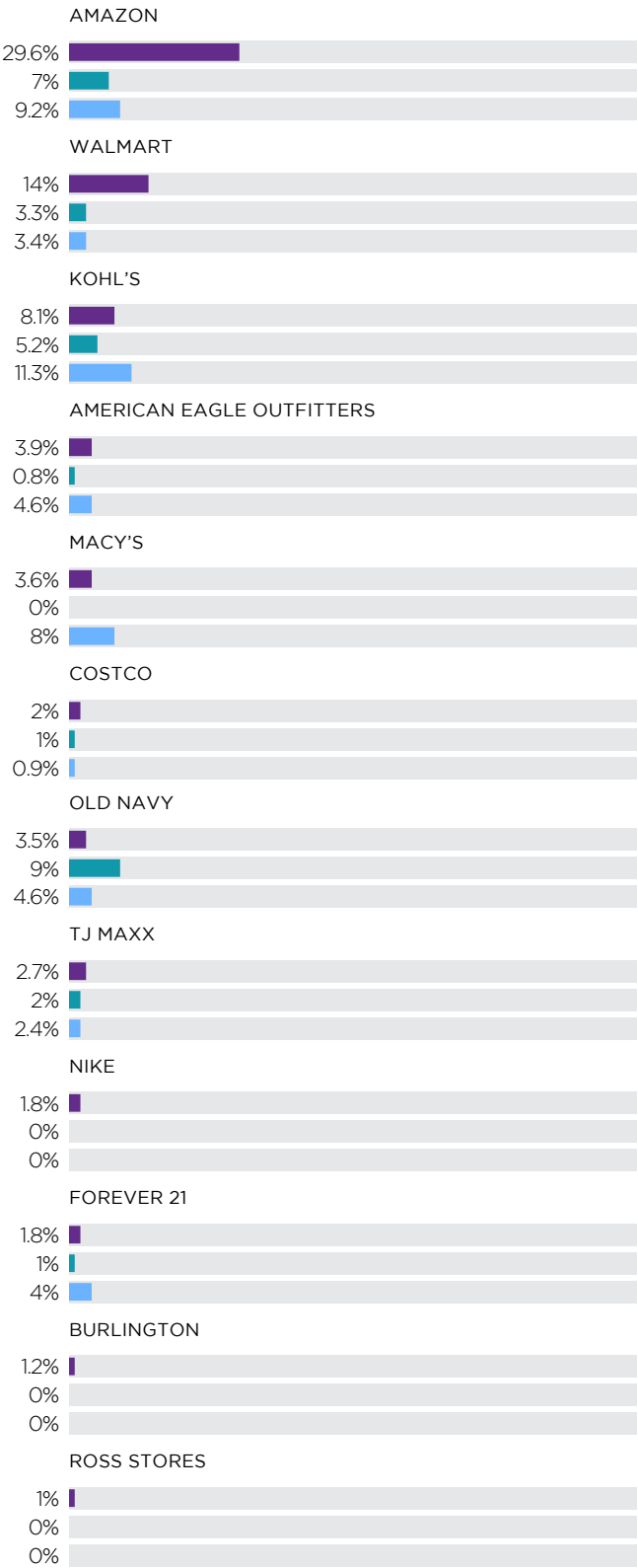
Even purchases made via Whole Foods are more likely to be made using at least one digital channel than they are to be made in-store, however. Our research shows that 50.2 percent of all 2020 Whole Foods purchases were made using some sort of digital channel to shop or pay, while 46.2 percent were shopped and paid for in-store. This speaks to consumers’ increasing reliance on digital commerce.

This factor also appear to have contributed to a surge in consumers’ usage of Amazon and Walmart for fashion purchases. The share of clothing shoppers who reported making their latest purchases from Amazon and Walmart have risen dramatically since last year. **Our research shows that 32.6 percent of clothing shoppers bought their most recent items from Amazon in 2020, while only 7 percent did so in 2019.**

FIGURE 8:
How consumers shopped and paid for fashion purchases over time
Share of consumers who shopped and paid for their most

MARCH 2020 MARCH 2019 SEPTEMBER 2018

We saw a similar increase in the share of fashion shoppers who made their latest clothing purchases at Walmart. Fourteen percent of clothing shoppers made such purchases at Walmart in 2020, while 3.3 percent did so in 2019.



MOBILE DISCOUNT SHOPPING

Purchasing via mobile is and has been one of the most popular ways to shop and pay for years, but the ways in which consumers are using their mobile devices are rapidly changing, especially in the wake of the COVID-19 pandemic. Consumers are shopping in stores less frequently now than they did before the pandemic began, but they are relying on their mobile devices to help them maximize their in-store experiences when they do. More consumers reported using mobile devices to help them shop at brick-and-mortar shops in 2020 than in 2019 – the share doing so increased from 49.6 percent to 72.1 percent.

Consumers are also changing how they use mobile devices in-store, with a growing portion using them to help search for and take advantage of discounts and loyalty programs. The share of consumers who used their mobile phones to look up coupons and discounts increased by 7.6 percentage points between 2019 and 2020, while the share who used them to gain loyalty credit increased by 8 percentage points. We also saw a jump in the share who used their devices in-store to compare prices for the same products at other retailers by 8 percentage points over the past year.

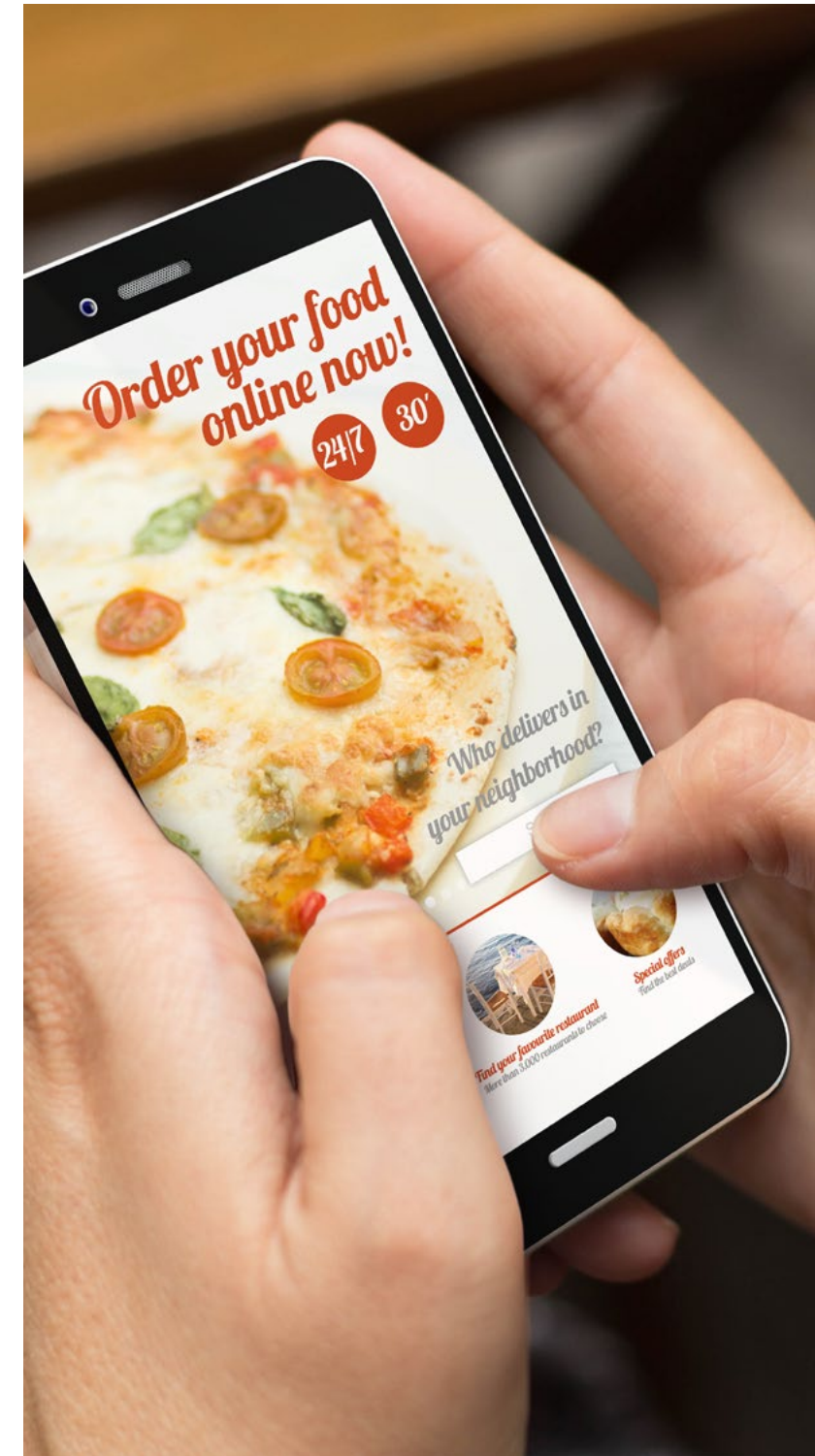


FIGURE 9A:
How consumers use mobile devices to enhance their in-store shopping experiences
Share of consumers using mobile devices in-store in select

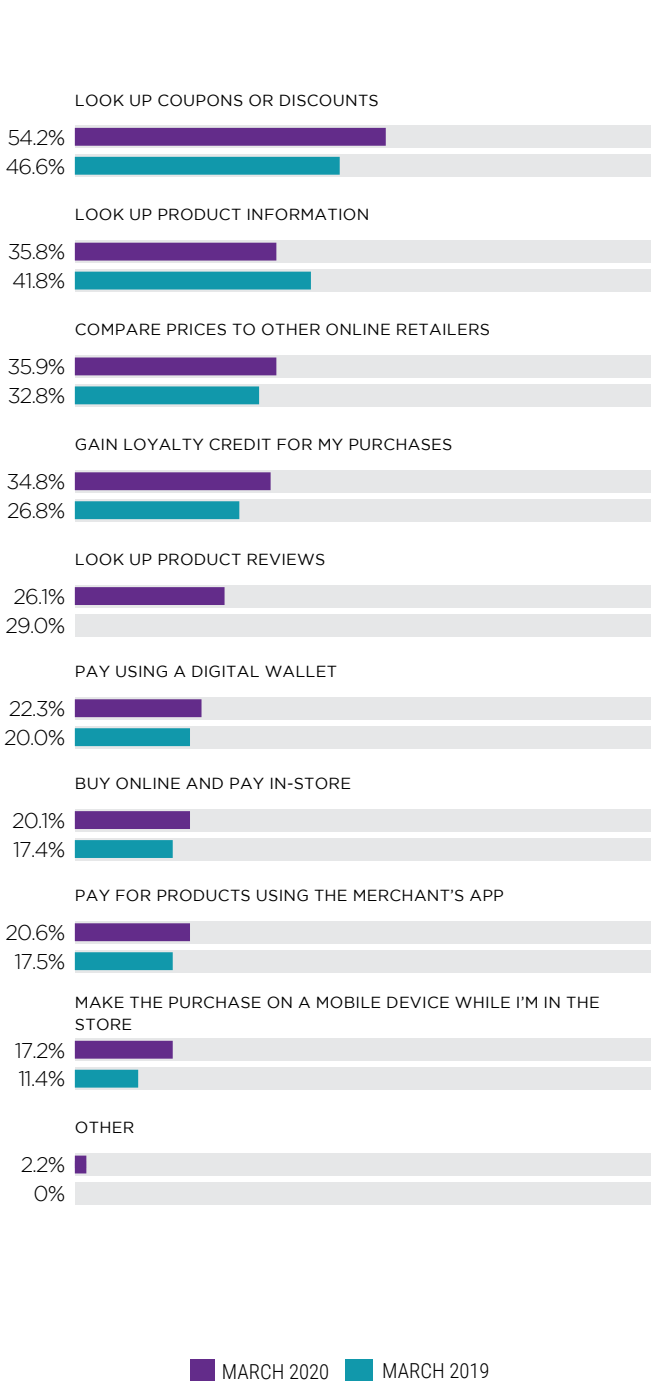
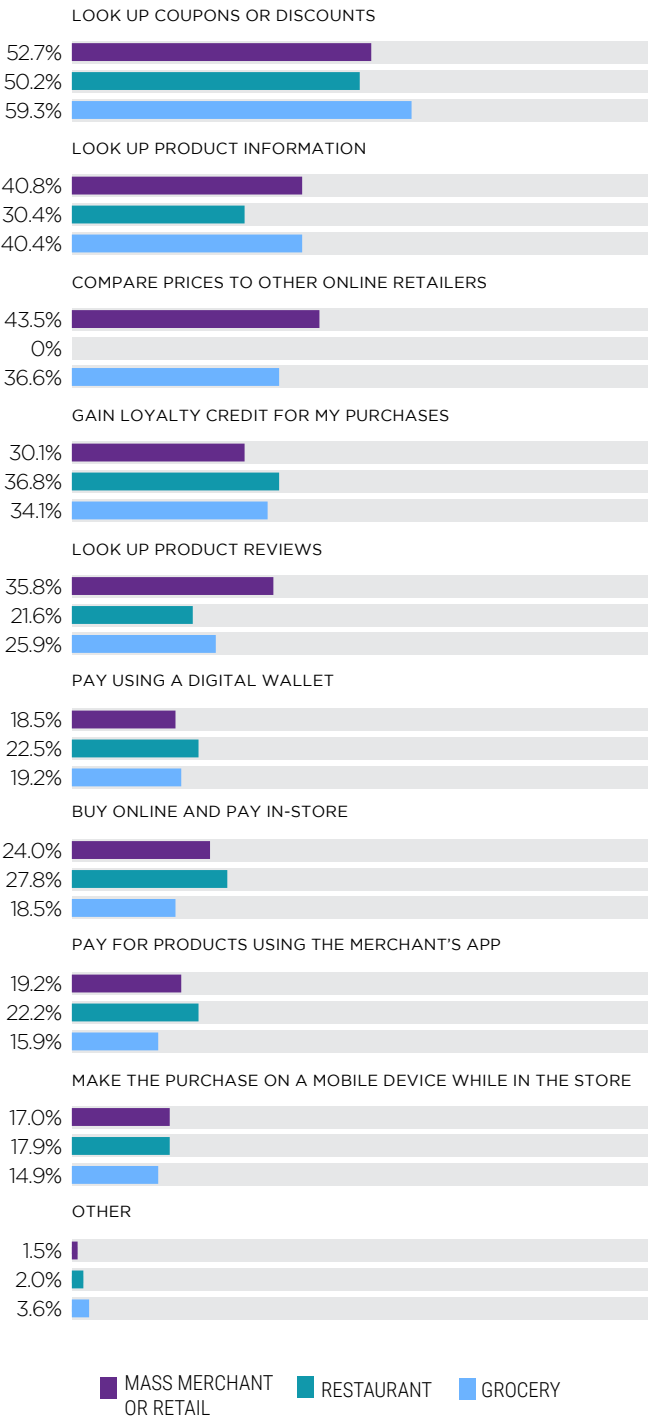


FIGURE 9B:
How consumers use mobile devices to enhance their in-store shopping experiences
Share of consumers using mobile devices in-store in select ways,



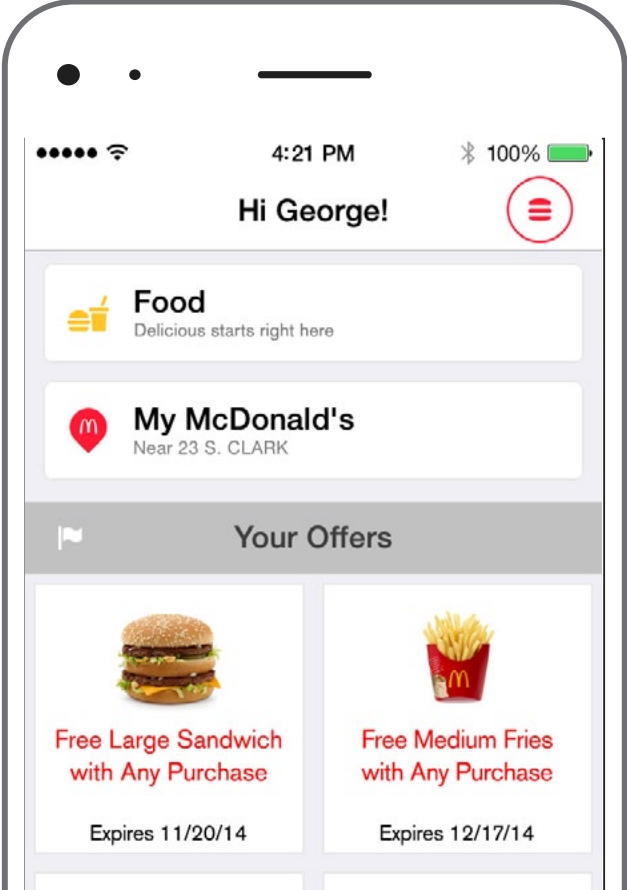
The ways consumers use their mobile devices also vary depending on the type of purchases they make. Consumers who used mobile devices to look up discounts were most likely to do so when grocery shopping and least likely to do so at QSRs, for example, with 59.3 percent and 50.2 percent reporting that they did so, respectively.

Consumers shopping at mass merchants were instead more likely to use their mobile devices to look up product information, compare prices and access product reviews. 40.8 percent of consumers who reported using their mobile devices while shopping for their most recent in-store mass

53.3%
OF ALL CONSUMERS
USED THEIR MOBILE
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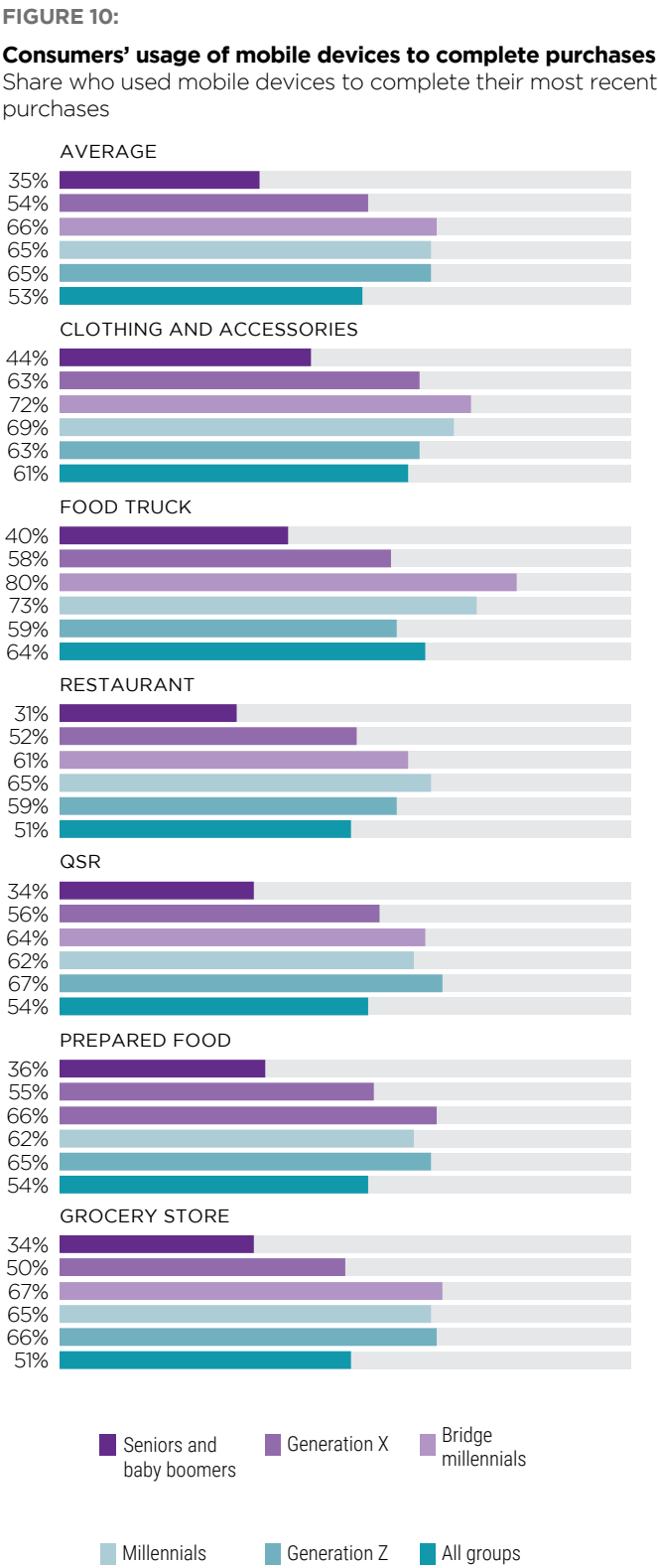
merchant purchases used them to look up product information and 43.5 percent of such consumers compared products' prices to those offered by other retailers. Our research also showed that 35.8 percent of consumers used their mobile devices to look up product reviews while shopping for their most recent mass merchant purchases.

An analysis of mobile commerce in 2020 would not be complete without an examination of both remote and on-site shopping, however. Remote shopping is a major factor driving consumers' increasing reliance on digital shopping channels, and mobile



devices are among the most popular devices used to shop and pay. Our survey found that 53.3 percent of all consumers used their mobile devices to help them complete their most recent purchases, regardless of channel.

Not all consumers are equally fond of shopping and paying via mobile, however, and there were vast differences in how often and for which types of purchases consumers paid via mobile. The two least likely generations to report paying via mobile were Generation X and the combined demographic of seniors and baby boomers, with only 54 percent and 35.1 percent having used them to complete their most recent purchases, respectively. Bridge millennials, on the other hand, represented the generation most likely to use mobile devices to pay for their most recent purchases, as 66.2 percent reported they had done so.



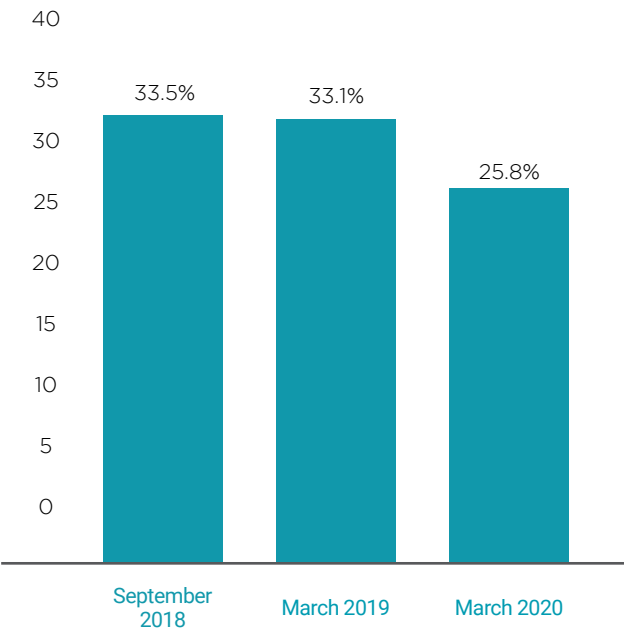
FEWER MOBILE PHONES WITH MORE WALLETS

Consumers showed strong preferences for mobile shopping overall, but their attitudes toward mobile wallets were nuanced. Mobile wallet usage tends to be concentrated among a minority rather than evenly distributed throughout the population.

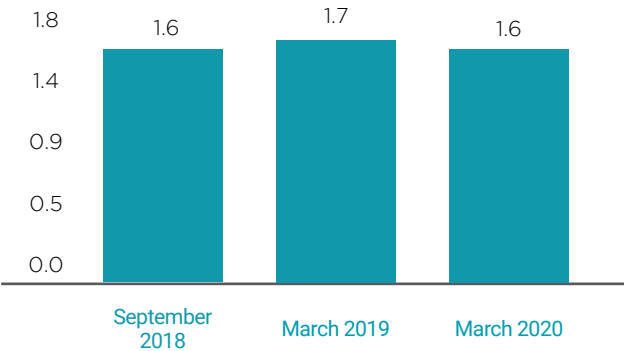
It is difficult to pinpoint the exact number of consumers in this minority, but it is clear that the group of consumers who have mobile wallets on their smartphones is shrinking. The share of consumers who had mobile wallets set up on their smartphones decreased substantially over the past year, falling from 33.1 percent in 2019 to 25.8 percent in 2020.



FIGURE 11:
How many consumers have mobile wallets set up on their phones over time
11a: Share of all consumers who have set up at least one mobile wallet



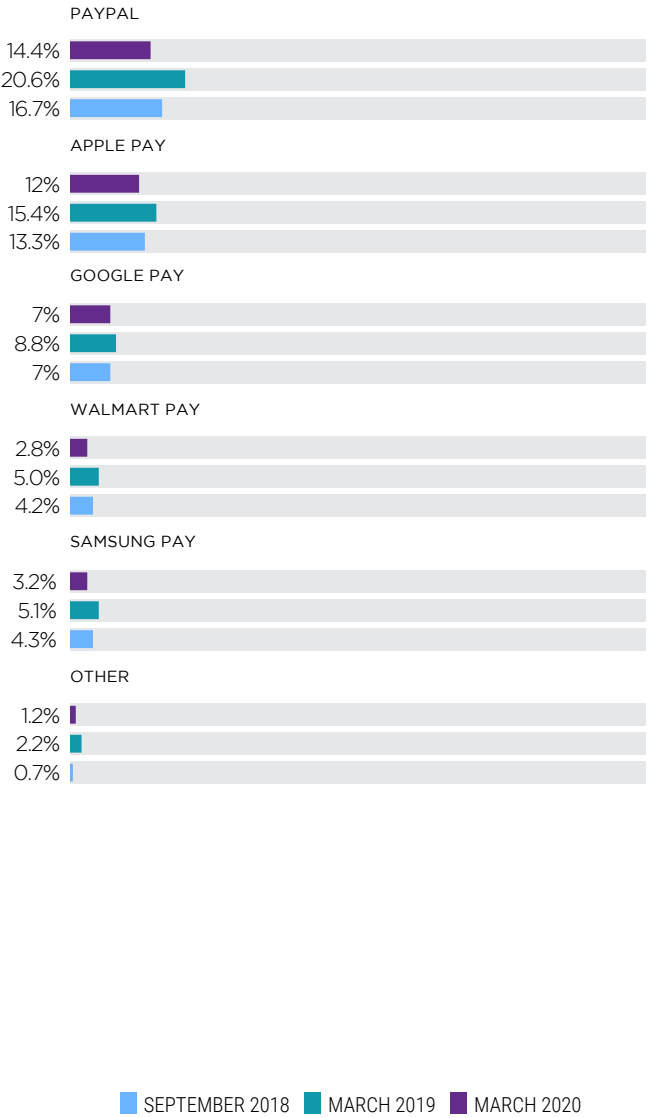
11b: Average number of mobile wallets set up on consumers' phones, among those who have set up at least one wallet



Fewer consumers have at least one mobile wallet on their phones in 2020 when compared to last year, but the average number of mobile wallets set up per phone has remained roughly the same. Among consumers who had installed at least one mobile wallet on their phone, the average user had 1.7 mobile wallets downloaded on their phones in 2019. This compares to the 1.6 they had set up, on average, in 2020.

This overall decrease in mobile wallet usage was not driven by a decrease in usage of any individual wallet, but rather a collective decrease in consumer interest. Each brand of mobile wallet saw a decrease in the share of consumers who had set it set up on their phones this year compared to last year. The share of consumers who had PayPal set up on their phones decreased from 20.6 percent in 2019 to 14.4 percent in 2020, for example, while the share who had Apple Pay on their phones decreased from 15.4 percent to 12 percent over the same period.

FIGURE 12:
Which mobile wallets consumers have on their devices
Share of consumers who have select wallets set up on their phones

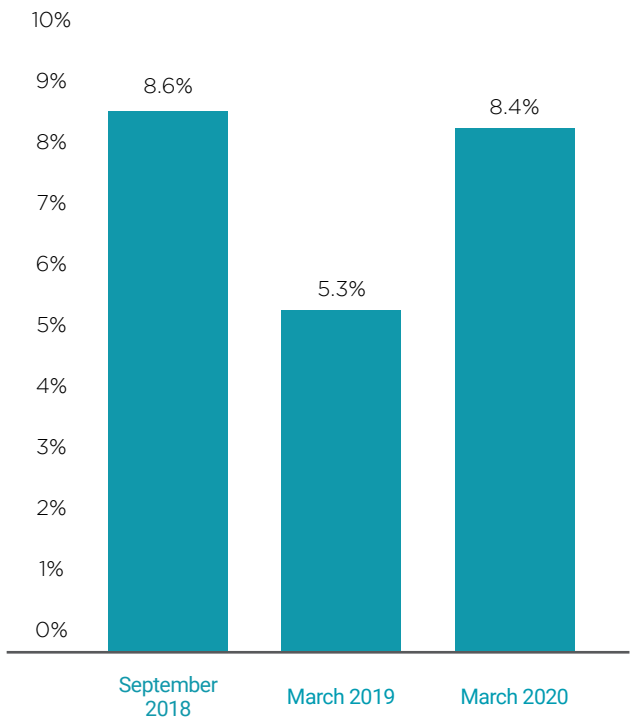


PAYPAL AND APPLE PAY REMAINED THE TWO MOST COMMON MOBILE WALLETS.

PayPal and Apple Pay remained the two most common mobile wallets, though, and Google Pay was still the third-most common. Walmart Pay was the fourth-most common, having overtaken Samsung Pay over the past year.

The consumers who had more mobile wallets on their phones also appeared to be using the wallets they had more often. Our research shows that 8.4 percent of consumers reported making their most recent purchases using mobile devices in 2020, while only 5.3 percent reported doing so in 2019.

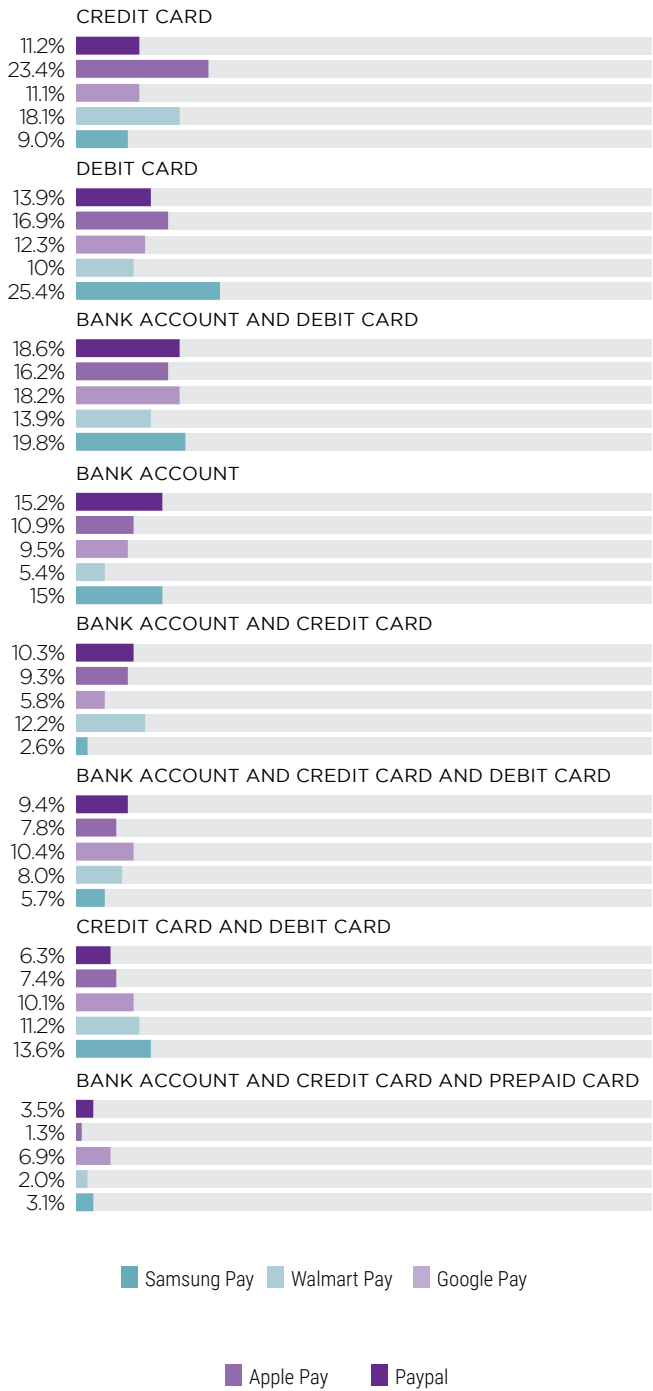
FIGURE 13:
Consumers' use of mobile wallets to pay for retail purchases
Share of consumers who used mobile wallets to pay for their most recent purchases



Interestingly, consumers who used different mobile wallets tended to link different types of payment methods to them. Consumers who had Apple Pay on their mobile devices were more likely to use their credit cards via wallet than any other payment method, for example, with 23.4 percent having linked their credit cards to the Apple Pay app. Google Pay and PayPal users were less likely to link their wallets to their credit cards, with just 11.1 percent and 11.2 percent having done so, respectively. Consumers using Samsung Pay came in last place in this category, with just 9.0 percent doing so.



FIGURE 14:
Payment methods consumers linked to their mobile wallets
Share of consumers with different mobile wallets set up on their devices, by payment method linked



Samsung Pay users were the most likely to have linked both their debit cards and bank accounts, both debit and credit cards or also only their debit cards to their wallets. Our research showed that 25.4 percent of Samsung Pay users linked their debit cards to their wallets, while 19.8 percent linked both their debit cards and bank accounts. Our research also revealed that 13.6 percent of Samsung Pay users linked both their credit and debit cards to their wallets.

13.6%
OF SAMSUNG PAY
USERS LINKED BOTH
THEIR CREDIT AND
DEBIT CARDS TO
THEIR WALLETS.



CONCLUSION

The COVID-19 pandemic has changed consumers' relationships with their connected devices, making them more reliant on their mobile phones, laptops and desktop computers to help them remotely shop and pay for their purchases. The result has been a considerable uptick in the share of consumers who have reported using digital channels to complete their most recent purchases, regardless of purchase type.

This shift from brick-and-mortar to digital commerce has coincided with a noticeable increase in bargain hunting. Consumers are buying from more discount retailers such as Costco and Aldi and also using their connected devices to help them seek out coupons, discounts and loyalty rewards programs.

This underscores consumers' drive to curb their spending amid growing financial uncertainty surrounding the pandemic's impact on the economy. It also provides a glimpse into the central role digital commerce has in consumers' efforts to avoid potential infection and financial ruin.



METHODOLOGY

For the 2020 Remote Payments Study, PYMNTS surveyed a census-balanced panel of 3,477 U.S. consumers about their purchasing habits to understand their usage of both digital and brick-and-mortar shopping channels. Respondents must have made a commercial purchase in one of five categories of products and owned a smartphone to qualify for final analysis. Among our initial sample, 1,034 were disqualified either for failing to meet these criteria or inadequately completing the survey. Our final analysis considered the response data of 2,062 consumers.

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