

The Impact of Mobile Payment Adoption on Consumer Spending Habits

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Abstract: *The rapid adoption of mobile payment technologies has fundamentally transformed consumer spending behaviors across various demographic segments. This study explores the impact of mobile payment adoption on consumer spending habits, with a particular focus on purchasing frequency, average transaction value, and impulse buying tendencies. The research employs a quantitative approach, collecting survey data from a diverse pool of respondents to examine the behavioral changes induced by the use of digital wallets and mobile payment platforms such as Google Pay, PhonePe, and Paytm. The findings indicate a significant correlation between mobile payment usage and increased spending frequency, along with a heightened tendency for impulsive purchases due to the ease and speed of transactions. Additionally, the study investigates how demographic factors—including age, income, and technological familiarity—moderate these effects. The results reveal that younger and more tech-savvy consumers exhibit more frequent and spontaneous spending patterns. The study provides valuable insights for businesses aiming to leverage mobile payment systems to enhance customer engagement, as well as for policymakers and financial institutions working to promote responsible consumer behavior and secure financial ecosystems. Ultimately, the research contributes to the broader understanding of digital finance and its influence on modern consumer psychology.*

Keywords: Mobile Payment Adoption, Consumer Spending Habits, Digital Wallets, Impulse Buying, Transaction Behavior, Financial Management, Consumer Behavior, Digital Finance

