

4.2.1 Taking charge of online spending

In times of economic uncertainty, consumers often turn to cash because it helps them exercise more control on their spending and stick to a budget.

This is partly down to cash's finite nature — you can't spend £30 if you only have £20 in your wallet.

But it's also rooted in science. A Carnegie Mellon University study found that parting with physical cash activates the pain receptors in the brain, which makes consumers think twice about spending.

With eCash becoming more widely available, it stands to reason that consumers would take the opportunity to take this money-saving technique digital, using eCash to control online spending just as they use physical cash to control spending in bricks-and-mortar stores. Our research suggests this is exactly what's happening. While eCash usage has increased across the board, the spike has been greatest among respondents who have changed their payment habits as a result of the cost-of-living crisis, with 60% of them telling us they're using eCash more often.

4.2.2 eCash as a secure online payment alternative

Aside from controlling costs, our research found consumers also view eCash as a more secure online payment option, particularly when it comes to online gaming and online gambling.

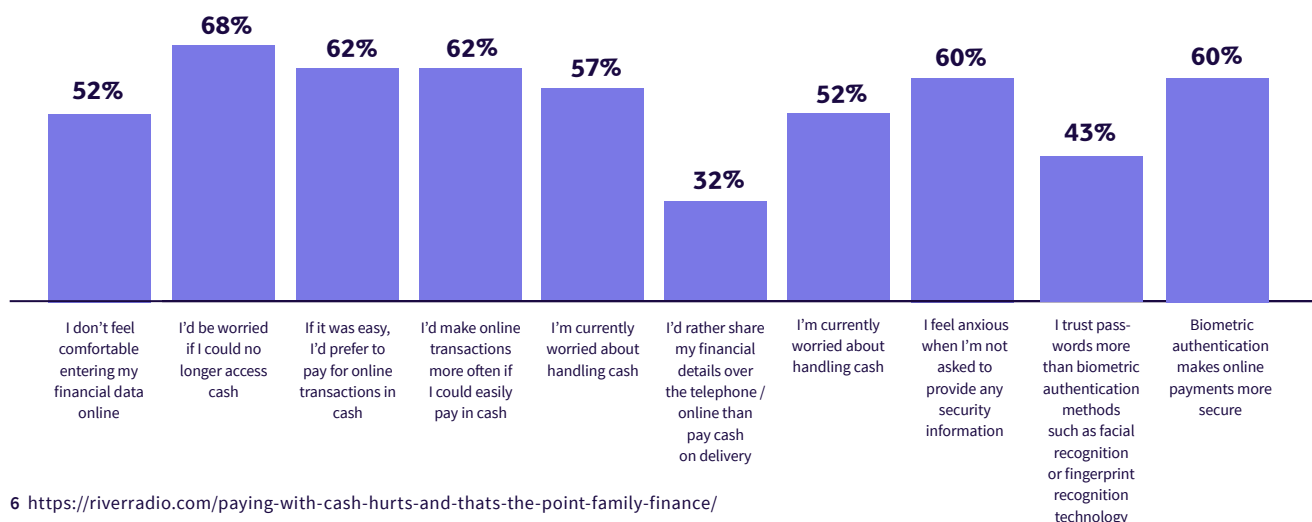
49% of respondents who pay for online gaming told us cash-based methods are the safest way to make online video-gaming purchases. Similarly, 50% who place gambling bets online said cash-based methods are the safest way to do so.

This is likely due to the fact that eCash payments don't require consumers to share any financial details online — a key concern about online payments.

When we asked respondents for their thoughts on online payment security, 52% told us they don't feel comfortable sharing their financial details online. And 68% said they prefer using payment methods that don't require them to share their financial details when paying.

By enabling consumers to generate a barcode and pay offline at a conveniently-located store, eCash addresses these concerns without adding much friction to the payment process.

Consumers agreeing with the statements about the security of online payments



6 <https://riverradio.com/paying-with-cash-hurts-and-thats-the-point-family-finance/>