



ATTITUDES TOWARD **PAYMENT METHODS**

INTERNATIONAL SURVEY – MAY 2022



THE AIM OF THE STUDY



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The general aim of the study was to get the information about people's attitude and behaviour towards different payment methods.

The gained knowledge concerned about awareness, usage and preferences of different payment methods (both online and offline).

ABOUT THE STUDY

RESPONDENTS

Representative sample
of each country's
population aged 18-65.

PERIOD OF THE STUDY

March 2022



RESEARCH METHOD

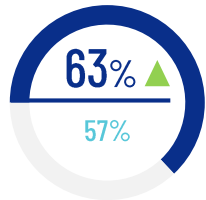
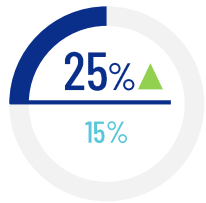
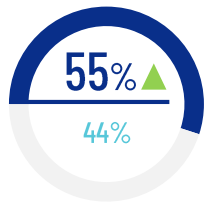
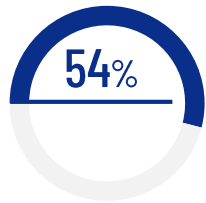
The study was conducted using CAWI methodology
– respondents were invited to take part in an internet survey.

COUNTRIES IN THE STUDY AND SAMPLE SIZES

POLAND		1004	CZECHIA		605	SLOVAKIA		600	HUNGARY		600	ROMANIA		600	CROATIA		629	BULGARIA		600	SLOVENIA		601	GERMANY		600	IRELAND		600	UNITED KINGDOM		624	MEXICO		625	SPAIN		634	PORTUGAL		609
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VISA

KEY FINDINGS

ALMOST
2/3of Croatians **choose cash as their first or second most often used payment method****1/4****choose cash payments, even if other options are available every day or almost every day****1/2****appreciate electronic payments for being fast and saving time****1/2****choose card payment while paying more than 500 HRK**

MORE THAN

1/5**Croatians, during their last online shopping choose cash or card payment on delivery****Croatians, compared to other countries participating in the study, are somewhere in between cash and electronic payment methods.**

They tend to choose cash more often during their everyday shopping. It also happens that card payment is not available, e.g. when they want to pay at markets and bazaars, hairdresser, doctor or dentist and for home repairs.

They pay by card payment, mainly when making purchases for high amounts, above 500 HRK.

.02

ATTITUDES **TOWARDS MONEY**



ATTITUDES TOWARDS MONEY

The basic module of our research on Attitudes towards forms of payment is a standardized psychological tool created by Professor Grażyna Wąsowicz, who specializes in the field of economic psychology, in particular the psychology of money.

The Money Relationship Questionnaire (KSP-33) (Wąsowicz-Kiryło, 2013) is a standardized tool with proven reliability and validity. It consists of 33 statements that allow measurement on 9 scales.

1. THREE SCALES MEASURE ATTITUDES TOWARDS MONEY



CONTROL

behaviour related to money control, no difficulties with saving and controlling expenses



MEANS

perceiving money as a means of realizing values, ensuring a sense of independence and freedom of choice



PLEASURE

the pleasure of carrying out activities related to money: thinking about money, dealing with it, talking about it

2. THE NEXT 6 SCALES ARE USED TO MEASURE COGNITIVE-BEHAVIOURAL FINANCIAL COMPETENCES, DIVIDED INTO TWO GROUPS:

2A. THE FIRST GROUP IS CONVICTIONS REGARDING:



INVESTMENT

beliefs about the need and importance of investing money, perceiving investing as an important element of managing money well



INSURANCE

convictions about insuring yourself and your property (needed or unnecessary)



USING BANKING SERVICES

attitudes about the use of banking services, treating them as a good way to manage money

2B. THE SECOND GROUP IS BEHAVIOURS RELATED TO MONEY:



MANAGEMENT

behaviours that are associated with expanding knowledge about finances and having appropriate knowledge to increase wealth



ACCOUNTING

related to planning and control of the expenditure plan



SPENDING IMPULSIVELY

without reflection or making financial plans

ATTITUDES TOWARDS MONEY

LEVEL 1

ATTITUDE
TOWARDS
MONEY

CONTROL



MEANS



PLEASURE

LEVEL 2

COGNITIVE
BEHAVIOURAL
FINANCIAL
COMPETENCES

INVESTMENT



INSURANCE

BANKING
SERVICES

MANAGEMENT



ACCOUNTING

IMPULSE
SPENDING

CROATIA

For Croatians, money is a means of realizing values, ensuring a sense of independence and freedom of choice. They believe in the need to invest money and feel it is an important part of managing their assets. They control and plan their expenses. Some of them are interested in ways to invest money that will increase their wealth.

ATTITUDES TOWARDS MONEY

LEVEL 1

ATTITUDE
TOWARDS
MONEY

In The Money Relationship Questionnaire (KSP-33), each respondent was asked to respond to all statements on a 6-point scale from 0 to 5.

The results for each indicator on the level of Attitudes Towards Money range from 0 to 25 points, and for indicators from the level of Cognitive Behavioural Financial Competences from 0 up to 15 points.

The results presented represent the mean value for each indicator.



CONTROL

CROATIA – 14,3 ▼

OTHER COUNTRIES – 15,5

Croatians have a weaker money Control than residents of other countries participating in the study.



MEANS

CROATIA – 16,5

OTHER COUNTRIES – 16,2

Level of Means component is high and does not differ from that observed in other countries.



PLEASURE

CROATIA – 13,5

OTHER COUNTRIES – 13,2

The Pleasure that comes from dealing with money in Croatia is similar to other countries.

ATTITUDES TOWARDS MONEY

LEVEL 2

COGNITIVE BEHAVIOURAL FINANCIAL COMPETENCES

In The Money Relationship Questionnaire (KSP-33), each respondent was asked to respond to all statements on a 6-point scale from 0 to 5.

The results for each indicator on the level of Attitudes Towards Money range from 0 to 25 points, and for indicators from the level of Cognitive Behavioural Financial Competences from 0 up to 15 points.

The results presented represent the mean value for each indicator.



INVESTMENT

CROATIA - 9,2 ▲

OTHER COUNTRIES - 8,4

In Croatia belief in the need to invest money is stronger than in other countries. It is a distinguishing feature of Croatians.



INSURANCE

CROATIA - 7,3 ▲

OTHER COUNTRIES - 6,7

Croatians are more convinced that the Insurance is important and necessary, both for them and for their property.



BANKING SERVICES

CROATIA - 8,6

OTHER COUNTRIES - 8,8

Croatians, similarly to residents of other countries, trust and use banking services.

ATTITUDES TOWARDS MONEY

LEVEL 2

COGNITIVE BEHAVIOURAL FINANCIAL COMPETENCES

In The Money Relationship Questionnaire (KSP-33), each respondent was asked to respond to all statements on a 6-point scale from 0 to 5.

The results for each indicator on the level of Attitudes Towards Money range from 0 to 25 points, and for indicators from the level of Cognitive Behavioural Financial Competences from 0 up to 15 points.

The results presented represent the mean value for each indicator.



MANAGEMENT

CROATIA - 7,0 ▲

OTHER COUNTRIES - 6,4

Declared behaviours related to money management are stronger than these observed in other countries.



ACCOUNTING

CROATIA - 9,1

OTHER COUNTRIES - 8,9

In Croatia, being focused on controlling the budget and planning expenses is high and similar to other countries.



IMPULSE SPENDING

CROATIA - 6,6 ▲

OTHER COUNTRIES - 6,1

Although Impulse Spending is weak in Croatia, it stands out from other countries. It shows that some Croatians spend their money with a little less reflection or plan than respondents in other countries.

CROATIANS AND ATTITUDE TO MONEY

Croatsians treat money as
a means of achieving value

- In their opinion, money provides a sense of independence
- Money enables a comfortable life
- At the same time, they like to control their expenses and savings
- They are interested in investing money to increase their wealth



CROATIA

capital city: **Zagreb**currency: **Croatian kuna**population: **4,05 million**

.03

PAYMENT METHODS

AWARENESS AND USAGE



AWARENESS OF DIFFERENT FORMS OF PAYMENT

WHAT METHODS/TYPES OF PAYMENTS DO YOU KNOW OF, EVEN IF YOU HAVE ONLY HEARD ABOUT THEM?

Almost all Croatians are familiar with such payment methods as plastic payment card, cash and traditional bank transfer. Keks Pay is also well-known method (87%), but only a few people (5%) mention it spontaneously. Card and cash are spontaneously mentioned more often by Croatians than respondents from other countries. More people in Croatia also indicate installment purchase or lease.

SPONTANEOUS AWARENESS

TOP3
ANSWERS



86% ▲

vs. 77% other countries

PLASTIC PAYMENT CARD
e.g. debit, credit, Visa



79% ▲

vs. 59% other countries

CASH



29% ▼

vs. 42% other countries

DIGITAL WALLETS
AND OTHER APPLICATIONS

TOP3
ANSWERS



99% ▲

vs. 97% other countries

PLASTIC PAYMENT CARD
e.g. credit, debit



98%

vs. 98% other countries

CASH



97%

vs. 96% other countries

TRADITIONAL BANK TRANSFER
with entering the account number, etc.

METHODS SPECIFIC FOR GIVEN COUNTRY

KEKS PAY 5%

METHODS SPECIFIC FOR GIVEN COUNTRY

KEKS PAY 87%



INTERESTING FACT



INSTALLMENT PURCHASE OR LEASE

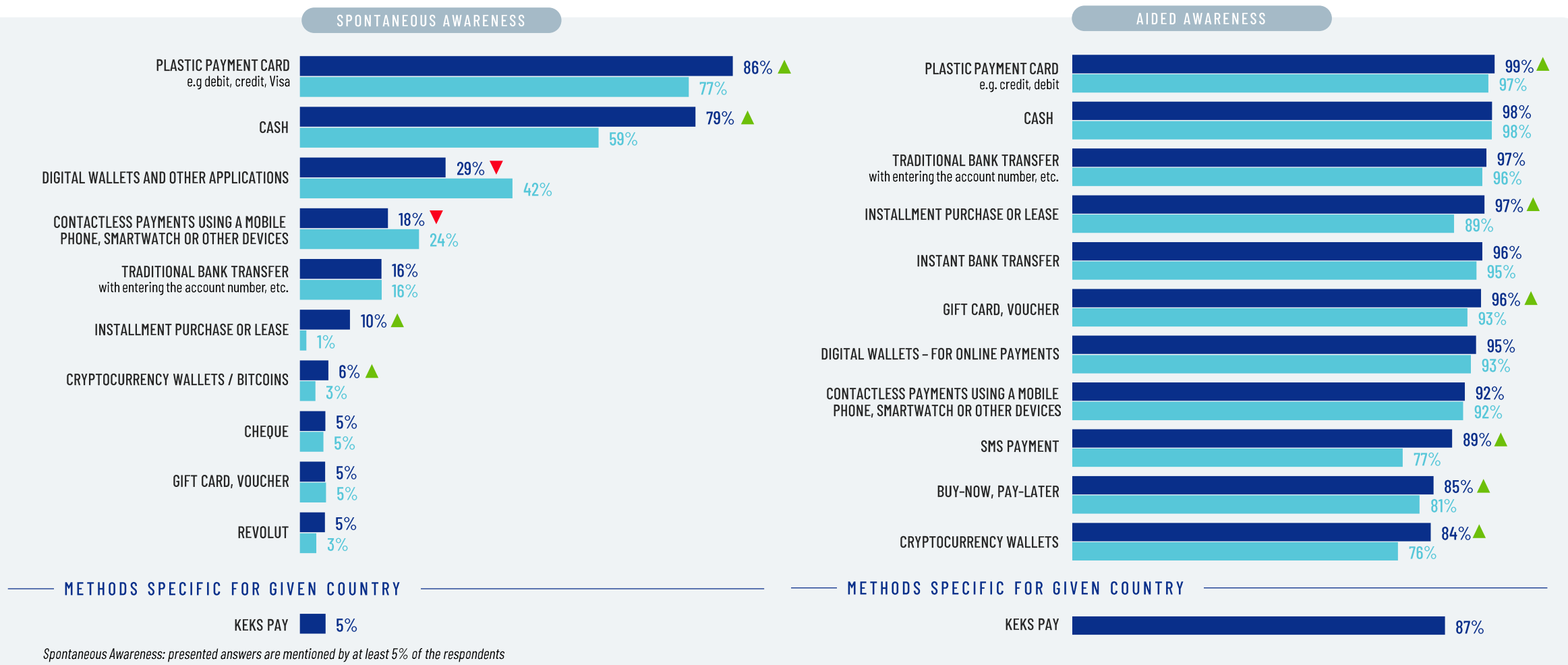


INSTALLMENT PURCHASE OR LEASE



AWARENESS OF DIFFERENT FORMS OF PAYMENT

WHAT METHODS/TYPES OF PAYMENTS DO YOU KNOW OF, EVEN IF YOU HAVE ONLY HEARD ABOUT THEM?

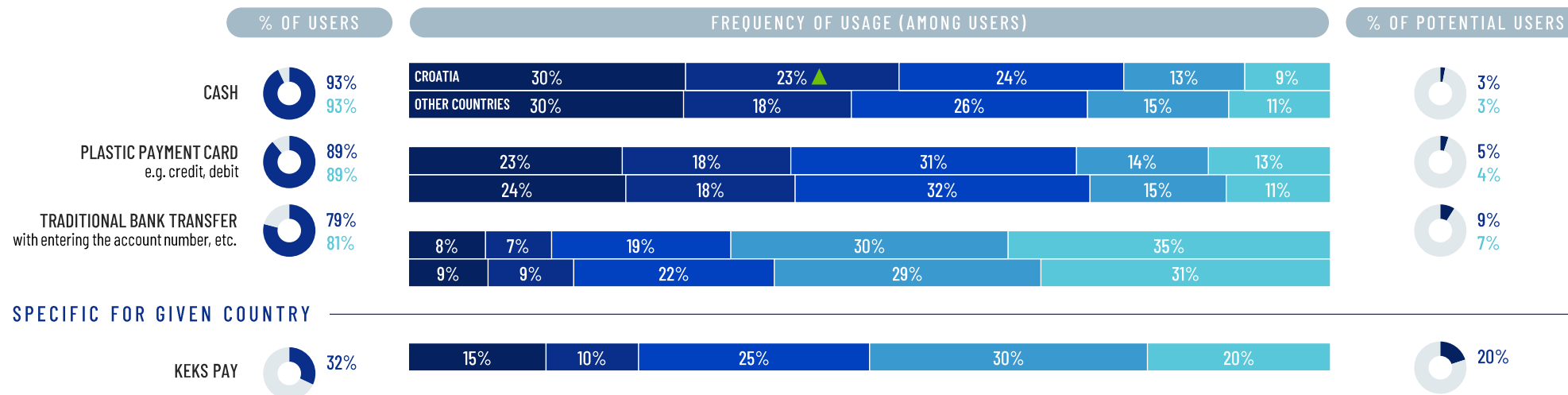


FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

WHICH OF THE FOLLOWING FORMS OF PAYMENT DO YOU USE, HOW OFTEN?

Croatians most often use cash, plastic payment card and traditional bank transfer as a payment method. Frequency of usage in Croatia does not differ from other countries. However, installment purchase or lease is more popular in Croatia. More than half of Croatians use this payment option, but most of them do it no more than 2-3 times per month.

TOP 3 ANSWERS

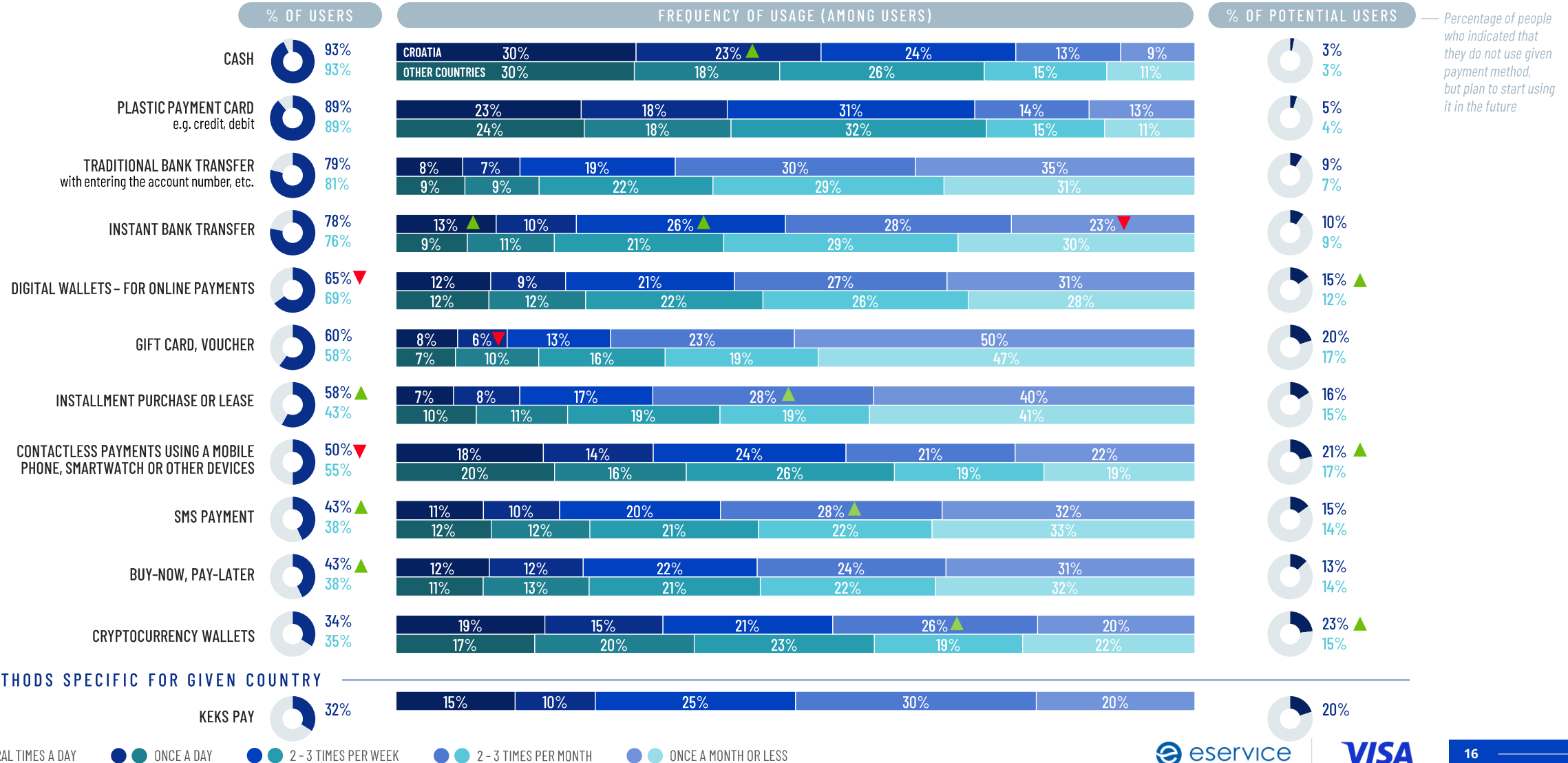


INTERESTING FACT



FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

WHICH OF THE FOLLOWING FORMS OF PAYMENT DO YOU USE, HOW OFTEN?



MOST OFTEN USED FORMS OF PAYMENT AND REASONS OF CHOOSING THEM

Croatians most often pay with cash (63%) and plastic payment card (61%). Results are similar to these observed in other countries, however Croatians use cash a bit more often.

The main reasons of choosing cash are availability and control spending. Both plastic payment card and instant payments are chosen mainly because of ease of use and time saving.



6/10 MOST OFTEN CHOSEN PAYMENT BY CARD, BECAUSE IT IS EASY TO USE AND SAVING TIME

TOP 3 ANSWERS

% OF RESPONDENTS WHO USES GIVEN METHOD MOST OFTEN AND WHICH PAYMENT FORMS DO YOU USE MOST OFTEN? (AS FIRST OR SECOND CHOICE)

REASONS OF CHOOSING GIVEN FORMS OF PAYMENT
WHY DO YOU USE THIS METHOD?

MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT



CASH

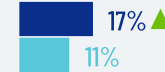
63%

vs. 57% other countries

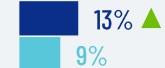
WHEN OTHER METHODS NOT AVAILABLE



CONTROL/ MONITORING SPENDING



SHOPPING FOR SMALL AMOUNTS



EASY TO USE



I LIKE IT



CROATIA n=396
OTHER COUNTRIES: n=4694



PLASTIC PAYMENT CARD e.g. credit, debit

61%

vs. 61% other countries

EASY TO USE



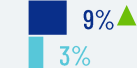
SPEED, SAVING TIME



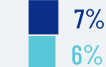
COMFORT / CONVENIENCE



I DON'T HAVE TO WORRY IF I HAVE CASH WITH ME



WHEN I HAVE NO OTHER MEANS OF PAYMENT



CROATIA n=384
OTHER COUNTRIES: n=5035



INSTANT BANK TRANSFER

14%

vs. 7% other countries

EASY TO USE



SPEED, SAVING TIME



COMFORT / CONVENIENCE



PURCHASES FOR HIGHER AMOUNTS / PAYING BILLS



I CONTROL/ MONITORING SPENDING



CROATIA n=89
OTHER COUNTRIES: n=578

MOST OFTEN USED FORMS OF PAYMENT AND REASONS OF CHOOSING THEM

OTHER METHODS

% OF RESPONDENTS WHO USES GIVEN METHOD MOST OFTEN AND WHICH PAYMENT FORMS DO YOU USE MOST OFTEN? (AS FIRST OR SECOND CHOICE)

REASONS OF CHOOSING GIVEN FORMS OF PAYMENT WHY DO YOU USE THIS METHOD?

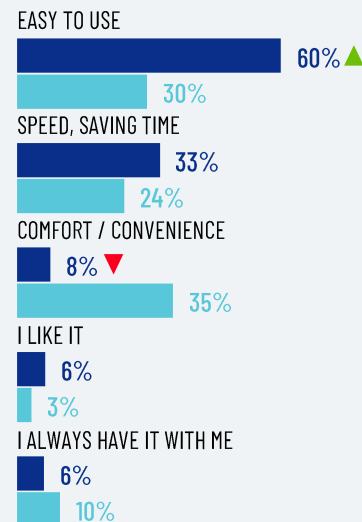
MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT



CONTACTLESS PAYMENTS USING THE PHONE, SMARTWATCH OR OTHER DEVICES

10% ▼

vs. 17% other countries



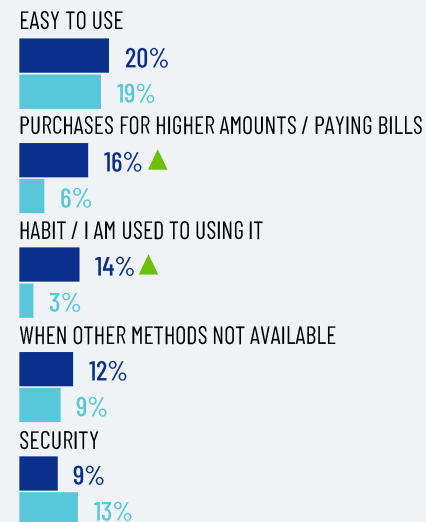
CROATIA n=65
OTHER COUNTRIES: n=1370



TRADITIONAL BANK TRANSFER with entering the account number, etc.

9%

vs. 12% other countries



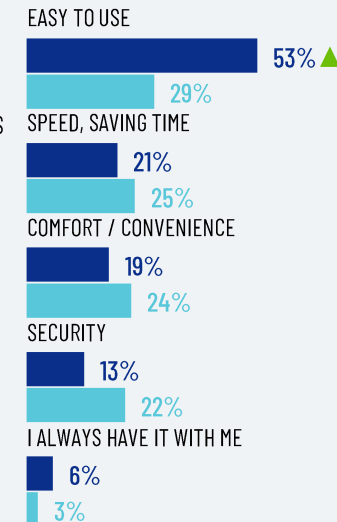
CROATIA n=58
OTHER COUNTRIES: n=955



DIGITAL WALLETS FOR ONLINE PAYMENTS

8% ▼

vs. 14% other countries



CROATIA n=52
OTHER COUNTRIES: n=1182

BANKING

WHICH OF THE FOLLOWING CHANNELS OF BANKING DO YOU USE, HOW OFTEN?



50% USE MOBILE BANKING
AT LEAST 2-3 TIMES PER WEEK



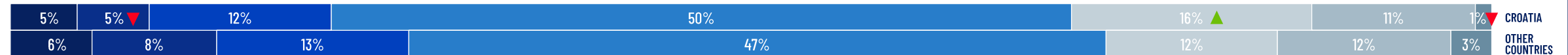
29% WITHDRAW MONEY FROM AN ATM
AT LEAST 2-3 TIMES PER WEEK



9% PLAN TO USE INTERNET
BANKING IN THE FUTURE

ATMs, Internet and mobile banking are the most popular channels of banking in Croatia. Croatsians use internet banking only a bit rarely than respondents from other countries – it shows that mobile banking is definitely more popular. People in Croatia use telephone contact with bank less often than people from other countries, moreover 13% of them don't know this channel at all.

VISIT TO A BANK BRANCH



TELEPHONE CONTACT, HOTLINE



INTERNET BANKING



MOBILE BANKING (through the app)



USING AN ATM



● ONCE A DAY OR MORE OFTEN ● 2 - 3 TIMES PER WEEK ● 2 - 3 TIMES PER MONTH ● ONCE A MONTH OR LESS
 ● I KNOW THIS CHANNEL, I DON'T USE IT YET, BUT I PLAN TO USE IT IN THE FUTURE ● I KNOW THIS CHANNEL, BUT I DON'T USE IT AND I DON'T PLAN TO USE IT IN THE FUTURE ● I DON'T KNOW THIS CHANNEL

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PAYMENT METHODS MY LAST PURCHASE



LAST PAYMENT - ONLINE OR OFFLINE?



3/10 CROATIANS MADE THEIR
LAST PAYMENT ONLINE

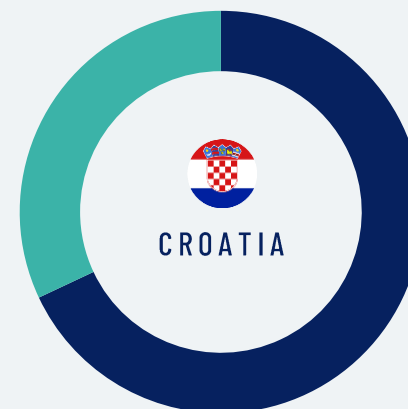
PLEASE RECALL YOUR LAST PAYMENT.
WAS IT CARRIED OUT ONLINE OR OFFLINE?



32%
ONLINE PAYMENT



68%
OFFLINE PAYMENT

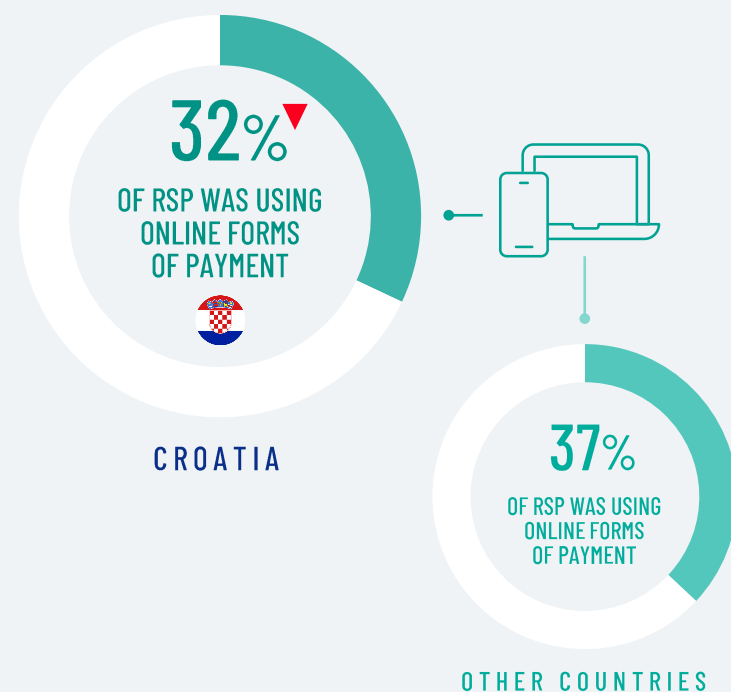


37%

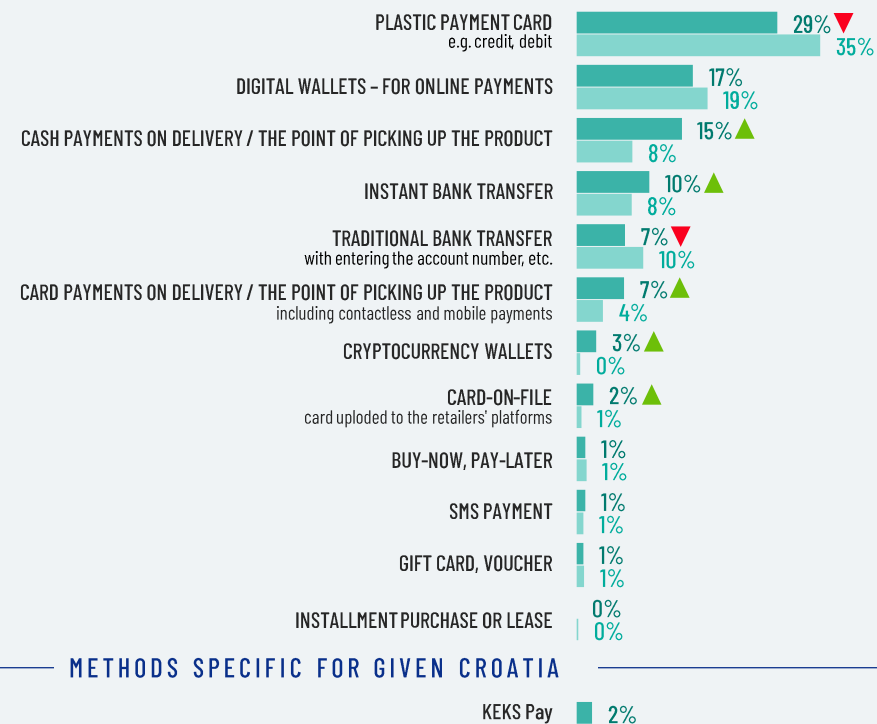
63%

OTHER COUNTRIES

LAST ONLINE PAYMENT TYPES

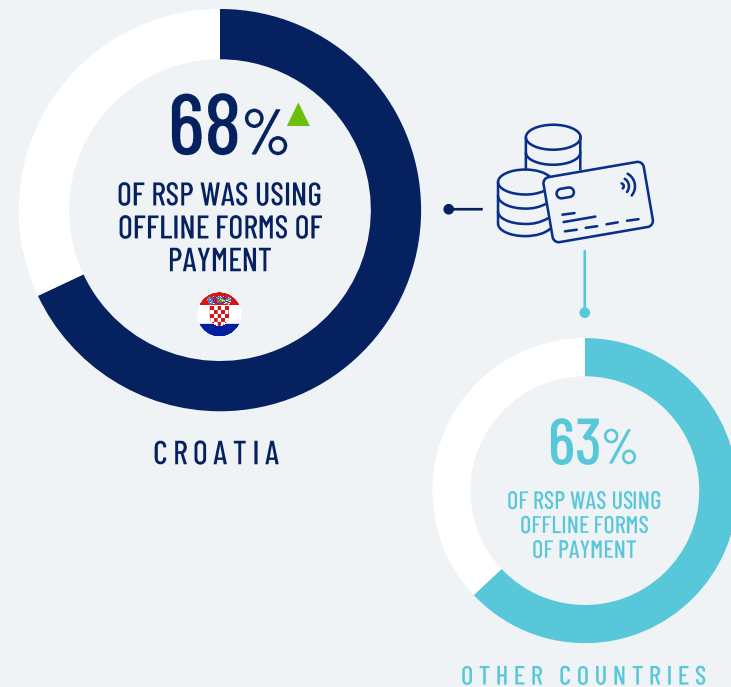


WHICH PAYMENT FORM
DID YOU USE DURING
YOUR LAST ONLINE
PAYMENT?

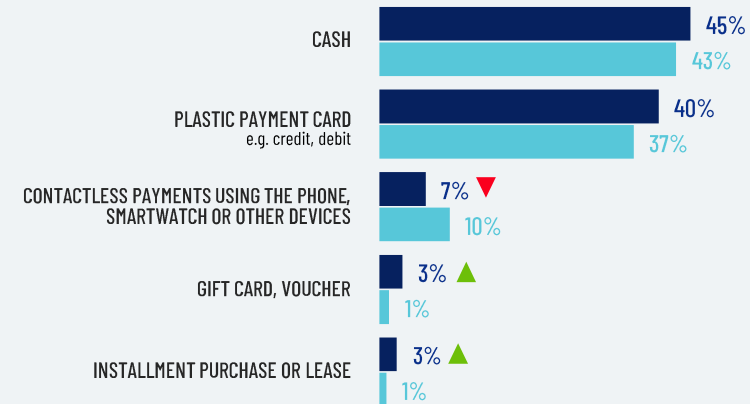


32% of respondents from Croatia made their last payment online which is a bit lower result than in other countries. The most popular payment method is a plastic payment card, although respondents from other countries use it more often. Almost every fifth Croatian paid online using digital wallets. They are more likely to use cash or card during payment on delivery.

LAST OFFLINE PAYMENT TYPES



WHICH PAYMENT FORM
DID YOU USE DURING
YOUR LAST OFFLINE
PAYMENT?



Almost 7 of 10 Croatians made their last payment offline. They primarily used cash such as respondents from other countries. In the second place was plastic payment card. However, Croatians chose contactless payments (phone, smartwatch or other devices) significantly less often.

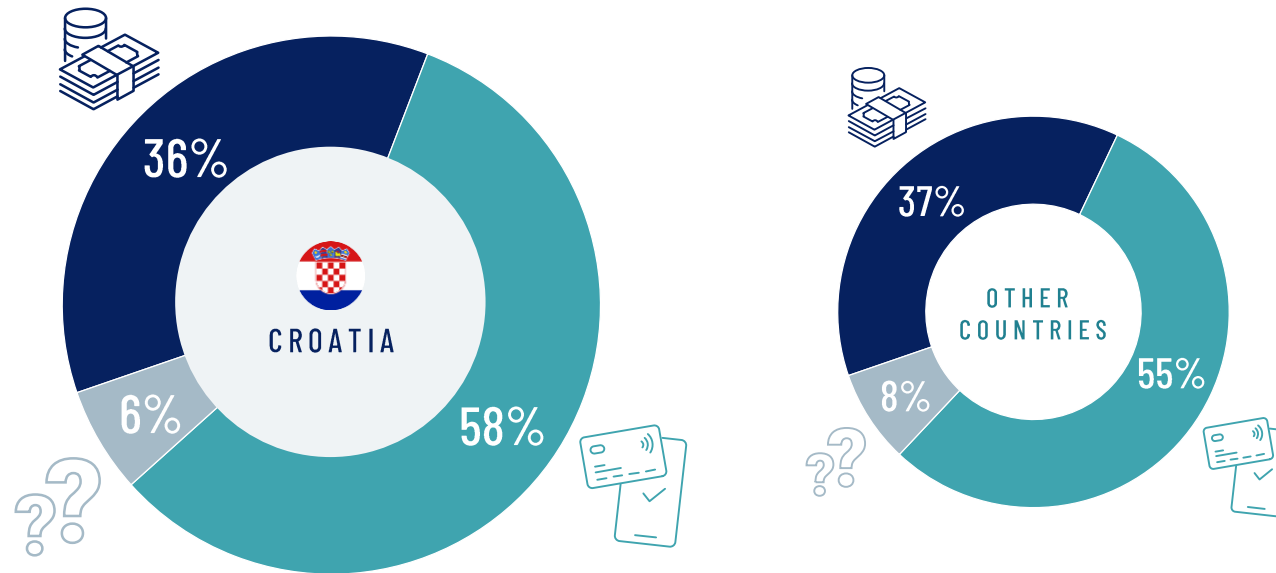
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PAYMENT METHODS **PREFERENCES**



PREFERRED METHOD OF PAYMENT WHILE SHOPPING OFFLINE

WITH REGARD TO ALL SITUATIONS WHERE YOU MAKE PAYMENTS WHILE SHOPPING OFFLINE (TRADITIONAL SHOP/SALES POINT), WHICH IS YOUR PREFERRED METHOD?



58% OF CROATIANS PREFER ELECTRONIC PAYMENT THAN CASH WHILE SHOPPING OFFLINE

More than a half of Croatians respondents prefer cashless electronic payments than cash.

Results from Croatia are similar to these observed in other countries.

AMOUNT VS PREFERRED PAYMENT METHOD



500 HRK

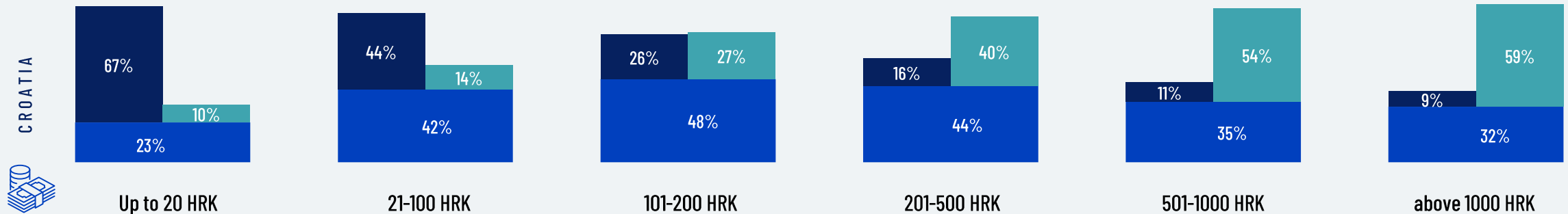
OR MORE

MORE THAN HALF OF CROATIANS DEFINITELY PREFER TO MAKE ELECTRONIC PAYMENTS WITH SUCH HIGH AMOUNTS

While paying up to 20 HRK most of Croatians prefer to do it with cash. Also a bit higher amounts (21-100 HRK) are preferred to be paid with cash but almost the same number of respondents declare that they sometimes choose cash and sometimes electronic payments.

The visible trend is that the higher the price, the larger group of those who prefer electronic payments. However about 1/3 of respondents are undecided during paying high amounts and would sometimes choose cash, and sometimes electronic methods.

WHICH METHOD OF PAYMENT WOULD YOU CHOOSE IF SOMETHING COST:



PREFERRED METHODS OF PAYMENT WHILE SHOPPING OFFLINE IN DIFFERENT SITUATIONS (1/3)

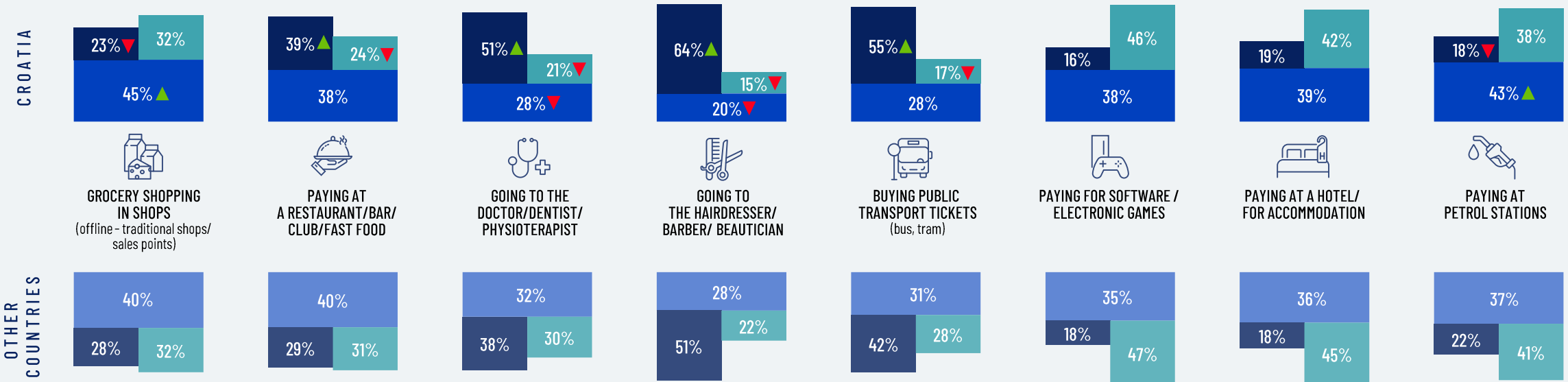


64%

CHOOSE CASH WHEN VISITING
THE HAIRDRESSER / BARBER /
BEAUTICIAN

Croatians choose cash more often than respondents from other countries. More than a half of respondents use cash to pay for public transport tickets, hairdresser and medical services (only 15-21% use electronic payments in these situations). No significant differences were observed between Croatia and other countries when paying for software/electronic games and at a hotel/for accommodation.

WHICH PAYMENT METHOD WOULD YOU BE MORE LIKELY TO CHOOSE IN THESE SITUATIONS:



● CASH ● ELECTRONIC PAYMENTS (card, phone other devices, virtual wallet etc.) ● SOMETIMES CASH, SOMETIMES ELECTRONIC PAYMENTS

PREFERRED METHODS OF PAYMENT WHILE SHOPPING OFFLINE IN DIFFERENT SITUATIONS (2/3)



71%

CROATIANS PAY WITH CASH DURING SHOPPING AT MARKETS AND BAZAARS

For Croatians cash is the best way to pay for shopping at markets / bazaars, charges at public institutions and in cinema or theater. However, they also less often than other nations pay electronically when shopping in domestic online stores.

WHICH PAYMENT METHOD WOULD YOU BE MORE LIKELY TO CHOOSE IN THESE SITUATIONS:



● CASH ● ELECTRONIC PAYMENTS (card, phone other devices, virtual wallet etc.) ● SOMETIMES CASH, SOMETIMES ELECTRONIC PAYMENTS

PREFERRED METHODS OF PAYMENT WHILE SHOPPING OFFLINE IN DIFFERENT SITUATIONS (3/3)

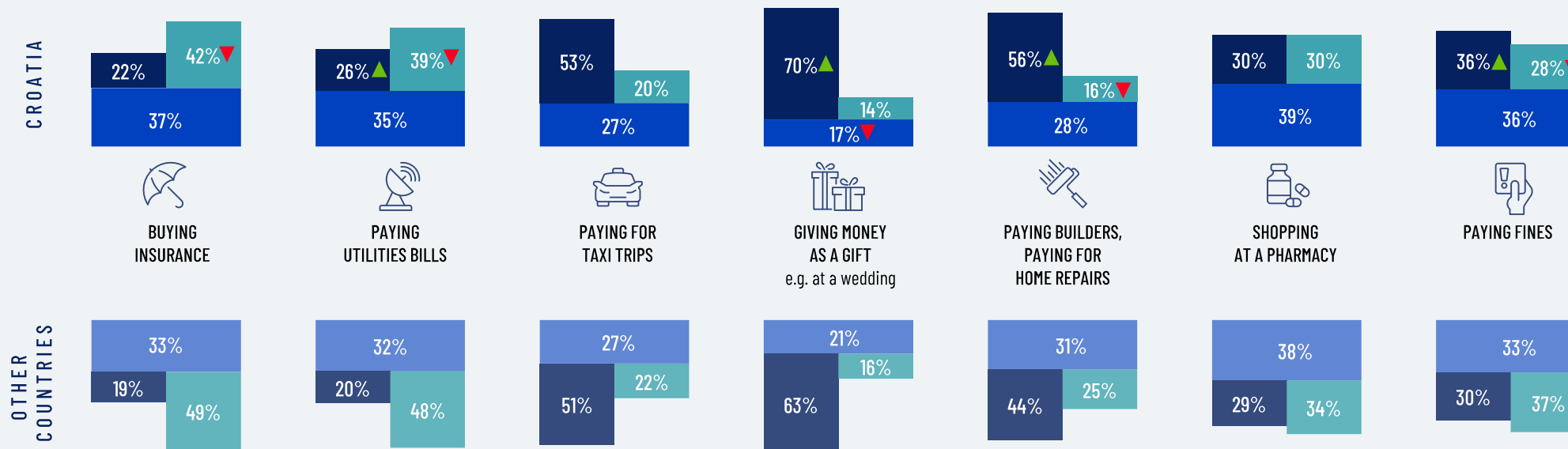


70%

USE CASH WHILE GIVING
MONEY AS A GIFT

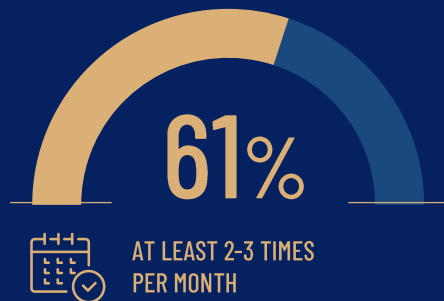
Croatians do not differ from respondents from other countries in terms of paying for taxi trips and shopping at a pharmacy. On the other hand almost 3/4 of them use cash giving money as a gift and more than a half of them pay builders or for home repairs with cash.

WHICH PAYMENT METHOD WOULD YOU BE MORE LIKELY TO CHOOSE IN THESE SITUATIONS:

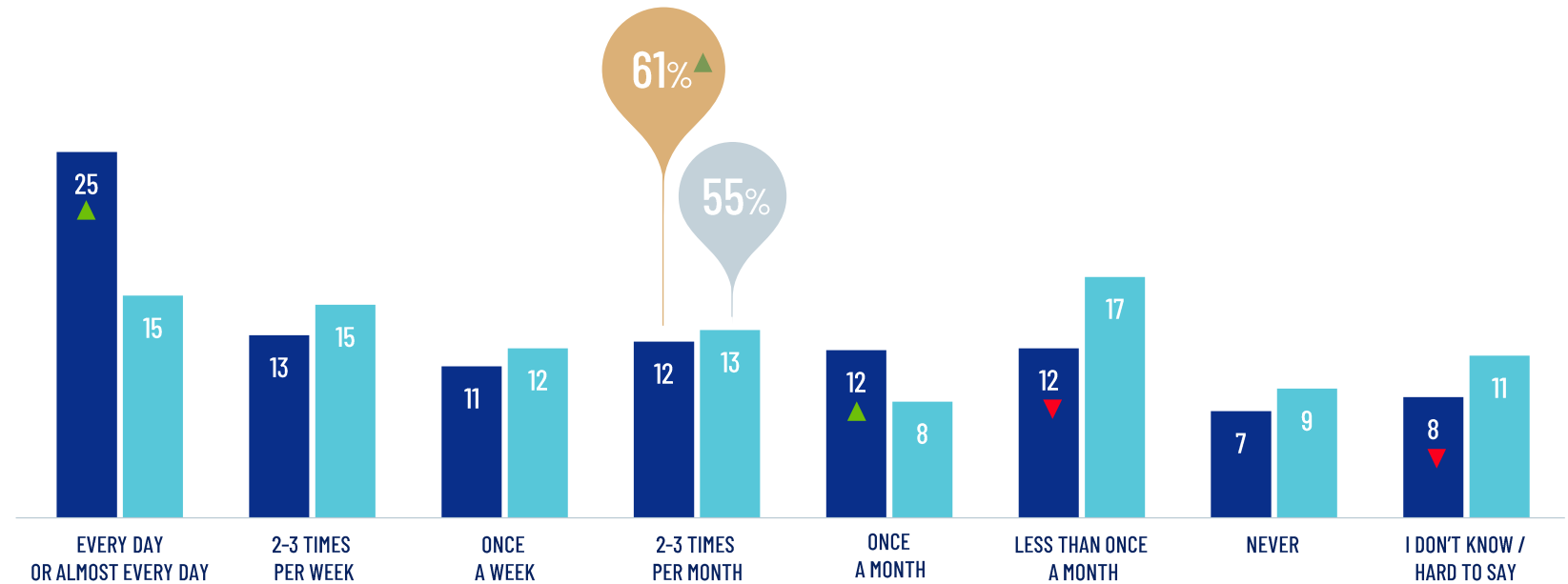


FREQUENCY OF SITUATIONS IN WHICH CROATIANS PREFERRED CASH PAYMENTS

1 of 4 respondents claim that every day they have a situation where they want to pay with cash even if they have other options to choose. This observation is in line with the general Croats preferences for payment method for various services. 7% of Croats never choose cash if other methods are available – this result is similar to other countries.



HOW OFTEN ARE YOU IN A SITUATION WHERE YOU HAVE SEVERAL PAYMENT CHOICES BUT WANT TO PAY WITH CASH?



.06

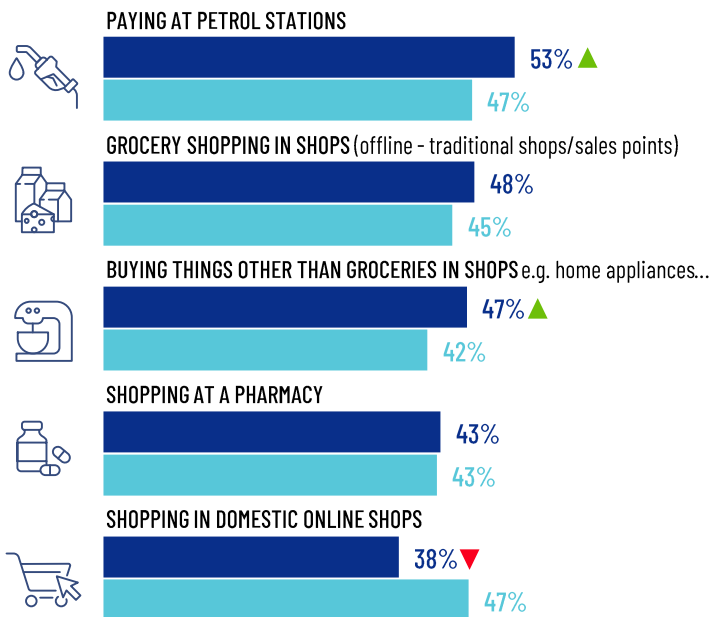
DIGITAL PAYMENTS



PRODUCTS AND SERVICES FOR WHICH CROATIANS PAY USING CASH-FREE METHODS

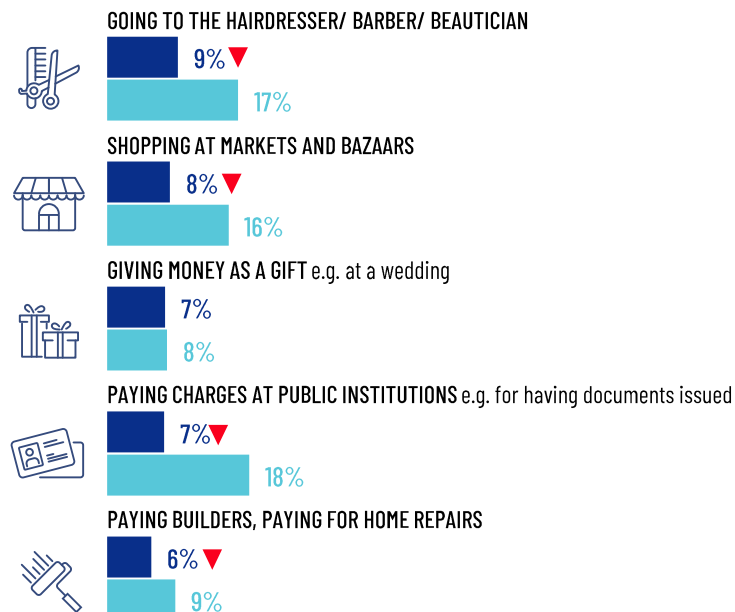
WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASH-FREE METHODS (card, phone, smartwatch or other device, virtual wallet etc.):

MOST COMMON PRODUCTS AND SERVICES



5% NONE OF THE ABOVE / vs. 6% OTHER COUNTRIES

RAREST PRODUCTS AND SERVICES



Croatians most often use cash-free payments when paying at petrol stations, when buying things other than groceries in shops – both significantly more often than in other countries – and during grocery shopping.

Situations in which they usually do not choose cash-free methods are: paying builders and for home repairs, giving money as gift, shopping at markets and bazaars and paying hairdresser and beautician or charges at public institutions.

53% CROATIANS USE CASH-FREE PAYMENTS WHEN PAYING AT PETROL STATIONS

5% ONLY THIS PERCENTAGE OF PEOPLE IN CROATIA DO NOT USE ELECTRONIC PAYMENTS IN ANY SITUATION

PRODUCTS AND SERVICES FOR WHICH CROATIANS PAY USING CASH-FREE METHODS

WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASH-FREE METHODS (card, phone, smartwatch or other device, virtual wallet etc.):

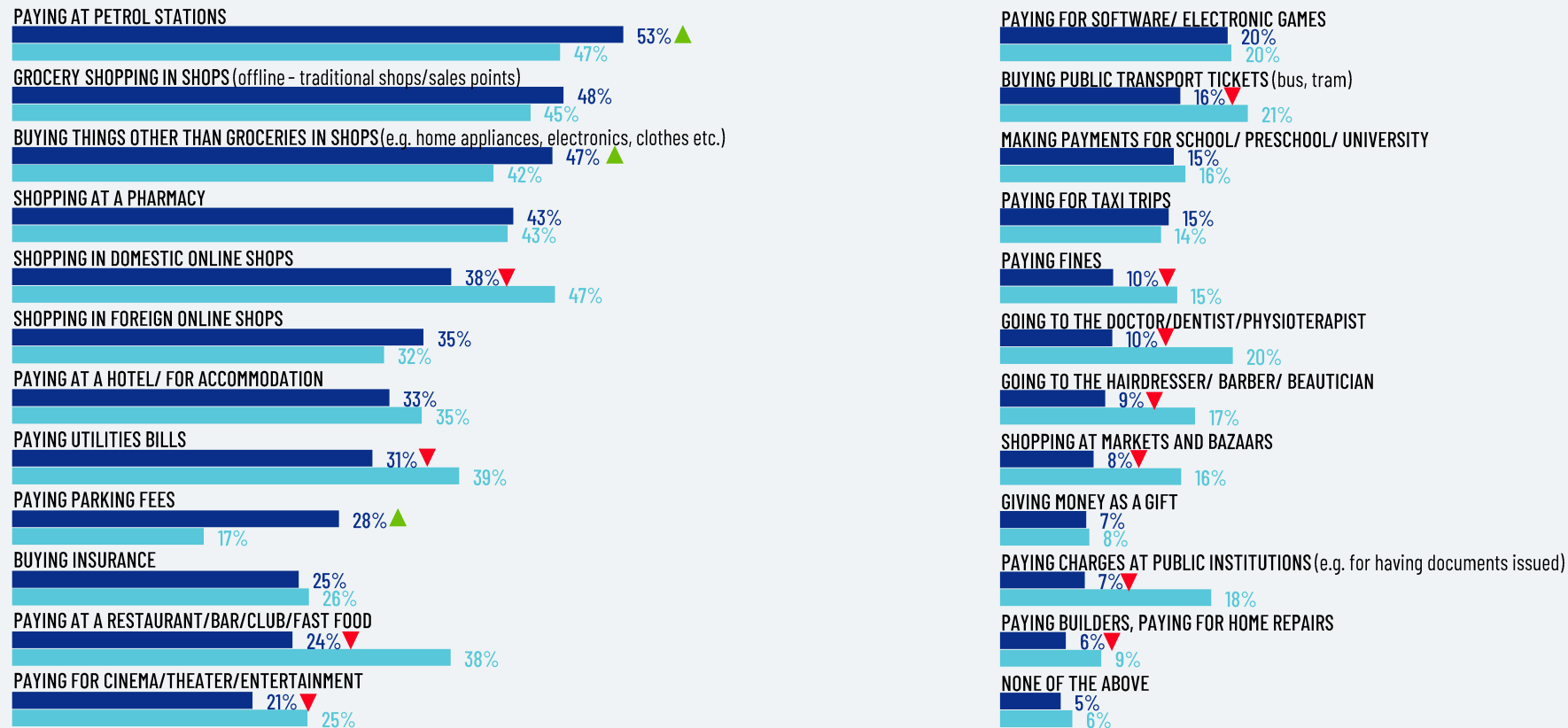


IMAGE OF PLACES OFFERING ELECTRONIC PAYMENTS



55%

CROATIANS DEFINITELY AGREE THAT IF A PLACE OFFERS THE POSSIBILITY OF ELECTRONIC PAYMENT THEY PERCEIVE IT AS MODERN

Offering electronic payment methods has a definitely positive effect on the perception of the place of purchase among Croatians, as well as among residents of other countries.

8 out of 10 Croatians perceive a place where electronic payments are available as modern. This is a similar percentage to other countries, although significantly more respondents definitely agree with this and other statements.

How much do you agree or disagree with the following statement?

IF A PLACE OFFERS THE POSSIBILITY OF ELECTRONIC PAYMENTS (card, phone or other devices payments, virtual wallets etc.) ...

... I PERCEIVE IT AS MODERN



... I FEEL SAFER THERE (it is more hygienic than other payment methods)



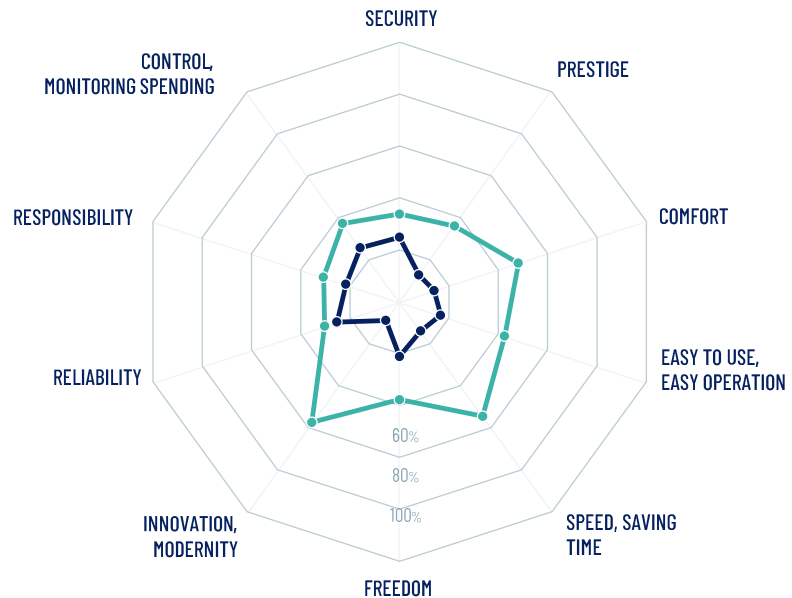
... I FEEL THIS BUSINESS IS CUSTOMER-CENTRIC



IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

Electronic payments by card, telephone or other devices have a much clearer image in Croatia than cash. The most important features that distinguish digital payments are innovation, time saving and comfort. Croatians perceive them even as more comfortable, more modern, faster and easier to use than respondents from other countries.

WE ARE ABOUT TO SHOW YOU SOME DESCRIPTIONS. SAY WHICH OF THEM FIT CASH PAYMENTS BETTER AND WHICH FIT ELECTRONIC PAYMENTS BETTER (card, phone or other devices, virtual wallet etc.)



● CASH ● CARD, PHONE OR OTHER DEVICES

SECURITY



PRESTIGE



COMFORT



EASY TO USE/EASY OPERATION



SPEED, SAVING TIME



FREEDOM



INNOVATION/MODERNITY



RELIABILITY



RESPONSIBILITY



CONTROL/MONITORING SPENDING

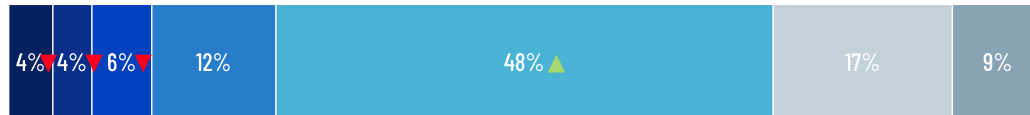


● CASH ● BOTH CASH AND CARD, PHONE OR OTHER DEVICES ● CARD, PHONE OR OTHER DEVICES ● NONE OF THEM

NO POSSIBILITY TO PAY BY CARD HOW OFTEN, WHAT REASONS

HOW OFTEN DO YOU FIND YOURSELF IN SITUATIONS WHERE YOU WANT TO PAY BY CARD
(e.g. plastic payment card, payment card connected to phone) BUT CAN'T?

CROATIA

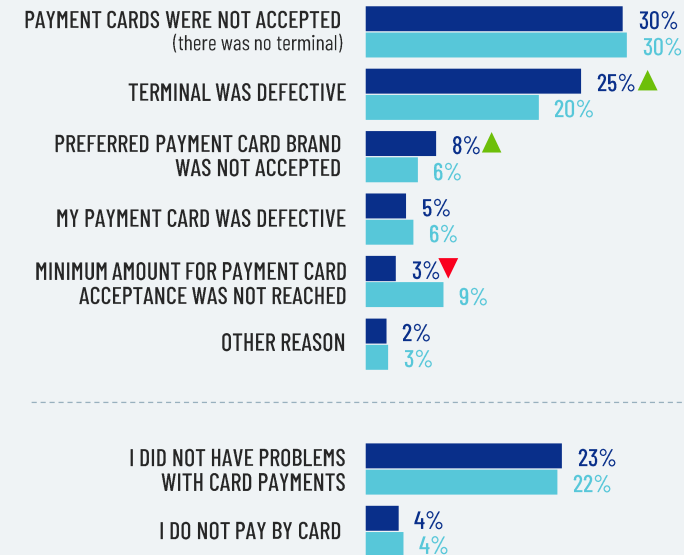


OTHER COUNTRIES



● EVERY DAY OR ALMOST EVERY DAY ● 2-3 TIMES PER WEEK ● ONCE A WEEK ● SEVERAL TIMES A MONTH
 ● ONCE A MONTH OR LESS OFTEN ● NEVER ● I DON'T KNOW / HARD TO SAY

RECALL THE LAST SITUATION WHEN YOU WANTED TO PAY BY CARD BUT COULDN'T.
WHAT WAS THE REASON WHY YOU COULDN'T PAY BY CARD?

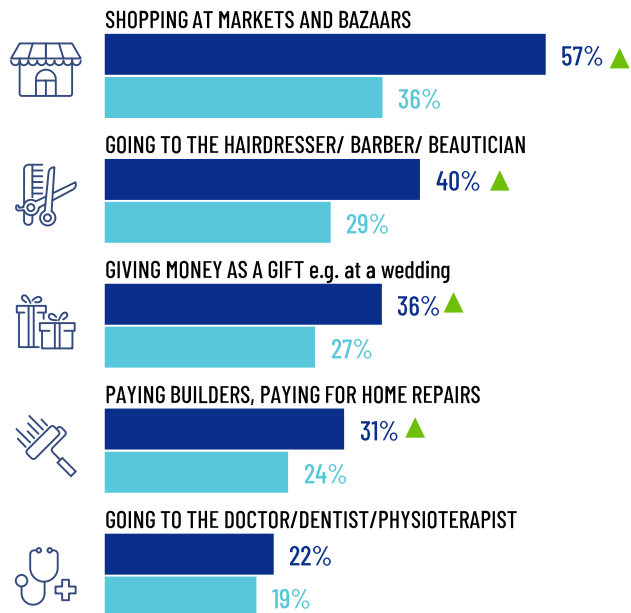


In Croatia, a similar number of people have experienced problems with card payments as in other countries. However, it happens less frequently. The most common reasons for these difficulties were simply no terminal at the point of purchase or a broken terminal.

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

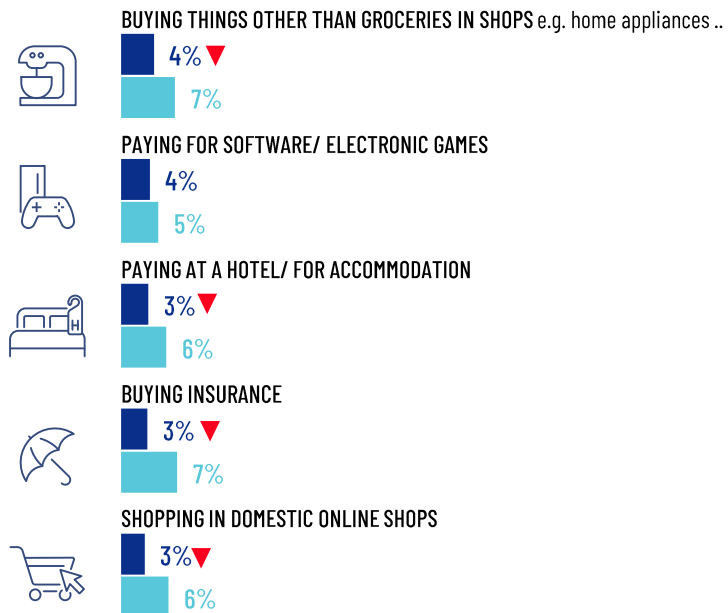
IN WHICH SITUATIONS DO REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?

MOST COMMON PRODUCTS AND SERVICES



▼ 12% NONE OF THE ABOVE / vs. 18% OTHER COUNTRIES

RAREST PRODUCTS AND SERVICES



12%

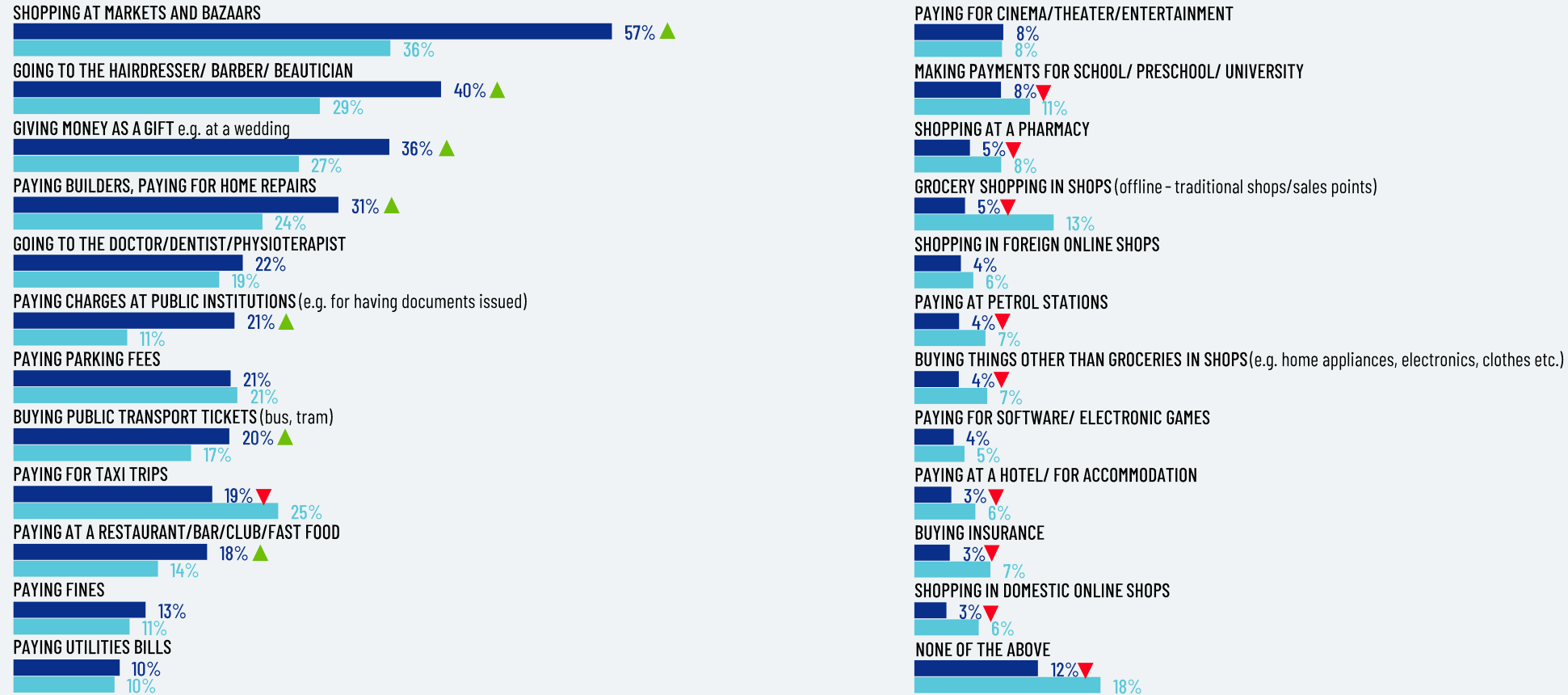
CROATIANS DO NOT FIND ANY SITUATION
IN WHICH CARD PAYMENT IS UNAVAILABLE

In Croatia, a situation when card payment is unavailable occurs especially during shopping at markets and bazaars (57% vs. 36% in other countries), when going to the hairdresser / barber / beautician (40% vs. 29%), when giving money as a gift (36% vs. 27%) and when paying builders/for home repairs (31% vs. 24%).

The least frequent problems with card are: shopping in online shops, buying insurance, paying at hotels, paying for software and buying things other than groceries in shops.

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

IN WHICH SITUATIONS DO REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?



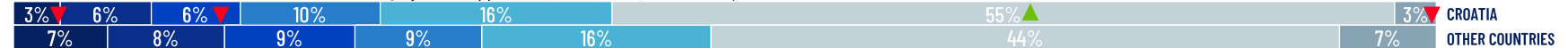
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT

Lack of cash on hand is not a problem in Croatia. Croatians are less likely to resign from purchasing products or using a service because they do not have enough cash with them. They definitely more often claim that they have never experienced such situation like this.

55% OF CROATIANS HAVE NEVER RESIGNED FROM GROCERY SHOPPING IN SHOPS DUE TO THE LACK OF CASH ON HAND

MOST COMMON PRODUCTS AND SERVICES

BUYING THINGS OTHER THAN GROCERIES IN SHOPS (e.g. home appliances, electronics, clothes etc.)



GROCERY SHOPPING IN SHOPS (offline - traditional shops/sales points)



SHOPPING AT MARKETS AND BAZAARS



PAYING BUILDERS, PAYING FOR HOME REPAIRS

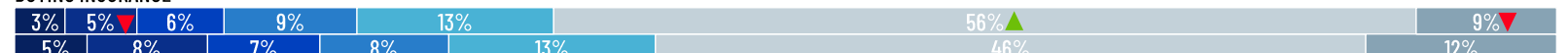


SHOPPING IN DOMESTIC ONLINE SHOPS



RAREST PRODUCTS AND SERVICES

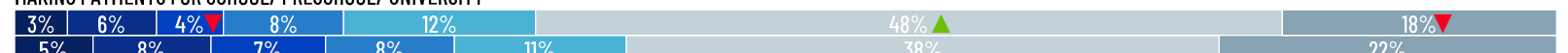
BUYING INSURANCE



PAYING FOR TAXI TRIPS



MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



PAYING FOR SOFTWARE/ ELECTRONIC GAMES



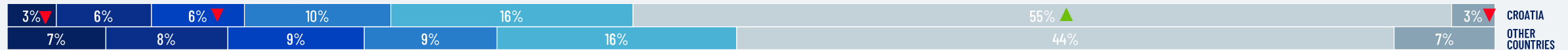
PAYING FINES



NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(1/3)

SOMETIMES PEOPLE CANNOT BUY ALL OF THE PRODUCTS OR SERVICES THEY WOULD LIKE TO PURCHASE BECAUSE THEY DO NOT HAVE ENOUGH CASH ON HAND.
HAVE YOU EVER BEEN IN THIS KIND OF SITUATION?

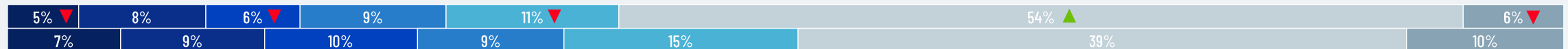
BUYING THINGS OTHER THAN GROCERIES IN SHOPS (e.g. home appliances, electronics, clothes etc.)



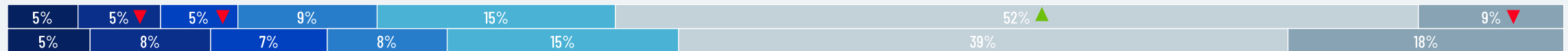
GROCERY SHOPPING IN SHOPS (offline - traditional shops/sales points)



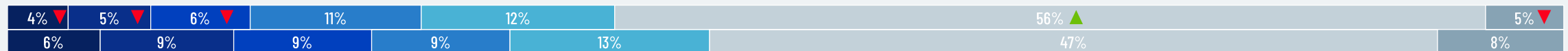
SHOPPING AT MARKETS AND BAZAARS



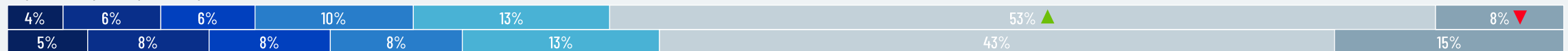
PAYING BUILDERS, PAYING FOR HOME REPAIRS



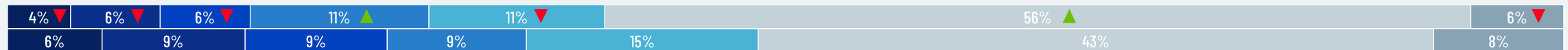
SHOPPING IN DOMESTIC ONLINE SHOPS



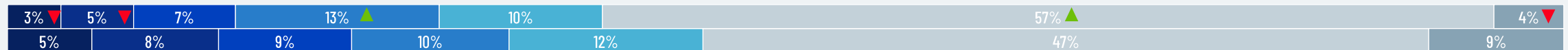
SHOPPING IN FOREIGN ONLINE SHOPS



PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



PAYING UTILITIES BILLS

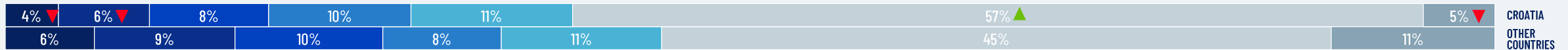


● 2-3 TIMES PER WEEK OR MORE OFTEN ● ONCE A WEEK ● 2-3 TIMES PER MONTH ● ONCE A MONTH ● LESS THAN ONCE A MONTH ● NEVER ● I DON'T USE THIS INDUSTRY

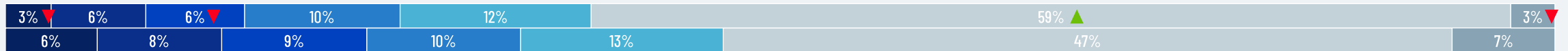
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(2/3)

SOMETIMES PEOPLE CANNOT BUY ALL OF THE PRODUCTS OR SERVICES THEY WOULD LIKE TO PURCHASE BECAUSE THEY DO NOT HAVE ENOUGH CASH ON HAND.
HAVE YOU EVER BEEN IN THIS KIND OF SITUATION?

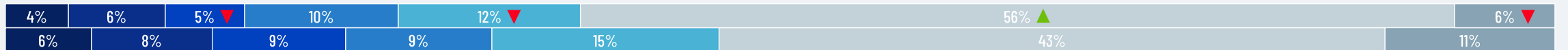
PAYING AT PETROL STATIONS



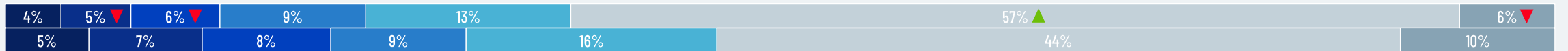
SHOPPING AT A PHARMACY



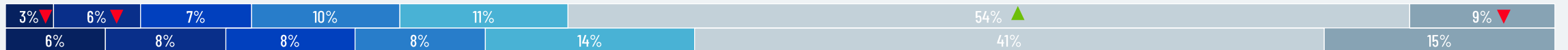
GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



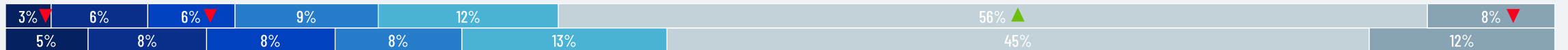
GOING TO THE DOCTOR/DENTIST/PHYSIOTHERAPIST



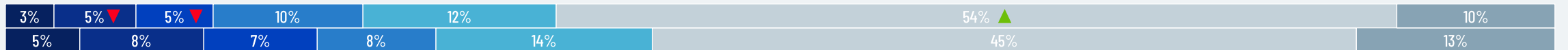
PAYING PARKING FEES



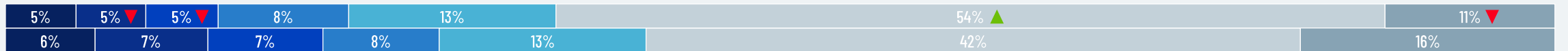
PAYING FOR CINEMA/THEATER/ENTERTAINMENT



PAYING AT A HOTEL/ FOR ACCOMMODATION



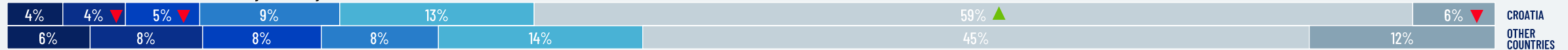
GIVING MONEY AS A GIFT E.G. AT A WEDDING



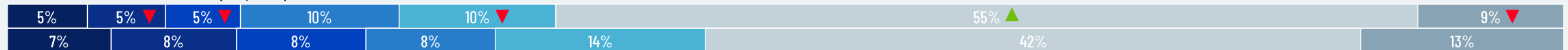
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(3/3)

SOMETIMES PEOPLE CANNOT BUY ALL OF THE PRODUCTS OR SERVICES THEY WOULD LIKE TO PURCHASE BECAUSE THEY DO NOT HAVE ENOUGH CASH ON HAND.
HAVE YOU EVER BEEN IN THIS KIND OF SITUATION?

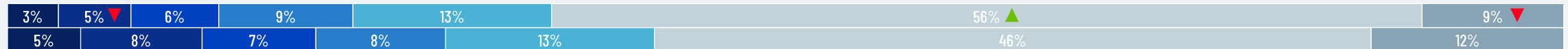
PAYING CHARGES AT PUBLIC INSTITUTIONS (e.g. for having documents issued)



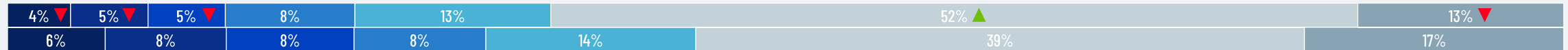
BUYING PUBLIC TRANSPORT TICKETS (BUS, TRAM)



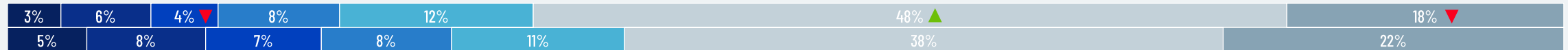
BUYING INSURANCE



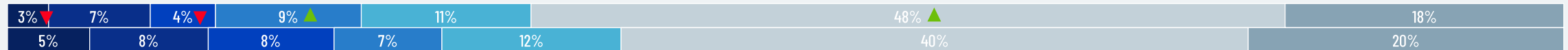
PAYING FOR TAXI TRIPS



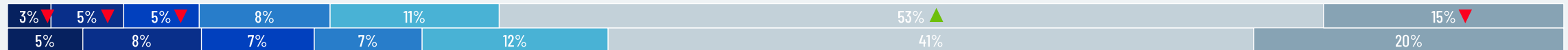
MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



PAYING FOR SOFTWARE/ ELECTRONIC GAMES



PAYING FINES



.07

PAYMENTS **WHILE TRAVELLING**



PAYMENTS ABROAD

When traveling, Croatians choose both cash (52%) and electronic payments (64%), although cash is less frequently chosen by them than by respondents from other countries. When they pay by card abroad, they prefer to pay in local currency more than other nations, but still 1/3 choose their country's currency. Opinions on charging the account when withdrawing cash from an ATM are divided with a slight predominance of local currency (56%).

WHEN SHOPPING OFFLINE (traditional shop/sales point) ABROAD (food, drinks, tickets etc.), WHICH OF THE FOLLOWING FORMS OF PAYMENT DO YOU USE?



52%▼

CASH



64%

ELECTRONIC PAYMENTS
card, phone or other devices,
virtual wallet etc.

0%

OTHER FORM
OF PAYMENT

60%

60%

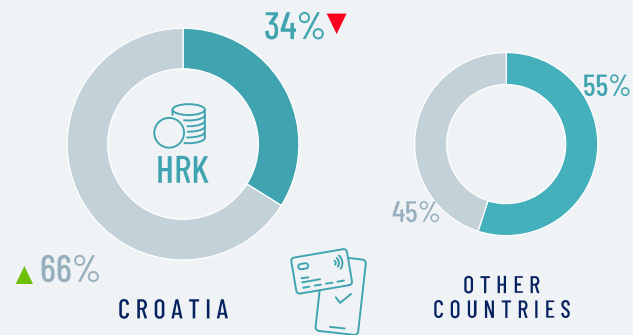
0%

OTHER COUNTRIES

CROATIA n=572; OTHER COUNTRIES n=7267

● CROATIA ● OTHER COUNTRIES

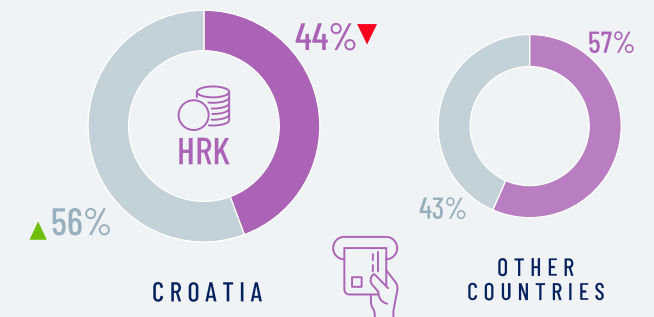
WHILE ABROAD, IN WHAT CURRENCY WOULD YOU LIKE TO PAY WITH BY CARD, PHONE OR OTHER DEVICES?



● MY OWN CURRENCY (my country's currency)
● LOCAL CURRENCY (the currency of the country that I'm visiting)

CROATIA n=367; OTHER COUNTRIES n=4388

WHILE YOU ARE ABROAD AND NEED TO WITHDRAW CASH FROM AN ATM, IN WHICH CURRENCY WOULD YOU PREFER YOUR ACCOUNT WAS CHARGED (the account connected to the payment card used for a withdrawal)?

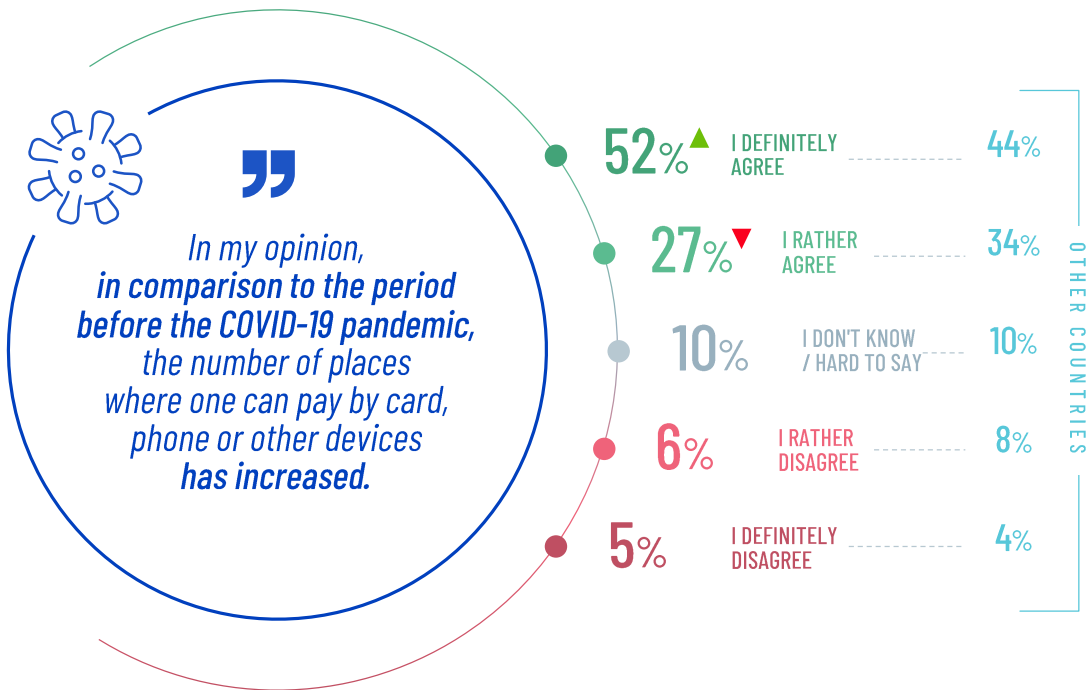


● MY OWN CURRENCY (my country's currency)
● LOCAL CURRENCY (the currency of the country that I'm visiting)

CROATIA n=572; OTHER COUNTRIES n=7267

CASH-FREE PAYMENTS AND COVID-19 PANDEMIC

HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:



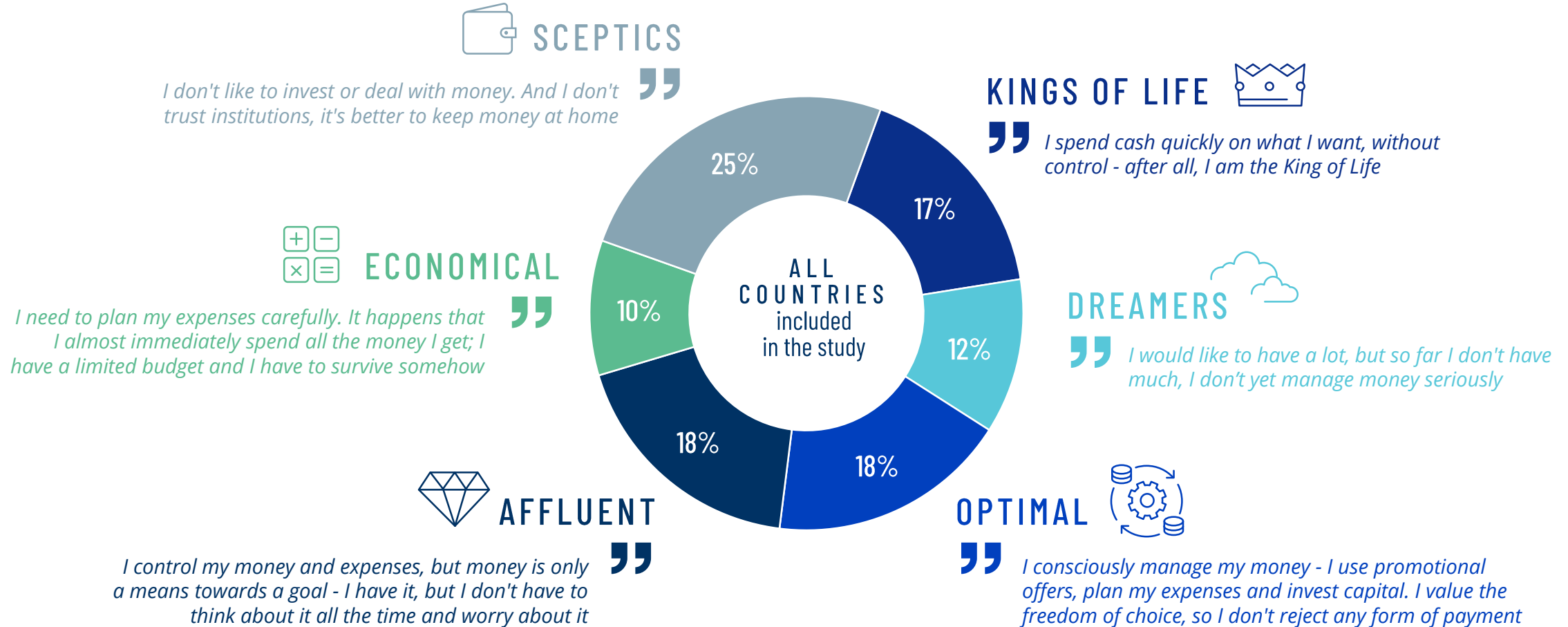
According to 79% of Croats, it is true that after the COVID-19 pandemic, there are more places where you can pay with a card, telephone or other device.

They are even more sure of this than residents of other countries.

.08

SEGMENTATION





SEGMENTATION



SCEPTICS

I don't like to invest or deal with money. And I don't trust institutions, it's better to keep money at home



ECONOMICAL

I need to plan my expenses carefully. It happens that I almost immediately spend all the money I get; I have a limited budget and I have to survive somehow



AFFLUENT

I control my money and expenses, but money is only a means towards a goal - I have it, but I don't have to think about it all the time and worry about it

KINGS OF LIFE



I spend cash quickly on what I want, without control - after all, I am the King of Life

DREAMERS

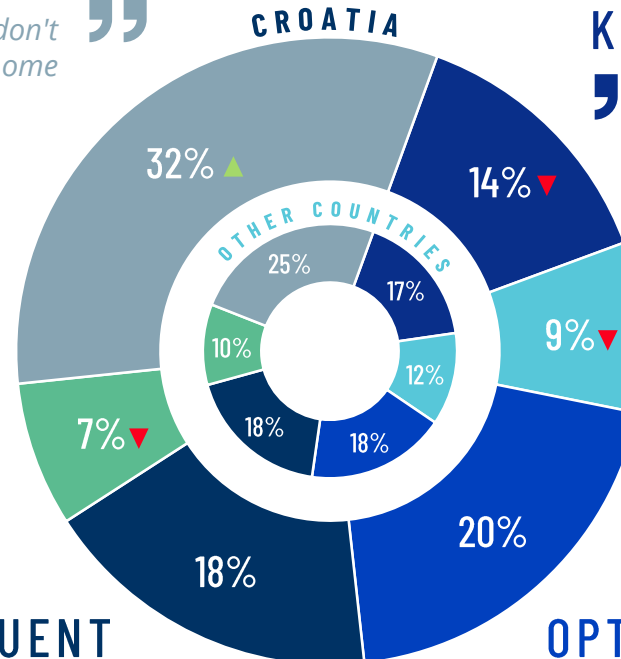


I would like to have a lot, but so far I don't have much, I don't yet manage money seriously

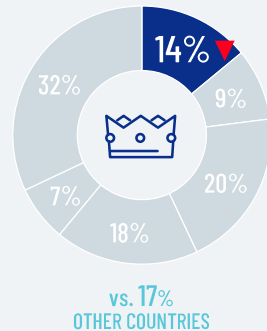
OPTIMAL



I consciously manage my money - I use promotional offers, plan my expenses and invest capital. I value the freedom of choice, so I don't reject any form of payment



SEGMENTATION - KINGS OF LIFE



KINGS OF LIFE

I spend cash quickly on what I want, without control - after all, I am the king of life



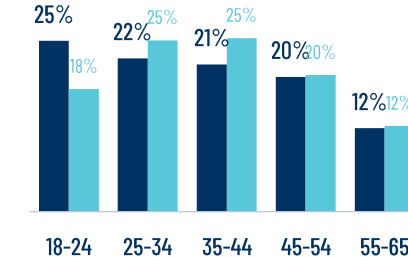
ATTITUDES

- They have **some difficulty with saving money** - if they have any savings, **they spend it without much thought, almost immediately**
- This is the segment that **spends money the fastest**
- **They like to talk about money** - counting money makes them happy
- Of all the segments **they know how much money they have in their accounts to the smallest degree**

GENDER



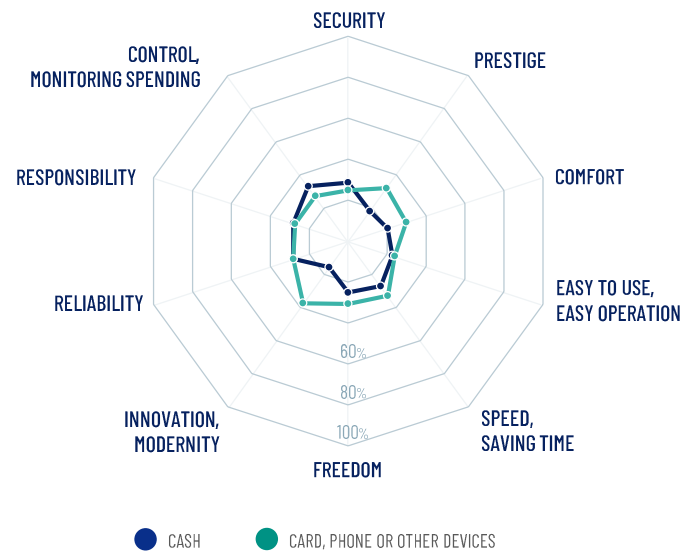
AGE



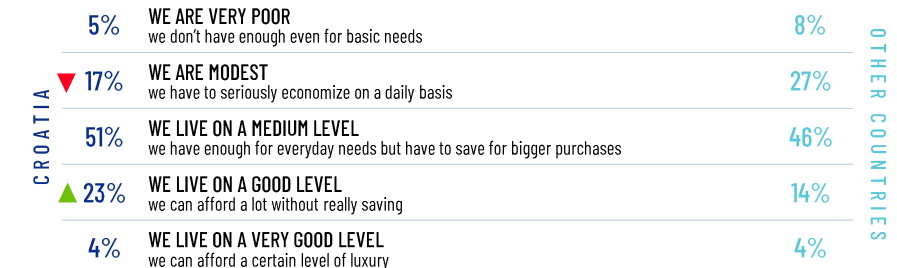
PREFERRED METHOD OF PAYMENT while shopping offline



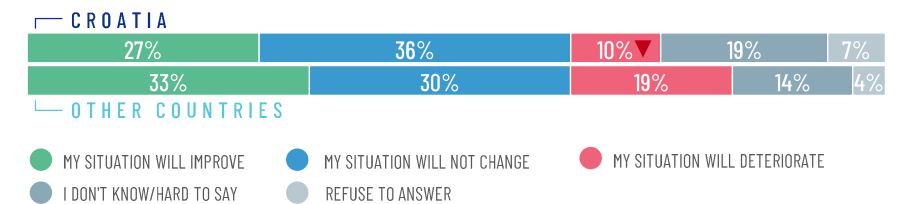
IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



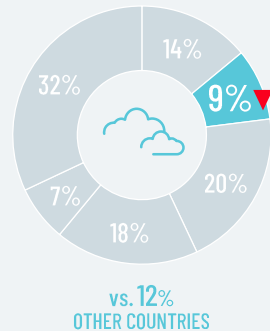
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



SEGMENTATION - DREAMERS



DREAMERS

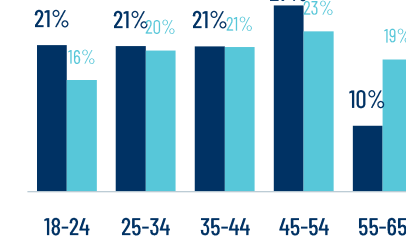
I would like to have a lot, but so far I don't have much, I don't yet manage money seriously



GENDER



AGE



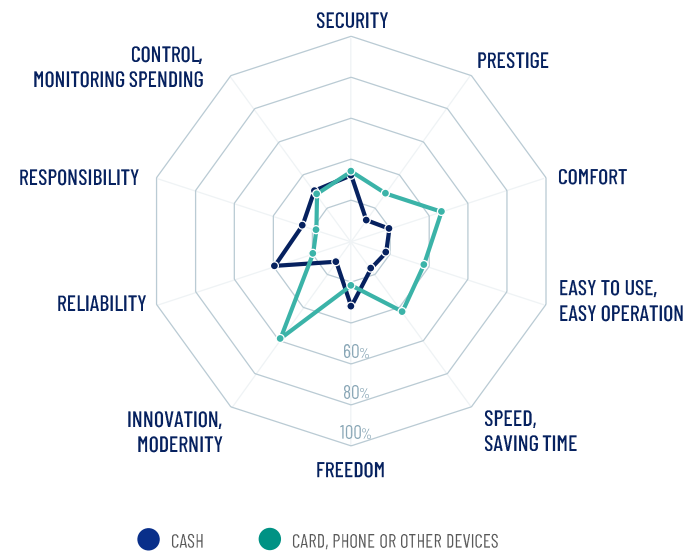
PREFERRED METHOD OF PAYMENT while shopping offline



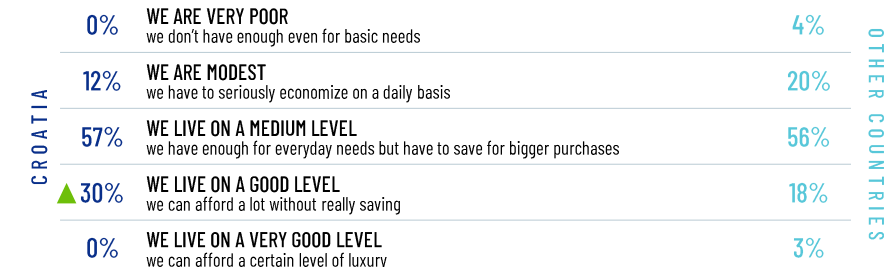
ATTITUDES

- It is rather unlikely that they save money - even if they have enough of it
- They like to deal with money - dealing with money gives them pleasure
- It is rather unlikely that they accumulate knowledge in the field of personal finance, but they are convinced that one should use banking services
- They are reluctant to invest money
- They know well how much money they have in their accounts

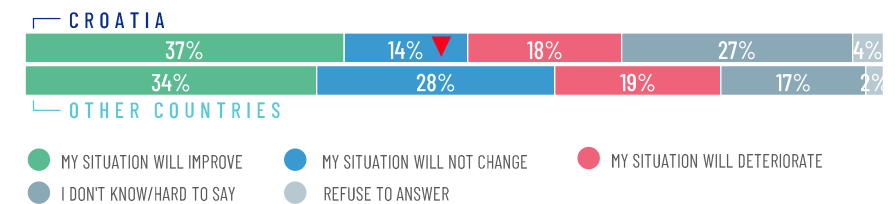
IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



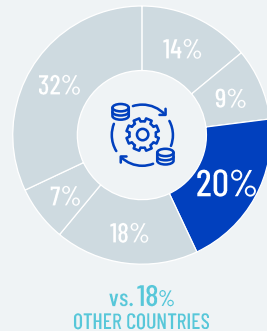
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



SEGMENTATION - OPTIMAL

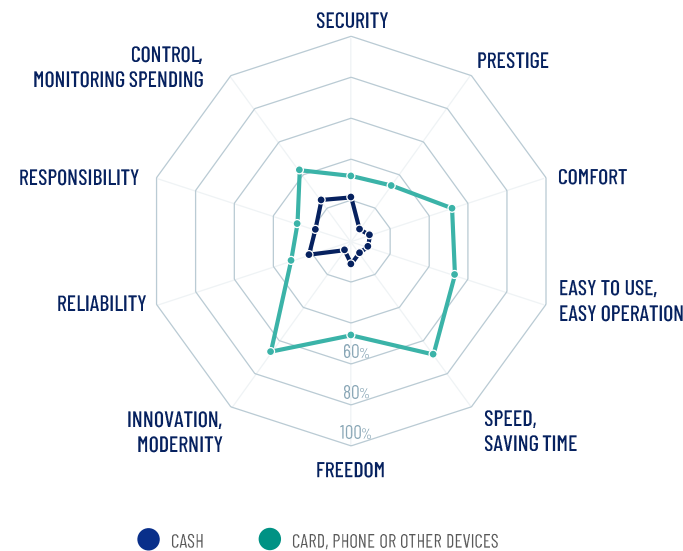


OPTIMAL

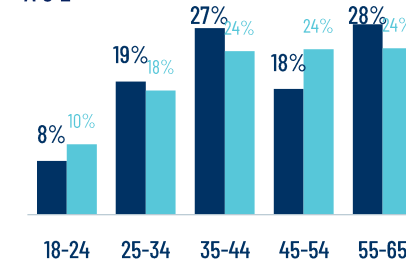
I consciously manage my money
- I use promotional offers, plan my expenses and invest capital. I value the freedom of choice, so I don't reject any form of payment

ATTITUDES

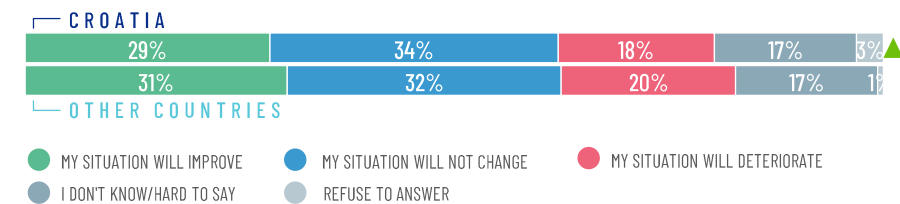
- **Money is important to them** - they like to think about it, talk about it, deal with it; **dealing with it gives them the greatest pleasure** compared to other segments
- **They save money, make financial plans** - they don't spend their money immediately
- They know perfectly well **how much money they have in their accounts**, they remember well **how much money they have in their wallets**

IMAGE (ASSOCIATIONS)
OF CASH AND ELECTRONIC PAYMENTS

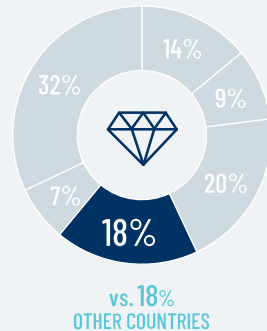
AGE

PREFERRED METHOD
OF PAYMENT
while shopping offlineHOW DO YOU ASSESS THE FINANCIAL
SITUATION OF YOUR HOUSEHOLD?

1%	WE ARE VERY POOR we don't have enough even for basic needs	2%	OTHER COUNTRIES
16%	WE ARE MODEST we have to seriously economize on a daily basis	18%	OTHER COUNTRIES
58%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	62%	OTHER COUNTRIES
21%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	16%	OTHER COUNTRIES
5%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	2%	OTHER COUNTRIES

HOW DO YOU PICTURE YOUR HOUSEHOLD'S
FINANCIAL SITUATION IN THE NEXT 12 MONTHS?

SEGMENTATION - AFFLUENT



AFFLUENT

I control my money and expenses, but money is only a means towards a goal - I have it, but I don't have to think about it all the time and worry about it

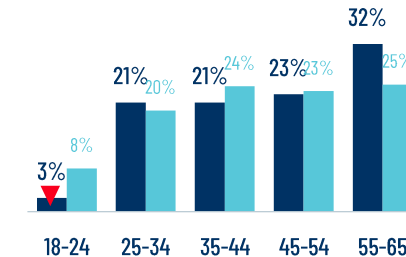
ATTITUDES

- **Money is important to them**, but they don't like to think about it, talk about it, deal with it - **dealing with money gives them the least pleasure**
- They control their expenses well - **they know very well how much cash they have in their wallets and how much money they have in their accounts**

GENDER



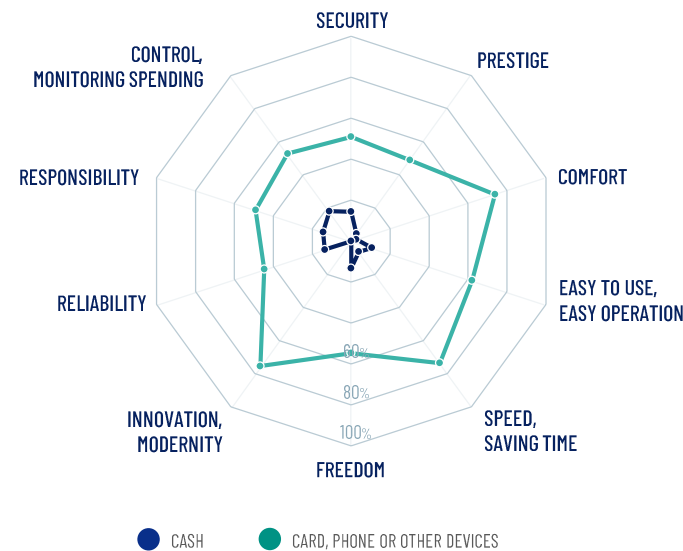
AGE



PREFERRED METHOD OF PAYMENT while shopping offline



IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

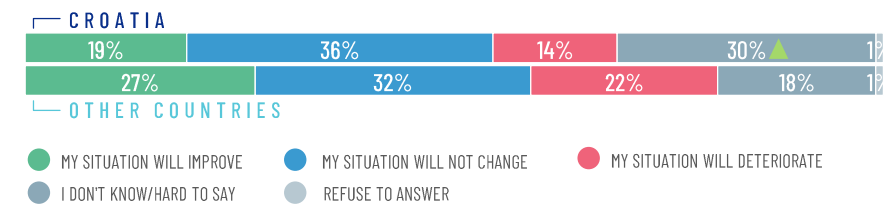


HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

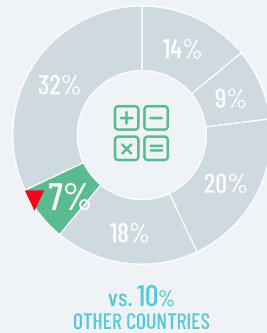
2%	WE ARE VERY POOR we don't have enough even for basic needs	2%
13%	WE ARE MODEST we have to seriously economize on a daily basis	15%
64%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	63%
16%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	18%
5%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	2%

CROATIA OTHER COUNTRIES

HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



SEGMENTATION - ECONOMICAL



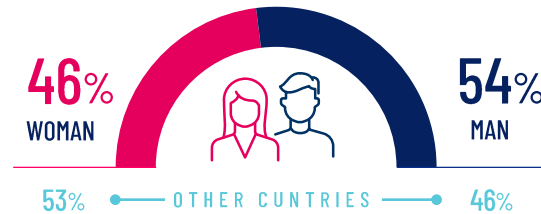
ECONOMICAL

I need to plan my expenses carefully. It happens that I almost immediately spend all the money I get; I have a limited budget and I have to survive somehow.

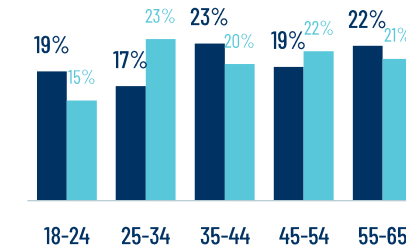
ATTITUDES

- It is rather **unlikely that they think about money, they don't like to deal with it** - dealing with money doesn't give them pleasure, they don't like talking about money
- In comparison with other segments **money is the least important to them**
- It is rather **unlikely that they make financial plans**

GENDER



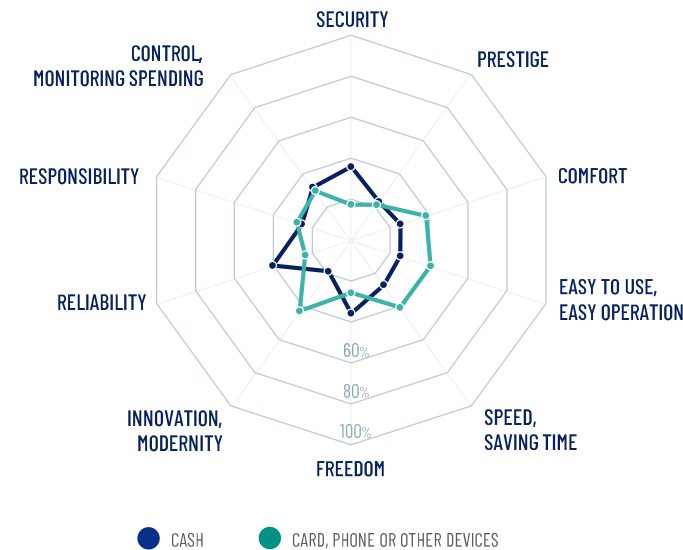
AGE



PREFERRED METHOD OF PAYMENT while shopping offline



IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

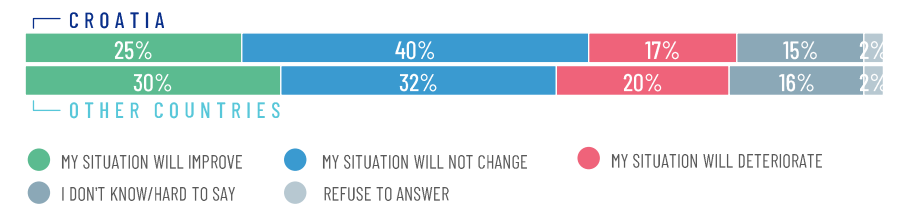


HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

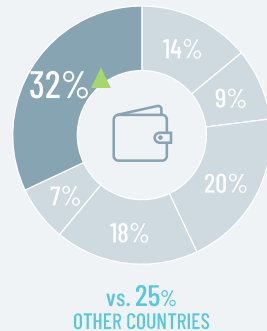
4%	WE ARE VERY POOR we don't have enough even for basic needs	5%
19%	WE ARE MODEST we have to seriously economize on a daily basis	26%
51%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	55%
19%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	12%
6%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	3%

CROATIA OTHER COUNTRIES

HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



SEGMENTATION - SCEPTICS



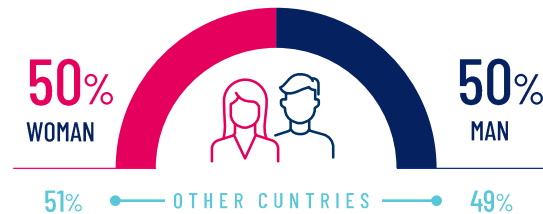
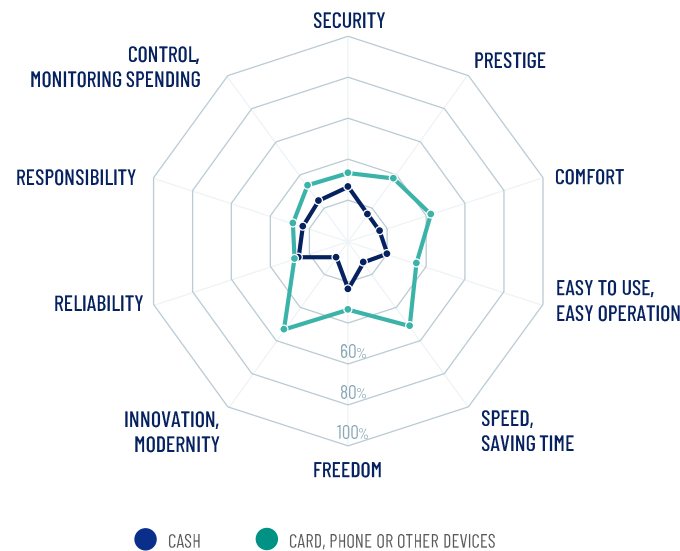
SCEPTICS

I don't like to invest or deal with money. And I don't trust institutions, it's better to keep money at home

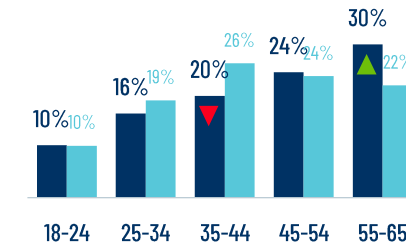
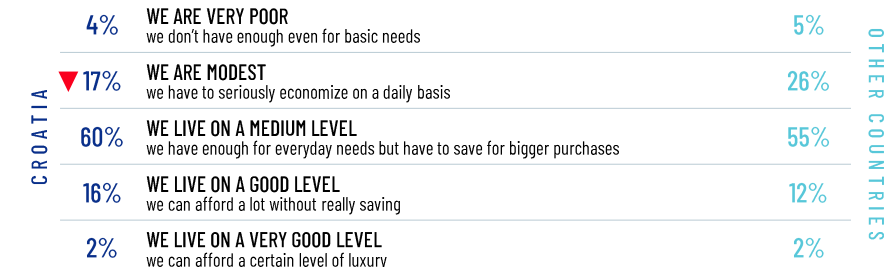
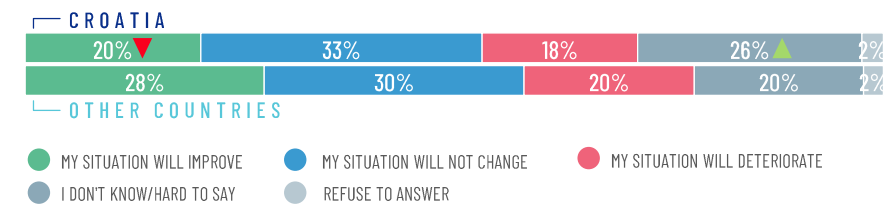
ATTITUDES

- Spending money **does not give them much pleasure** - they try **not to spend money quickly**
- It is rather unlikely that they create financial plans - **the money does not serve to develop their interests, nor do they put aside money for unexpected expenses**
- **They are not convinced that it's worth using banking services**

GENDER

IMAGE (ASSOCIATIONS)
OF CASH AND ELECTRONIC PAYMENTS

AGE

PREFERRED METHOD
OF PAYMENT
while shopping offlineHOW DO YOU ASSESS THE FINANCIAL
SITUATION OF YOUR HOUSEHOLD?HOW DO YOU PICTURE YOUR HOUSEHOLD'S
FINANCIAL SITUATION IN THE NEXT 12 MONTHS?

09

ABOUT RESPONDENTS

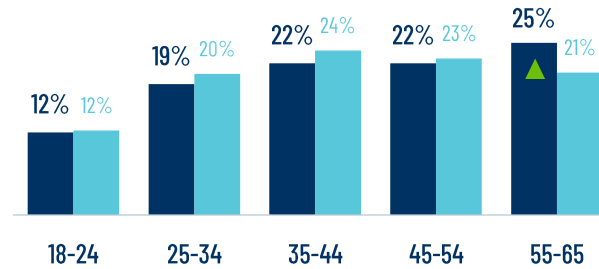


ABOUT RESPONDENTS

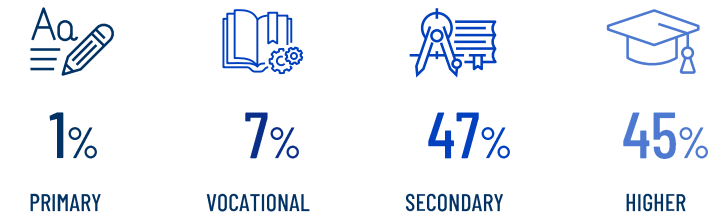
GENDER



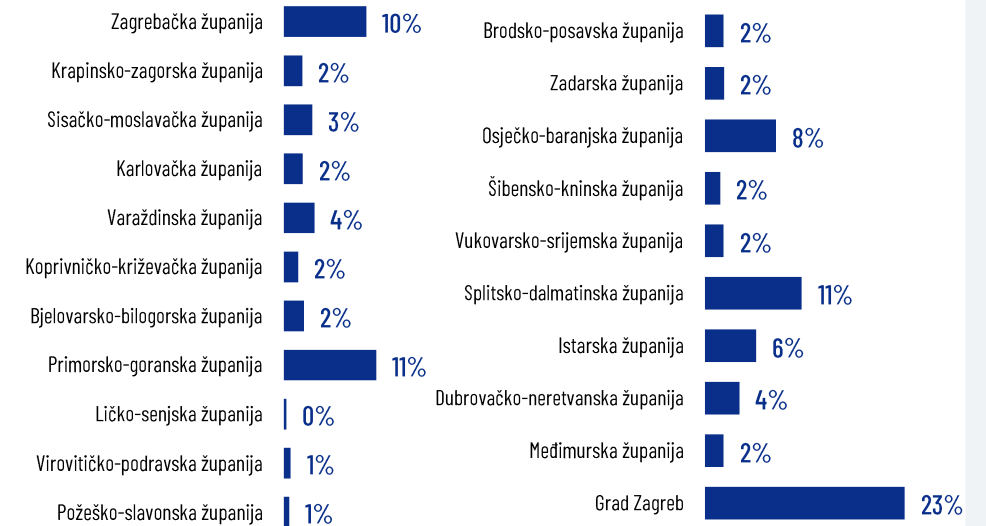
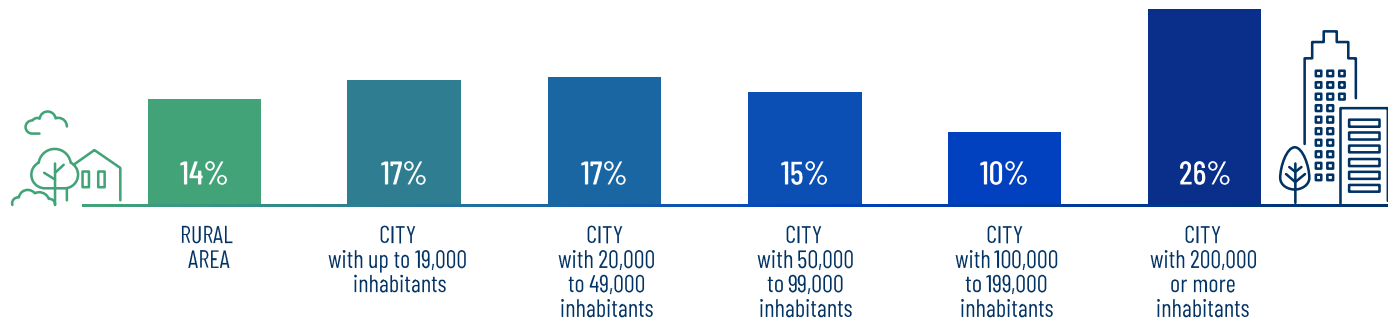
AGE



LEVEL OF EDUCATION



THE SIZE OF THE TOWN WHERE YOU LIVE AND IN WHICH REGION DO YOU LIVE?

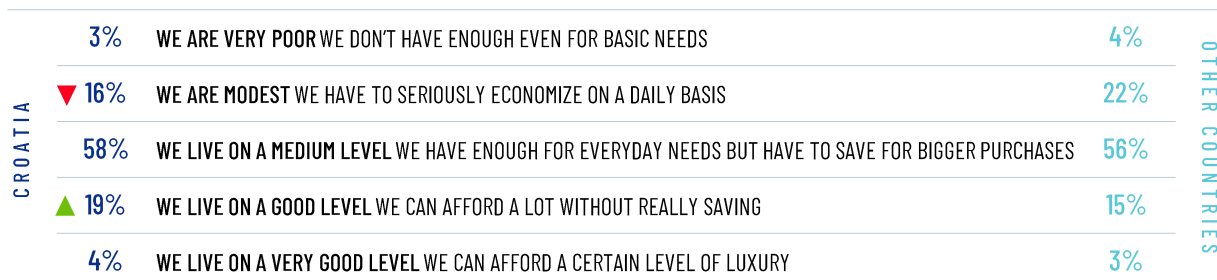


ABOUT RESPONDENTS

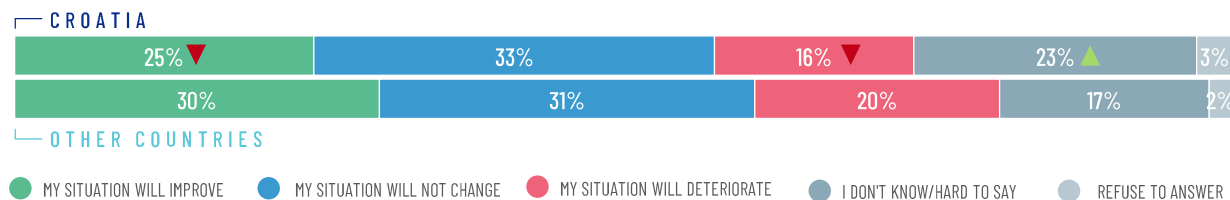
YOUR CURRENT WORK SITUATION



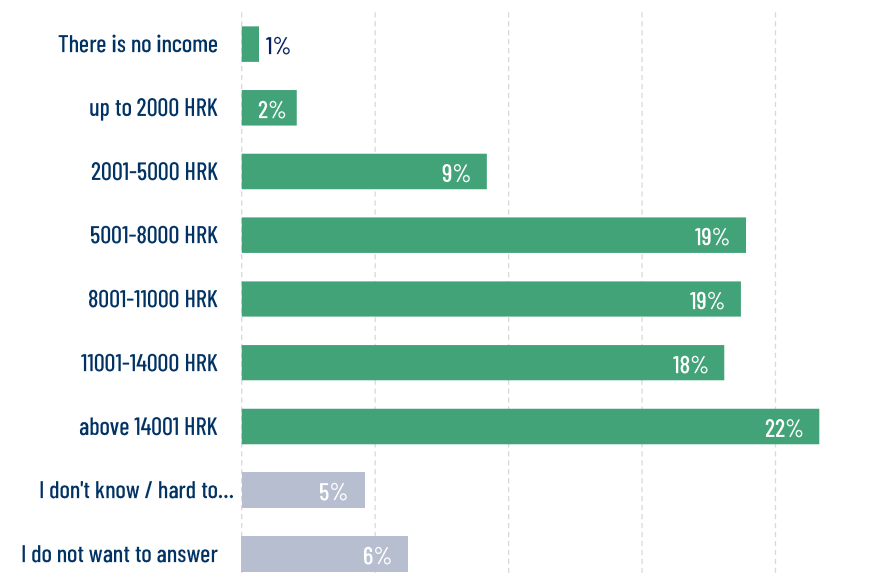
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?

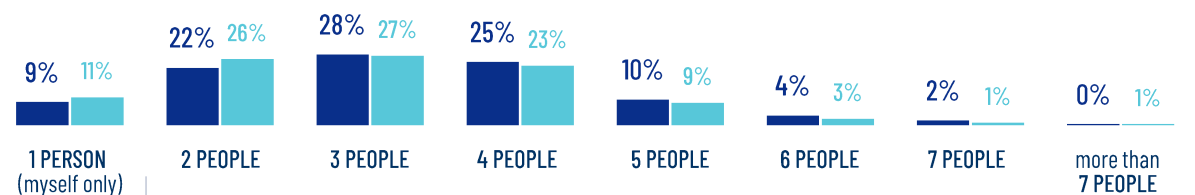


WHAT IS THE TOTAL MONTHLY NET INCOME OF ALL THE PEOPLE LIVING IN YOUR HOUSEHOLD, FROM ALL SOURCES

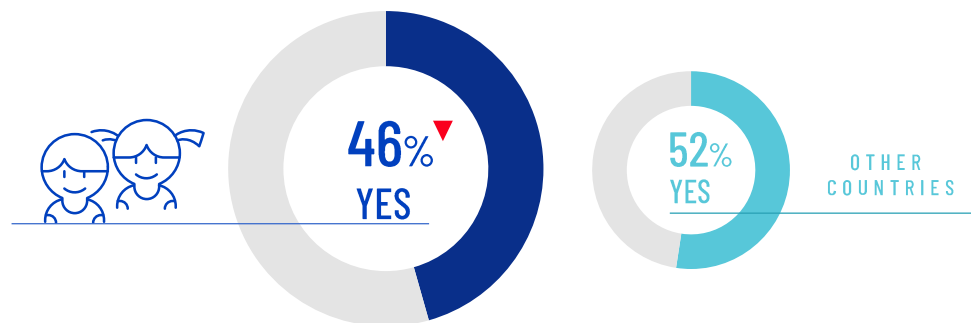


ABOUT RESPONDENTS

HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?
include all the people who subsist on your household's income, including children.



ARE THERE CHILDREN UNDER 18 IN YOUR HOUSEHOLD?



.THANK YOU _____

