

Unlocking Spending Trends: The Behavioural Impact of Digital Wallets on Modern Consumers

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Abstract:

This paper aims to analyze how far the emergence of digital wallets has gone in changing consumer expenditure trends. Through the assessment of the convenience and security that digital wallets provide and the impacts of such factors on purchasing behavior and consumption, the study is conducted. This research also explores the psychological and socio-economic consequences of digital wallet adoption focusing on the movement from consumption of cash to consumption of digital money on consumers' psychology for planning, impulse buying, and handling of money. The study adds to the line of research on financial technology and guides firms and policymakers in the advancement and use of digital wallets in engaging the consumer.

Keywords: Digital wallets, consumers' pattern of purchasing, Financial innovations, Mobile money, Self-control buying, Cashless society.

1. Introduction

Background

The advancement of micro-payment solutions especially featured in the case of digital wallets has shifted the firm foundation of the consumers' payment outlook. With the integration of technology in people's lives for sustenance, digital wallets, which are software supported to store users' account details for transactions, are leading society to shun the use of cash. Some of these payment systems are for instance; Apple Pay, Google Wallet, and PayPal – these are some of the most recognized payment systems and they ensure that people make payments both online and physically with ease, safety, and efficiency. Four factors causing the increase in the usage of the digital wallet, which has increased tenfold in the last few years are; technological improvement, smartphone, and consumer preference for non-contact.

Consumers feared being associated with money during this period and finding every way possible to avoid touching the physical cash and cards and cards as a measure of protection from the virus, was a boost to this advancement during the COVID-19 pandemic. The fact that all one needs to do is access

a phone or scan a QR code makes it preferable to a large number of the population with a special focus on young people. However, the payment method is not a simple shift from having handles to application-based wallets; it shapes to a considerable extent the consumer psychology and the financial domain, including expenditure, personal financial management, etc.

Purpose

The purpose of this investigation is to analyze the modifications of the consumers' behavior in terms of spending associated with the utilization of digital wallets. In more detail, it would like to know what consequences convenience, security, and experience from digital wallets have on purchase intentions, frequency and type of transactions, and other more long-term, profound behaviors. Psychologically and socio-economically related to the utilization of the e-wallet some of the variables as illustrated below will also be under study with the view of establishing the kind of impression that the social platforms associated with the e-wallet have created to the consumers about money use, consumer's propensity to buy on impulse and self-control. Therefore, the purposes of the present study include

the following: To investigate and understand consumer behavior in Financial Technology.

Significance

The significance of understanding the impact of digital wallets on consumer behavior extends to multiple stakeholders: This is an added importance of understanding the effects related to the increasing popularity of digital wallets in that it affects many more stakeholders besides just the firms.

Businesses and Marketers: To the retail companies and the companies in the e-commerce sector, it is important to understand how the digital wallet affects expenditures to enhance marketing strategies, customer relationships as well as sales. In communicating with the consumers, with offers and rewards for various digital wallet products, companies are in a position to capture the behaviour related to these payment systems.

Policymakers: This also has implications and possibilities for the policy makers where the usage of the digital wallet is on the rise. However, there are instances where for instance use of digital wallets enhances the provision of banking services such as to those who cannot be served through conventional banking, the use of digital wallets, if used selectively by selective groups, will enhance more inequalities. It is thus important for the authorities to find out how that the proper use of the digital purse may be encouraged and the possible negative consequences, related to consumer credit and financial literacy.

Financial Institutions: In this case, banks, and other similar credit providers among other firms may base their strategies on the following perceptions toward the use of digital wallets. There is also a way for retail banking organizations to increase their customers' satisfaction and retain them: when products correspond to the needs and behaviour of consumers. Moreover, the outcome of the research will be useful in shaping improved and more secure digital wallet propositions that will be offered to consumers.

In sum, the present research will endeavor to show how the digital wallet phenomenon is reconfiguring the consumer spending environment. The findings from this research will be useful to business,

floating, and fiscal policies and financial institutions especially in adopting the benefits and leaving out the associated problems of digital wallets. Taking into account the ongoing trend towards using mobile wallets, the impact that it generates will be a subject of primary significance while addressing the issues of the future condition of shopping and monetary services.

2. Review of Literature

The applications of digital wallets over the past few years have resulted in enhancement in technology, availability, and use of smartphones besides the recent Covid-19 pandemic that has seen people promote contactless or noncash dealings. The change from physical currency to electronic money has been rapid and the digital wallet apart from storing, entails other activities like transfer of cash to other users, payment of bills, and purchasing of products within applications. Available literature indicates that the ease of the digital wallet, the speed, and additional sections of security are reasons why customers are adopting the digital wallet (Cheng x et al., 2022; Lee & Coughlin, 2020).

Consumer Behavior Theories

Several theoretical frameworks offer insights into the behavioral shifts associated with digital wallet adoption: Many theoretical perspectives can be applied to investigate the behavioral change that is linked to the use of a digital wallet: Technology Acceptance Model (TAM): Davis (1989) states that this model emits the perceived ease of use and perceived usefulness of a particular technology on its use. Regarding the use of digital wallets, clients will gladly adopt such technologies if they perceive such technologies as useful and if they believe that such technologies will contribute to the enhanced efficiency of user buying in the future.

Planned Behavior Theory: In finding the Acceptance of Digital Wallets as per the construct of Ajzen's (1991) Theory the intention to use a digital wallet equals the attitude, subjective norms, and perceived behaviour control. Some of them are social factors affecting the likelihood of using a digital wallet, and customers' preferences.

Behavioral Economics: The experiences; namely the loss aversion and the pain of paying from the context of behavioural economics throw more light into the effects of digital wallets on consumer expenditure. According to Prelec and Loewenstein in 1998, right is there that the binary form of money reduces the pain of spending and therefore is most probable to trigger further spending.

Literature Review of the past studies carried out on Digital Wallets and the Consumers' Spending Patterns Numerous studies have explored the impact of digital wallets on consumer spending behavior, with varying findings: Many other authors also investigated the influence of digital wallets on consumer spending patterns and the results are mixed:

Spending Patterns: Several researches on various areas reveal that the digital wallet enables the customer to transact more than the cash, and credit/debit cards. This was so because; transactions in cards are convenient with no physical contact with cash (Soman, 2003; Shah et al. , 2016).

Impulse Buying: studies have shown that the convenience that is offered by digital wallets suggests that the users are prone to overspending because the activity that is being conducted is less tangible and more convenient (Thomas et al., 2020). Digital transactions help the transactions to occur in real-time hence minimizing the consumer's inability to resist the temptation to buy products they do not need.

Budgeting and Financial Management: However, the tools for monitoring spending are available in digital wallets, so the possibility that the consumer can spend maybe frequently may be a disadvantage to the budget process. Other studies have also established that with increased frequency in the use of digital wallets, consumers can be easily be ripped off as they do not feel any pain of parting with real money as that would be involved in this case (Raghubir & Srivastava, 2008).

Psychological and Socio-Economic Implications

From the point of view of the value that this social effect may have in consumers' psychology, the effect caused by allowing the use of the digital wallet

from the side of consumers can be deemed large indeed. This form of money which is electronic in nature detaches people emotionally, or bend their spending habits and can prompt less responsible conduct (Soman, 2001). Furthermore, here is how the social and economic value of the digital wallet can be seen below. On the one hand, with the help of DWs, users may gain access to FI, where they were formally excluded from using the services of the banking sector; on the other hand, such adoption may deepen inequality among users if the low SES and the high SES groups do not adopt DW in equal proportions (Zhao et al. , 2019).

Gaps in the Literature

While existing studies have extensively explored the adoption and usage patterns of digital wallets, several gaps warrant further investigation: Though previous research has taken significant time to explain the degree and nature of consumers' engagement with digital wallets some questions are yet to be answered:

Longitudinal Impact: Some consumers employ the use of research investigations to look at the extent of short-term alteration of consumers' behaviour after the integration of the digital wallet. Therefore, there is a strong call for longitudinal studies and those that take into account the effects of the discussed approaches on people's financial behaviour and financial future.

Cross-Cultural Comparisons: This research show that majority of the research originates from set geographical locales and these are North American and Asia. Future research could imply the use of cross cultural and cross economic analysis to look at the effects of these digital wallets globally more efficiently.

Impact on Financial Literacy: Therefore, one can find relatively little information concerning the impact of the digital wallets on the level of people's financial literacy and their general financial knowledge. Perhaps awareness of this relationship might be useful in tasks of establishing procedures that would foster a rational attitude.

In this sense, the literature reveals that this is not about using yet another payment solution, as cool as a digital wallet may be; the topic is about evolving consumer behavior. Despite the advantages, common to most things modern, they come with vices that include: irresponsibility and lack of restraint. Therefore, there is a need to conduct subsequent research to determine overall changes in customer spending with the help of new digital wallets and, in particular, the impact on finance and, therefore, the socio-economic climate and standards in a given society.

Objectives of the Study:

Objective 1: To determine the demographic distribution of digital wallet users based on age and income levels.

Objective 2: To analyze the frequency and types of transactions made using digital wallets and the associated spending behavior.

Objective 3: To assess the impact of digital wallets on consumers' financial management, control, and security perceptions.

3. Research Methodology

Research Design

This research work also applies a survey research technique to gather quantitative data which would be followed up with face-to-face interviews to access qualitative data, to understand the effect of digital wallets on the spending patterns of modern consumers. The use of mixed methods has provided a way of capturing the role and effects of the digital wallets besides the views of the participants.

Sampling

Sampling Technique: Convenience sampling was used to choose participants from different areas; the areas could be urban, suburban, and rural.

4. Data Analysis:

Sample Size: The sample was 230 active users of digital wallets. Selection criteria for the survey were based on the distribution of age, gender, income, education level, and the usage frequency of the digital wallet.

Data Collection

Quantitative Data Collection:

The questionnaire was structured in line with the study objectives. The study objectives formed the basis of the questionnaire that was developed. A Likert scale questionnaire collected information regarding participants' age, gender, frequency and nature of their digital wallet usage, perceived convenience, and security of digital wallet, and whether the use of digital wallet influences participant's spending behavior.

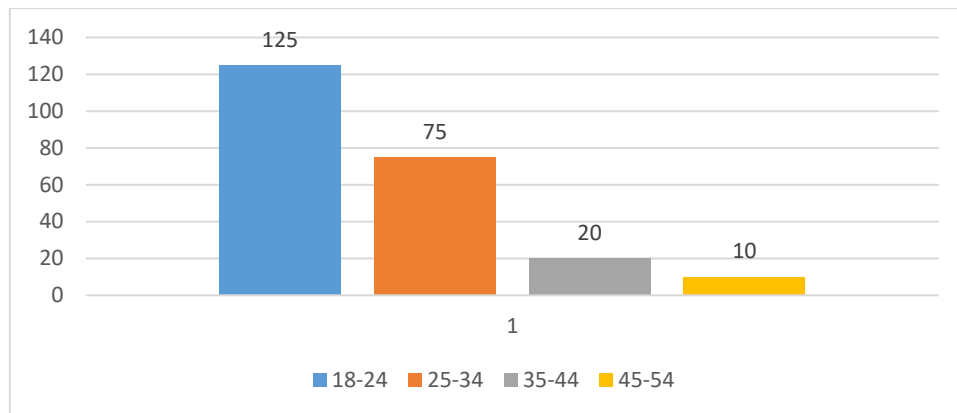
Qualitative Data Collection:

A subset of the participants underwent a form of extended interviews with the researcher. open-ended questions were used in the semi-structured interview; questions related to participants' experience/s with the digital wallet, reasons/s for using digital wallets, the psychological impact of digital wallet usage, and perceived advantages/disadvantages of using digital wallets. All interviews conducted were done under the consent of the participants and the interviews were audio-taped and later transcribed.

Ethical Considerations

All participants signed consent in which they were informed of the purpose of the study and all rights were explained. It was possible to maintain the anonymity and the confidentiality of participants' data. The data were collected and filed in a manner that ensured their security and the information was only available to the research team.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	125	54.3	54.3	54.3
	25-34	75	32.6	32.6	87.0
	35-44	20	8.7	8.7	95.7
	45-54	10	4.3	4.3	100.0
	Total	230	100.0	100.0	



Interpretation:

The information shows the age distribution of 230 people in the sample. 54.3% of the population is between the ages of 18 and 24, suggesting a young population. After the 25–34 age group, which makes

up 32.6% of the total, comes the 35–44 age group, which makes up 8.7%. 45–54 year olds make up the smallest group (4.3%). With 87% of the sample's participants under 35, the cumulative percentages indicate that the sample is dominated by younger people, indicating a preference for this age group.

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100000	100	43.5	43.5	43.5
	300000	50	21.7	21.7	65.2
	500000	50	21.7	21.7	87.0
	700000	20	8.7	8.7	95.7
	1000000	10	4.3	4.3	100.0
	Total	230	100.0	100.0	



Interpretation:

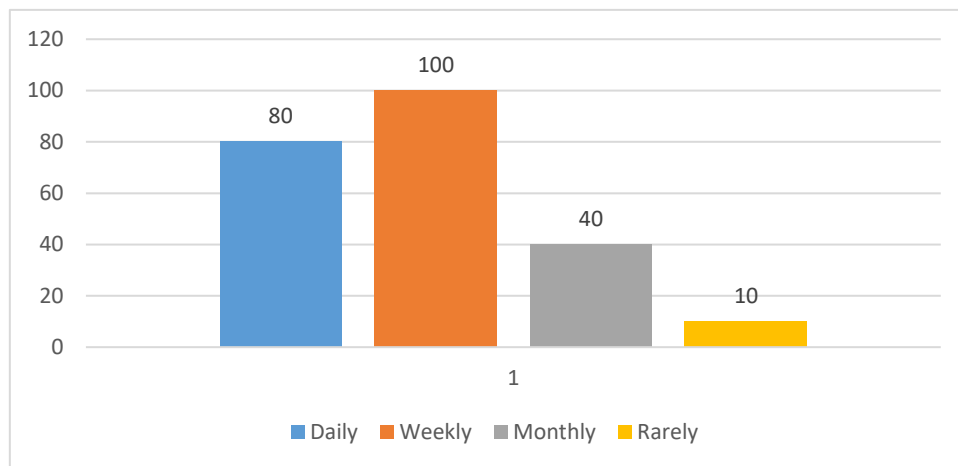
Based on a sample of 230 people, the most common income level is ₹100,000, with 43.5% of the sample

earning this amount. 21.7% of the sample is made up of people in the ₹300,000 and ₹500,000 income categories, respectively. Merely 8.7% of the

population earns ₹700,000, and only 4.3% earn ₹100,000, which suggests that there was probably a recorded error. The sample as a whole had 87% of

people making ₹500,000 or less, indicating that lower to mid-range incomes make up a large portion of the population.

wallet Use					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	80	34.8	34.8	34.8
	Weekly	100	43.5	43.5	78.3
	Monthly	40	17.4	17.4	95.7
	Rarely	10	4.3	4.3	100.0
	Total	230	100.0	100.0	

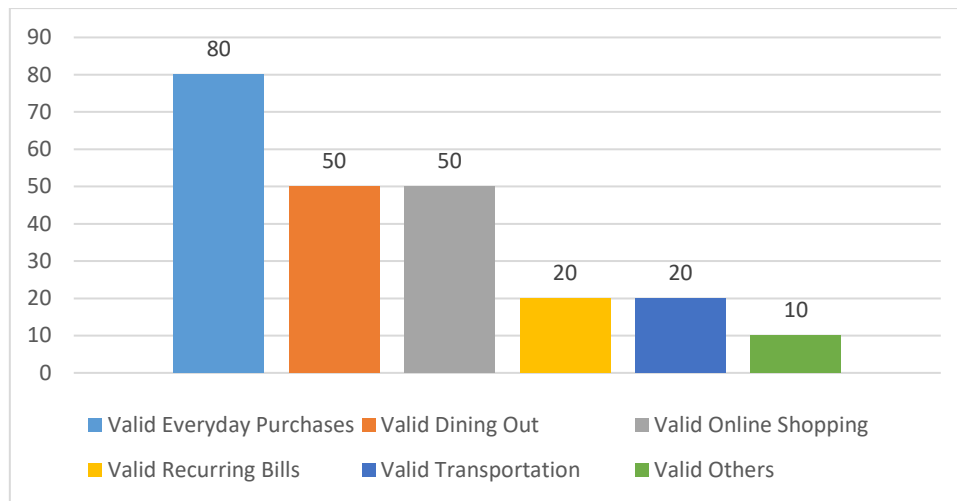


Interpretation:

According to data collected from 230 people, the majority of them—43.5%—use their wallets once a week, while 34.8% use them every day. 17.4% of the sample has monthly users, which suggests sporadic usage. 4.3% of people are infrequent wallet users.

The cumulative percentages demonstrate a consistent pattern of usage, with 78.3% of users utilizing their wallets at least once a week. This implies that the majority of the sample members make frequent financial transactions, whereas very few use their wallets occasionally.

Purchase Types					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday Purchases	80	34.8	34.8	34.8
	Dining Out	50	21.7	21.7	56.5
	Online Shopping	50	21.7	21.7	78.3
	Recurring Bills	20	8.7	8.7	87.0
	Transportation	20	8.7	8.7	95.7
	Others	10	4.3	4.3	100.0
	Total	230	100.0	100.0	

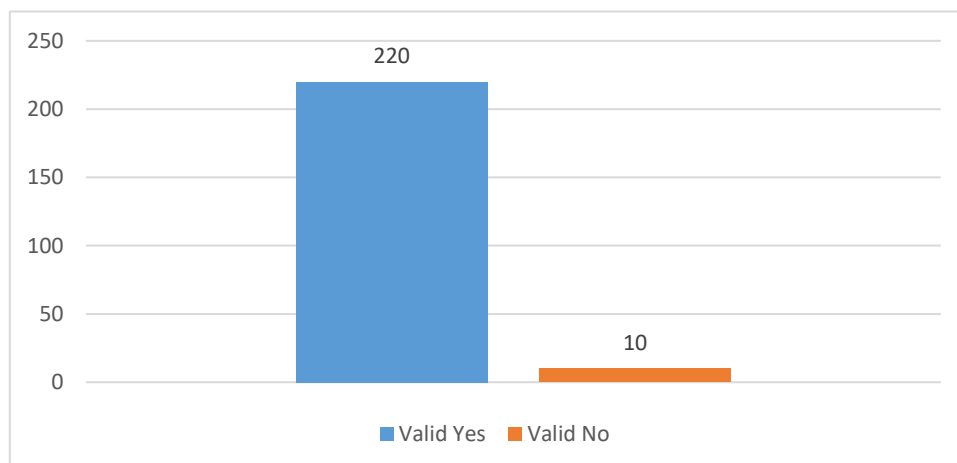


Interpretation:

The most prevalent category, everyday purchases, accounted for 34.8% of the data on purchase kinds among 230 individuals. 21.7% of expenditures are attributed to eating out and internet shopping, which indicates considerable discretionary spending patterns. Transportation costs and recurring bills

together account for 8.7% of total expenses, indicating less frequent yet necessary spending. 4.3% of the total comes under the "Others" category. Overall, 78.3% of purchases are concentrated on eating out, online shopping, and everyday necessities, suggesting a combination of spending motivated by necessity and lifestyle.

Changes in Spending					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	220	95.7	95.7	95.7
	No	10	4.3	4.3	100.0
	Total	230	100.0	100.0	



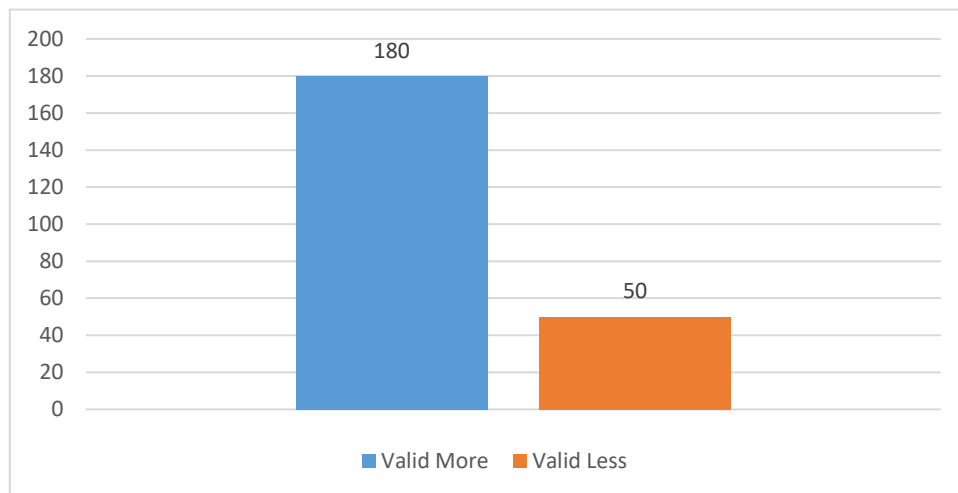
Interpretation:

A substantial majority of the 230 respondents surveyed, or 95.7%, reported having changed their spending patterns. This suggests a generalized change in financial behavior. With just 4.3%

reporting no change, it appears that most people are modifying their spending, maybe as a result of outside influences like prevailing economic conditions or individual financial priorities. The sample population's collective response to changing

conditions is highlighted by this substantial tendency towards altered spending patterns.

Compared to other methods					
C		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	180	78.3	78.3	78.3
	Less	50	21.7	21.7	100.0
	Total	230	100.0	100.0	

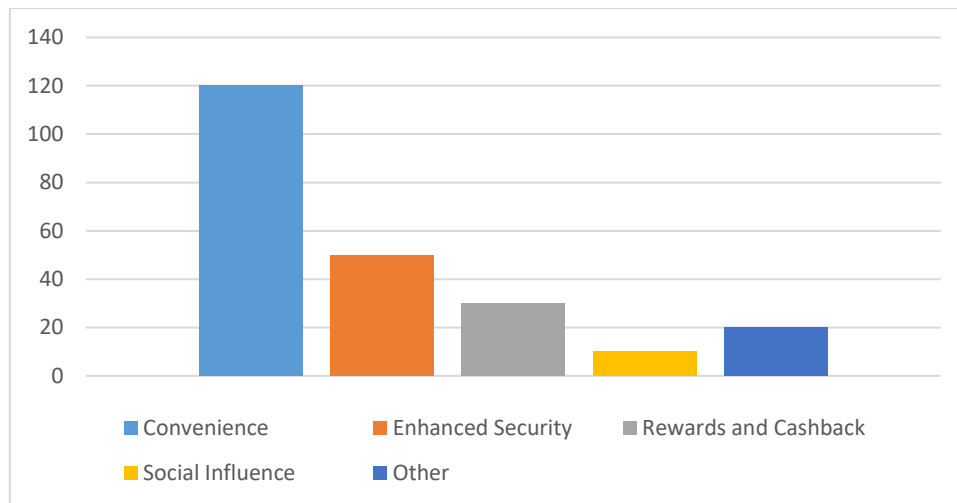


Interpretation:

A comparison of spending ways across 230 individuals is shown in the data; 78.3% of the persons spend "more" when compared to other methods, suggesting that they prefer this method for whatever reason—possibly convenience or

perceived benefits. However, 21.7% spend "less" while using this method, indicating that a minority may not find it as appealing. The preference of the large majority shows a strong tendency towards this spending strategy, which is consistent with its dominance in the financial behaviour of the sample population.

Preference					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience	120	52.2	52.2	52.2
	Enhanced Security	50	21.7	21.7	73.9
	Rewards and Cashback	30	13.0	13.0	87.0
	Social Influence	10	4.3	4.3	91.3
	Other	20	8.7	8.7	100.0
	Total	230	100.0	100.0	

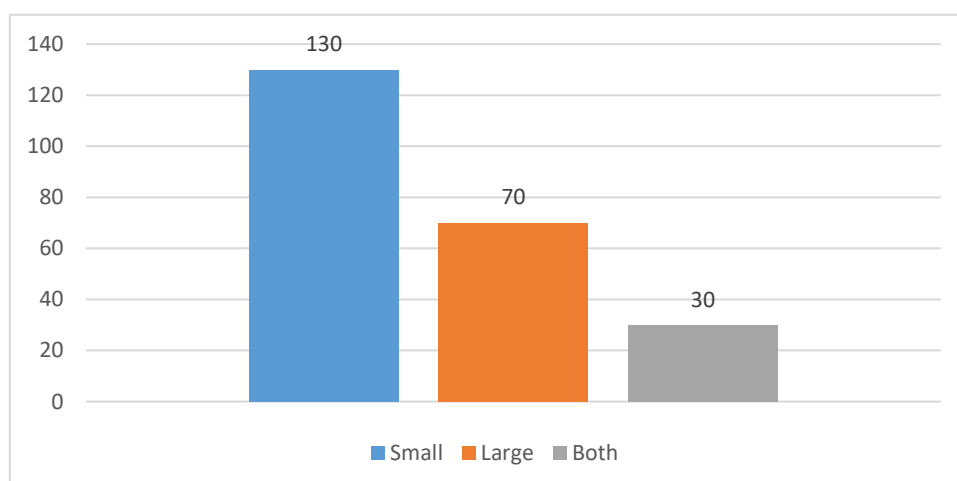


Interpretation:

230 people's preferences were surveyed, and the results show that more than half of them—52.2%—prioritize convenience when making purchases, making usability the most important consideration. With 21.7% selecting enhanced security, it is the second most important option, indicating worries

about safety. Thirteen percent are drawn to rewards and cashback, indicating a desire for monetary advantages. 4.3% of the sample is impacted by social influence, indicating a minimal impact from trends or peer pressure. Finally, 8.7% favour other considerations, indicating a range of personal interests when it comes to financial decision-making.

Tend to use					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Small	130	56.5	56.5	56.5
	Large	70	30.4	30.4	87.0
	Both	30	13.0	13.0	100.0
	Total	230	100.0	100.0	



Interpretation:

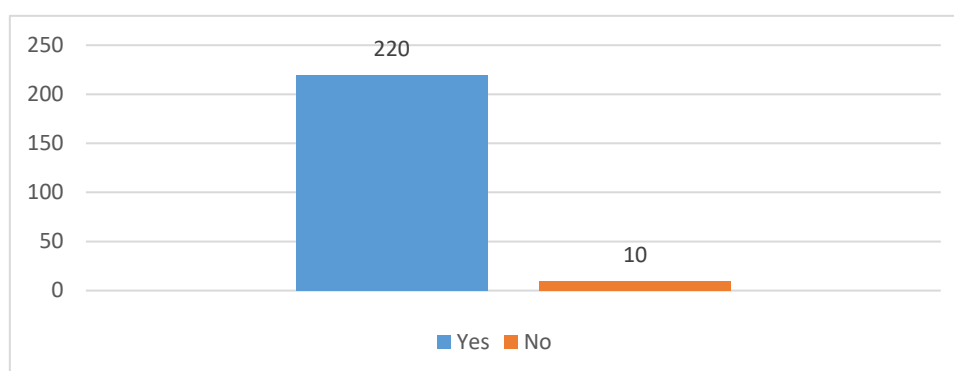
A tendency for frequent, lower-cost transactions is indicated by the fact that 56.5% of the 230 people whose spending preferences were studied preferred

to make little purchases. A sizeable percentage, 30.4%, has a tendency to make big purchases, indicating a preference for more expensive or infrequently spent goods. The remaining 13.0%

have flexible spending habits, utilising both little and major expenditure strategies. Based on this distribution, it can be inferred that although most

people prefer to spend smaller amounts on ordinary items, a significant portion of the population prefers to make larger, perhaps more significant purchases.

Manage track Spending					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	220	95.7	95.7	95.7
	No	10	4.3	4.3	100.0
	Total	230	100.0	100.0	

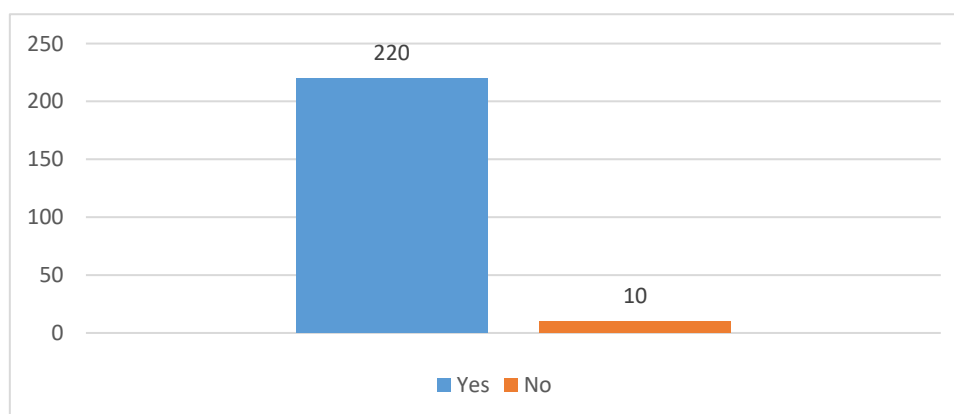


Interpretation:

According to the data, out of the 230 individuals, 95.7% regularly monitor and track their expenditures, indicating a high level of financial awareness and management. A tiny number of people—only 4.3%—do not keep track of their

expenditures. This resounding majority underscores a tendency towards budgeting and financial responsibility, which may be motivated by the need for improved financial planning or a reaction to challenging economic times. For most of the sample, keeping track of expenditures seems to be an essential habit.

Control Finances					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	220	95.7	95.7	95.7
	No	10	4.3	4.3	100.0
	Total	230	100.0	100.0	

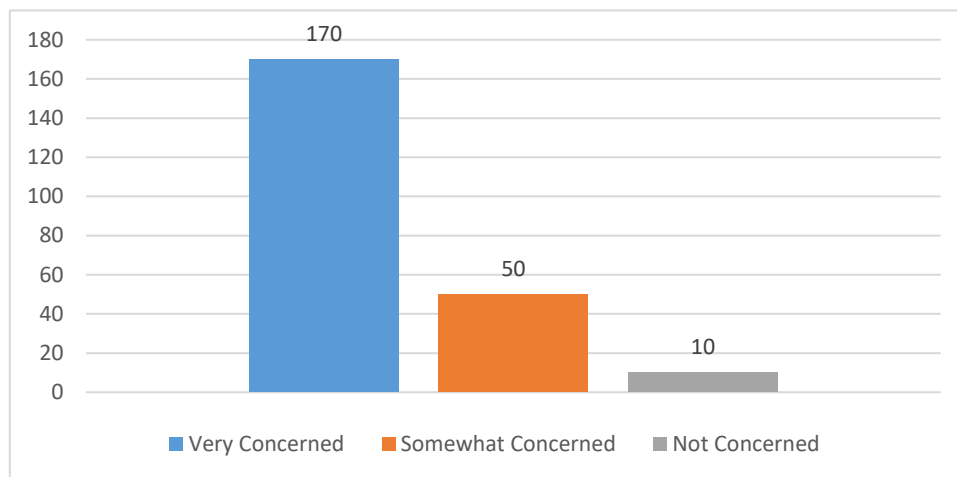


Interpretation:

A high degree of financial confidence and management is evident in the group, as evidenced by the statistics, which reveal that 95.7% of the 230 respondents felt in charge of their finances. Financial insecurity appears to be rather uncommon

among the group, as indicated by the 4.3% who do not feel in control. Proactive budgeting and spending management are reflected in this strong sense of financial control, which probably adds to overall financial stability and confidence in individual financial decisions.

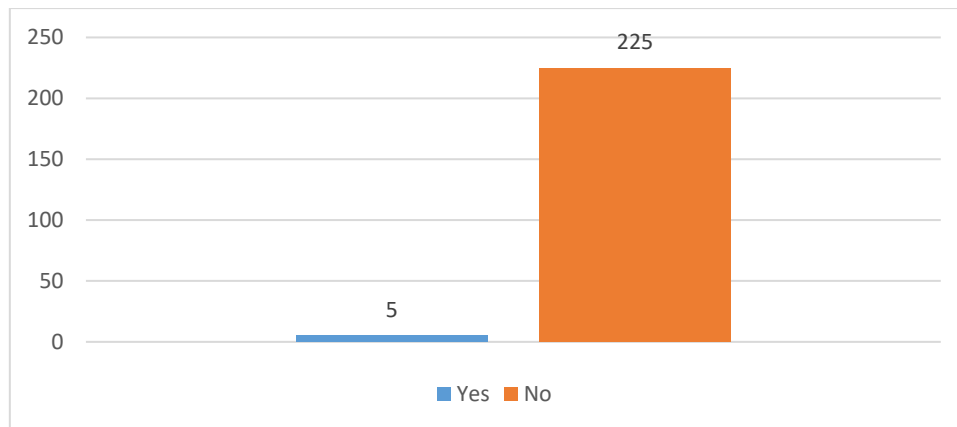
Security Concern					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Concerned	170	73.9	73.9	73.9
	Somewhat Concerned	50	21.7	21.7	95.7
	Not Concerned	10	4.3	4.3	100.0
	Total	230	100.0	100.0	

**Interpretation:**

The information suggests that respondents have a significant degree of security worry. Relatively speaking, 73.9% expressed "Very Concerned," indicating a high level of anxiety around security-related issues. A further 21.7% of respondents indicated they were "Somewhat Concerned,"

indicating that most of them had a higher-than-average awareness of security issues. Merely 4.3% expressed "Not Concerned," suggesting that only a small segment of the populace feels secure. Overall, the results show that security is a key worry for most people, with the majority expressing either high or moderate anxiety, underscoring the significance of addressing security concerns in pertinent situations.

Fraud or security issues					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	2.2	2.2	2.2
	No	225	97.8	97.8	100.0
	Total	230	100.0	100.0	

**Interpretation:**

According to the data, only 2.2% of respondents had experience with fraud or security difficulties, compared to the overwhelming majority of 97.8% who said they had never dealt with such issues. This suggests that even while this group has historically shown a high level of security concern, real-world encounters with fraud or security breaches are comparatively uncommon. The low prevalence of fraud or security problems indicates that although people have concerns, they might not necessarily match up with firsthand experiences. This discrepancy points to a possible area for additional research on perceived vs real security dangers.

Hypothesis Testing

In this study, hypothesis testing was employed to assess the relationships between digital wallet usage and various consumer behaviors, such as spending patterns, perceived control over finances, and usage

frequency across different age groups. Three primary hypotheses were tested using appropriate statistical methods.

1. Testing the Relationship Between Age and Digital Wallet Usage Frequency**Hypothesis 1:**

Null Hypothesis (H0): There is no significant difference in the frequency of digital wallet usage across different age groups.

Alternate Hypothesis (H1): There is a significant difference in the frequency of digital wallet usage across different age groups.

Methodology: A Chi-Square test of independence was used to examine whether the frequency of digital wallet usage is associated with different age groups. This non-parametric test was chosen because both the frequency of usage and age groups are categorical variables.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * wallet Use	230	100.0%	0	0.0%	230	100.0%

Age * wallet Use Crosstabulation

Count

		wallet Use				
		Daily	Weekly	Monthly	Rarely	Total
Age	18-24	47	47	25	6	125
	25-34	23	35	14	3	75
	35-44	5	14	1	0	20
	45-54	5	4	0	1	10
Total		80	100	40	10	230

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.047 ^a	9	.211
Likelihood Ratio	14.651	9	.101
Linear-by-Linear Association	.515	1	.473
N of Valid Cases	230		

Results: The Pearson Chi-Square test yielded a p-value of 0.211, which is greater than the significance level of 0.05. Therefore, the null hypothesis was not rejected, indicating that there is no statistically significant difference in the frequency of digital wallet usage across different age groups.

2. Assessing the Impact of Digital Wallet Adoption on Spending Behavior

Hypothesis 2:

Null Hypothesis (H0): Adopting digital wallets has not significantly altered consumers' overall spending behavior.

Alternate Hypothesis (H1): Adopting digital wallets has significantly altered consumers' overall spending behavior.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
changes in spending * compared to other methods	230	100.0%	0	0.0%	230	100.0%

changes in spending * compared to other methods Crosstabulation

Count		compared to other methods		Total
		More	Less	
changes in spending	Yes	175	45	220
	No	5	5	10
Total		180	50	230

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	4.908 ^a	1	.027		
Continuity Correction ^b	3.325	1	.068		
Likelihood Ratio	4.065	1	.044		
Fisher's Exact Test				.042	.042
Linear-by-Linear Association	4.886	1	.027		
N of Valid Cases	230				

Methodology: A Chi-Square test of independence was conducted to explore the association between consumers' perceived changes in spending since adopting digital wallets (a binary variable) and their spending patterns compared to other payment methods (a categorical variable).

Results: The Pearson Chi-Square test produced a p-value of 0.027, which is less than the 0.05 significance level. As a result, the null hypothesis was rejected, suggesting that the adoption of digital wallets has significantly influenced consumers' overall spending behavior.

3. Evaluating the Effect of Digital Wallets on Perceived Financial Control

Hypothesis 3:

Null Hypothesis (H0): Using digital wallets does not significantly affect consumers' perceived control over their finances.

Alternate Hypothesis (H1): Using digital wallets significantly affects consumers' perceived control over their finances.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
manage track spending * controlfinances	230	100.0%	0	0.0%	230	100.0%

manage track spending * controlfinances Crosstabulation

Count		controlfinances		Total
		Yes	No	
manage track spending	Yes	212	8	220
	No	8	2	10
Total		220	10	230

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	6.159 ^a	1	.013		
Continuity Correction ^b	2.852	1	.091		
Likelihood Ratio	3.528	1	.060		
Fisher's Exact Test				.064	.064
Linear-by-Linear Association	6.132	1	.013		
N of Valid Cases	230				

Methodology: This relationship was tested using a Chi-Square test to determine whether there is an association between digital wallet usage and consumers' perceptions of financial control. The test was appropriate given the categorical nature of both variables.

Results: The analysis showed a significant association with a Pearson Chi-Square value corresponding to a p-value of 0.013. This led to the rejection of the null hypothesis, indicating that digital wallet usage does significantly impact consumers' perceived control over their finances.

5. Findings:

1. Widespread Adoption Across Age Groups: consumers across different age brackets have largely embraced the use of digital wallets. The frequency of usage has also been compared based on age, and the conclusion arrived at is that the youths are not more frequent users of digital wallets than other age groups.

2. Impact on Consumer Spending Behavior: The use of digital wallets has adjusted the spending patterns

of consumers so much. Researchers find that many users change their user spending behavior by being inclined to spend more when using mobile digital wallets than those using other traditional methods. What this suggests is that people are likely to spend more as an outcome of using digital wallets due to their convenience and easy operation.

3. Enhanced Financial Control: Digitally wallets make consumers feel that they have improved financial control when they are using the wallets. The capability of mastering the transaction and making as many of them as possible within the digital environment may be associated with a better understanding of how the money is to be spent as well as more felt control.

4. Uniformity in Usage Patterns: This highlights the fact of frequent use of the digital wallet across the ages. Such homogeneity points to the idea that the reasons behind using a digital wallet are alike across demographical variables, for instance, the feature of ease and security that comes with such tools.

5. Positive Perception of Digital Wallets: Digital wallets are well perceived by consumers overall, especially about the autonomy they grant in matters of personal budget. Signs of positive attitudes

towards the use of P2P lending may be because it is widely and frequently used among consumers across the areas and within the groups.

Conclusion

The research outcome therefore establishes that, "digital wallets have complied and assimilated into the financial consumption among the consumer population. The findings of the work prove that consumers' spending behavior is affected not only by the use of digital wallets but also by the changes in perceived self-fulfilment of financial resources through the use of digital wallets. Based on this adoption instance and the identified behaviors, one cannot underestimate the position of Digital wallets as a current and future trend that will increasingly shape consumers' future financial conduct.

The facts presented in the course of the analysis indicate that consumers stand to gain in terms of convenience and efficiency in the management of their cash when using digital wallets answers why they are popular. However, the number of times they are distributed across the age limits is almost equal implying that while the concept of the digital purse is well adopted, its usage largely depends on the functions that are offered rather than the age limits. Other research could explore how features offered within digital wallets such as rewards as well as cash-back programs influence the psychological behavior of consumers.

All in all, the study once again focuses on the concept of the digital wallet in its updated form and the impact that it has brought on transforming the consumption behaviour of the customer as well as the financial strategies of any business organization.

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