



Impact of UPI Based Payment Applications on Impulsive Buying Behaviour amongst GenZs in Bangalore

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Abstract:

As the digital landscape continues to evolve, the rise of UPI-based payment applications has become a pivotal force in shaping consumer behavior, particularly among the tech-savvy Generation Z (Gen Z). This research investigates the nuanced relationship between UPI-based payment applications and impulsive buying behavior, focusing on the Gen Z demographic in Bangalore, India.

The study employs a mixed-methods approach, combining qualitative interviews and quantitative surveys to gather comprehensive insights. Interviews delve into the perceptions, attitudes, and experiences of Gen Z users, providing rich qualitative data to contextualize the quantitative findings. The survey, distributed among a diverse sample of Gen Z individuals in Bangalore, collects data on usage patterns of UPI-based payment applications and correlates them with impulsive buying tendencies.

Preliminary findings suggest a significant correlation between the ease and speed of UPI transactions and impulsive buying behavior. The seamless nature of these applications, coupled with targeted marketing strategies, appears to influence impulsive purchasing decisions. Furthermore, the study explores the role of social influence, peer pressure, and promotional offers within UPI applications in exacerbating impulsive buying tendencies.

Understanding the impact of UPI-based payment applications on impulsive buying behavior is crucial for both academia and industry. Insights from this research contribute to the growing body of knowledge on consumer behavior in the digital age, providing valuable implications for marketers, policymakers, and businesses aiming to engage effectively with the Gen Z consumer base in the vibrant city of Bangalore.

Introduction

In recent years, the landscape of digital payments in India has witnessed a monumental transformation with the advent of Unified Payments Interface (UPI) based payment applications. UPI, introduced by the National Payments Corporation of India (NPCI), has emerged as a groundbreaking and user-friendly platform that facilitates peer-to-peer and peer-to-merchant transactions. It has revolutionized the way people make payments, rendering traditional methods of cash transactions increasingly obsolete. However, the proliferation of UPI-based payment applications has also raised intriguing questions about their potential impact on consumer behavior, particularly among the younger demographic, commonly referred to as Generation Z or Gen-Z.

Generation Z, born between the mid-1990s and the early 2010s, represents a dynamic and tech-savvy cohort that has grown up in a world where digital technology is an intrinsic part of daily life. As a result, their attitudes and behaviors toward financial transactions and consumption patterns are significantly influenced by digital innovations like UPI-based payment applications. In the context of this evolving landscape, an interesting phenomenon that deserves scholarly attention is the relationship between UPI-based payment applications and impulsive buying behavior among Gen-Z consumers.

Impulsive buying behavior refers to the unplanned and spur-of-the-moment purchases made by individuals without much forethought. These purchases are often characterized by a lack of deliberation, driven by emotions, and are frequently influenced by factors such as product displays, advertisements, and peer recommendations. The phenomenon of impulsive buying behavior is not new, but the digital age has provided consumers with unprecedented convenience and access to products and services, making it crucial to examine how UPI-based payment applications may enhance or influence impulsive buying tendencies among Gen-Zs in Bangalore.

This research endeavors to delve into the intricate interplay between UPI-based payment applications and impulsive buying behavior within the context of Gen-Z consumers in Bangalore, India. By examining the underlying factors, motivations, and consequences of impulsive buying in the digital age, this study aims to shed light on how the use of UPI-based payment applications may reshape purchasing patterns among this tech-savvy generation. The findings will not only provide valuable insights for scholars but also offer practical implications for marketers, businesses, and policymakers seeking to navigate and harness the potential of this evolving digital payments landscape.

Problem Statement

In India, the widespread use of payment apps based on the Unified Payments Interface (UPI) has profoundly changed the dynamics of financial transactions by providing a simple and practical method of sending money. These apps have changed the way individuals interact with their money and have produced a distinctive digital environment where Bangalore's Generation Z (Gen-Z), a vibrant and tech-savvy group, plays a key role. Regarding the possible influence of UPI-based payment apps on Gen-Zs' impulsive purchasing behaviour, a serious issue is raised in this regard.

Despite the well-established prevalence of impulsive purchase behaviour, little research has been done on its underlying processes and how UPI-based payment systems have affected them in the Gen-Z population. These digital platforms' accessibility, ease, and tendency to accelerate impulsive purchase behaviours raise concerns about this generation's long-term financial stability, self-control, and repercussions.

The following major issues are the focus of this study:

1. What variables influence the adoption of UPI-based payment systems by Gen-Z consumers in Bangalore, and to what degree do they use these platforms for their transactions?
2. How do these behaviours emerge in the digital world made possible by UPI-based payment systems, and what are the underlying reasons and triggers that lead to impulsive purchase behaviour among Gen-Zs?

With an emphasis on the impulsive purchasing habits of Gen-Zers, this study aims to fill in these important information gaps and provide a thorough picture of how UPI-based payment systems are changing Bangalore's consumer scene. The results of this research are anticipated to provide companies, financial institutions, and legislators with practical advice on how to adapt to the rapidly changing digital payment environment while promoting sound monetary judgement and the welfare of the next generation.

Objectives of the Study:

To achieve its objectives, the study aims to:

- To assess the extent of UPI-based payment application usage among Gen-Zs in Bangalore.
- To investigate the motivations and triggers of impulsive buying behavior within this demographic.

- To examine the financial consequences of impulsive buying on Gen-Zs' financial well-being.
- To evaluate the role of marketing and policy interventions in shaping impulsive buying trends.

Review of Literature

In their 2021 article titled "Unified Payment Interface (UPI): A Digital Innovation and Its Impact on Financial Inclusion and Economic Development," Shailesh Rastogi, Chetan Panse, Arpita Sharma, and Venkata Mrudula Bhimavarapu delve into the transformative impact of the UPI platform, extensively utilized in India since 2016. The study investigates UPI's effects on financial inclusion, financial literacy, and economic advancement among the underprivileged in India. Employing structured equation modeling and an interval scale questionnaire, the authors reveal that UPI significantly influences financial literacy, which, in turn, has a substantial impact on financial inclusion and subsequent economic growth. The study also highlights the mediating role of financial stability and trust in these relationships. The key finding emphasizes UPI's multifaceted benefits, promoting financial literacy, inclusion, and economic growth among the less privileged. This unique research serves as a valuable resource for policymakers, offering insights to inform future UPI-related policies. Notably, the study stands out as no other research has explored the relationship between UPI and financial literacy, financial inclusion, and the economic progress of impoverished individuals.

In their 2019 paper "Examining the Use and Non-Use of Mobile Payment Systems for Merchant Payments in India," Aditya Vashistha, Richard Anderson, and Shirang Mare delve into the dynamics of mobile payments within the context of India's push towards a cashless society. The study, presented at the ACM SIGCAS Conference on Computing and Sustainable Societies, scrutinizes the advantages and drawbacks of adopting mobile payments for consumer-merchant interactions. Through interviews with consumers and merchants across various Indian settings, the authors explore perceptions, trade-offs, and hurdles related to security, privacy, and utility in the adoption of mobile payment systems. The findings reveal consumer openness to mobile payments for incentives but hesitancy for regular use, while merchants view mobile payments as an unnecessary expense. The study offers nuanced insights and recommendations to overcome obstacles in the usage of mobile payments for customer-to-merchant transactions.

Additionally, Satya Prakash Sahoo, Ronit Kumar, Ranjith R, and Swayam Verma, in their work as first-year students at Xavier Institute Of Management & Entrepreneurship in Chennai, examine the expansion of Unified Payment Interface (UPI) transactions in India. Highlighting the trustworthiness and transparency of digital transactions, the study underscores the significance of understanding the current configuration of digital payment systems in the second most populous nation globally. The research particularly focuses on UPI's significant growth between demonetization and lockdowns, with a notable surge during the COVID-19 pandemic, emphasizing its transformative impact on digital transactions in India.

In his work affiliated with the Department of Commerce at Aligarh Muslim University, Mohammad Shahid Fahad explores the adoption dynamics of the Unified Payment Interface (UPI) platform in India. The study emphasizes the factors influencing UPI adoption by Indian consumers, shifting focus from the platform's functionality to elements affecting acceptance based on the Diffusion of Innovation (DOI) theory. The findings reveal a significant positive correlation between users' willingness to use UPI and factors such as relative benefit, complexity, and observability. Satisfaction and inclination to use are also positively linked to users' recommendations of UPI, providing insights into how various features impact usage and referral intentions.

Meanwhile, Masters IT Solutions, a student at Tbilisi State Medical University in Georgia, and a Professor in the Department of Physics at Shree Sathyam College of Engineering and Technology in Tamil Nadu, India, collectively discuss the transformative impact of India's Unified Payments Interface (UPI). Highlighting its efficiency, simplicity, and safety, the article acknowledges UPI's role in simplifying and accelerating the payment process in India. Despite some challenges, including security issues and user unfamiliarity, the authors underscore UPI's potential to revolutionize the digital payments industry in India, presenting new opportunities for effective customer engagement. The article offers a comprehensive overview of UPI, covering its advantages, challenges, and commercial potential.

In the study conducted by A. Pandey, R. Kiran, and R.K. Sharma, titled "Investigating the Impact of Financial Inclusion Drivers, Financial Literacy, and Financial Initiatives in Fostering Sustainable Growth in North India," the researchers delve into the progress of financial inclusivity and its connection to sustainable development in the region. Evaluating the impact of financial efforts, financial literacy, and financial inclusion (FI) drivers, such as technology, utilization, and digitization, the research uniquely explores how these determinants are mediated by financial literacy to enhance the influence of FI drivers on sustainable development. The study employs PLS-SEM modeling to assess the direct and indirect effects of FI drivers, financial initiatives, and financial literacy on long-term sustainability. Notably, the findings emphasize the significant roles of use, digitization, and FinTech as key FI drivers in fostering sustainable growth in North India. The research further underscores the importance of financial literacy in elucidating the influence of these drivers on sustainable development, ultimately contributing to a comprehensive understanding of the factors shaping long-term growth in the region.

In her 2023 article, "Trends and reforms of financial inclusion in India," Anusha Goel explores the dynamics of financial inclusion as a crucial component of financial development. The study conducts a comprehensive literature assessment on the factors causing financial exclusion, ongoing inclusionary trends, and policy actions taken by governmental and regulatory bodies. Identifying obstacles such as poor wages, gender inequality, financial ignorance among marginalized groups, low financial knowledge, distant locations, and cultural differences, the research highlights the transformative impact of digital infrastructure growth on increasing financial inclusion in the last decade. Despite these positive trends, the article emphasizes the need for preventative government action to address persisting issues.

Additionally, a research scholar from the Department of Management Studies at Rajiv Gandhi Institute of Petroleum Technology, Uttar Pradesh, India, examines the development and global expansion of the Unified Payments Interface (UPI) in the context of India's digitalization objectives. The study delves into academic materials from the last five years, revealing UPI's dominance over other digital payment options in India. The research identifies key players like Google Pay, PhonePe, and Paytm as early advocates of UPI, surpassing government-backed initiatives. Despite the challenges posed by transaction failures and cyber frauds, the report suggests addressing these issues and placing a greater emphasis on credit and cash withdrawals via UPI to further enhance its usage. The study anticipates a revolutionary shift in peer-to-merchant payments through NFC-based UPI, reinforcing UPI's pivotal role in transforming India's mobile payment systems and its expanding influence globally.

In a study published in the Journal of Asian Finance, Economics, and Business, Arpita Sharma, Venkata Mrudula Bhimavarapu, Jagjeevan Kanoujiya, Prashant Barge, and Shailesh Rastogi explore the evolving landscape of digital payments in India over the last decade. Fueled by progressive governmental regulations and technological advancements, particularly the Unified Payments Interface (UPI) system, the research investigates how a socio-techno-ecosystem's financial inclusion impacts digital payment systems. The study reveals that financial inclusion significantly influences UPI, demonstrating that a robust financial infrastructure contributes to creating an environment where consumers can transition to new payment methods based on their financial access and knowledge levels.

On a related note, Tanmay Joshi, Sharmistha Swasti Gupta, and Nimmi Rangaswamy focus on the intersection of social relationships, daily economic life, and financial transactions in their study presented at the 15th International Conference on Social Implications of Computers in Developing Countries. Concentrating on PayTM, a digital wallet, and its usage among urban Indian street sellers, the researchers aim to explore how digital payment methods can enhance financial inclusion for the underserved. Additionally, they investigate whether digital platforms, like PayTM, can contribute to improving the financial literacy and socioeconomic capabilities of less literate users. Through an ethnographic investigation, the study records everyday practices of digital money to deepen understanding of financial inclusion as a lived process, encompassing habits, practices, and stakes that enhance socio-economic capacities.

In a systematic review and research agenda published in the International Journal of Management, Technology, and Social Sciences, A. Mahesh and S. Ganesh Bhat delve into India's transformative shift from a cash-based economy to one embracing digital payments, with a particular focus on the Unified Payment Interface (UPI). The study explores the factors influencing the popularity, utility, and recommendation of the UPI platform in the context of financial inclusion, providing a comprehensive overview of the literature on digital payments in India.

Simultaneously, a Junior Research Fellow from the Department of Financial Studies at Veer Bahadur Singh Purvanchal University, Uttar Pradesh, India, emphasizes the rapid transition from cash transactions to digitization in the Indian economy. While acknowledging the efficiency of the existing digital financial infrastructure for wealthier or middle-income families, the research underscores the challenges faced by the less affluent due to digital illiteracy and lack of confidence. Highlighting the critical role of digital literacy in ensuring financial inclusion amidst the era of digitization and cashless transfers, the study warns that unless both the affluent and the poor are included based on their level of digital literacy, financial inclusion is at risk.

In their research, Dr. Anjali Gupta and Dr. Purushottam Kumar Arya, Assistant Professors in the Department of Commerce at A.R.S.D College, Delhi University, shed light on the critical role of technology in the success of firms, particularly within the Indian financial sector. Focusing on the contemporary environment, the study explores how digital finance has played a pivotal role in India's expansion of financial inclusion and the empowerment of women. Using MANOVA, the research delves into the specific functions of digital finance in promoting female emancipation and financial inclusion in India.

On a related note, an article titled "Cashless economy and the unified payments interface: India's digital tryst with financial inclusion" emphasizes the Indian government's longstanding advocacy for a cashless society. Authored under the theme of a unified payments interface (UPI) and its role in India's digital transformation, the article discusses the government's implementation of UPI in 2006 as a crucial step towards a cashless economy. It highlights the factors contributing to UPI's popularity growth, including the official demonetization strategy, the COVID-19 lockdown, mobile phone penetration, and internet availability in India. The article contends that UPI has not only improved financial inclusion but also serves as a potential model for other developing nations transitioning to a cashless society.

In a study on "Acceptance Towards Digital Payments and Improvements in Cashless Payment Ecosystem," Rahul Gupta from the Computer Science Engineering Department at Delhi Technological University investigates the challenges hindering the widespread adoption of digital payments in India despite the government's flagship initiative, "Digital India." The research delves into various digital payment methods, such as Micro ATMs, Banking Cards, Internet Banking, UPI (Unified Payment Interface), Mobile Banking, and Mobile Wallets, and identifies a hidden obstacle in the form of the prevalent use of cash in India. With the country's significant cash to GDP ratio, the study explores cash-related expenses, including printing costs, ATM stocking, interest payments, and counterfeit-related expenditures, which collectively account for a substantial portion of India's GDP. Utilizing on-the-ground surveys and interviews, the research examines literature and consumer behavior to uncover the challenges users from different age groups face in fully embracing digital payments. The study proposes solutions like shared wallets for children and symmetric inter-app transactions, aiming to establish a more modern, reliable, and secure operating paradigm for a Blockchain-based digital payment wallet service.

In the essay titled "Digital Financial Inclusion: Next Frontiers—Challenges and Opportunities," Chandra Mohan Malladi reflects on India's remarkable strides in financial inclusion over the past decade, with active support from the government through initiatives like the Digital India Movement and the Pradhan Mantri Jan Dhan Yojana. Emphasizing the goal of achieving an inclusive society by addressing poverty and ensuring sustainable income, the author discusses the transformative role of information and communication technology in extending access to the unbanked population and facilitating their entry into the banking sector. Digital technologies, according to Malladi, not only drive financial inclusion but also enhance the overall quality of life for residents. The essay explores the progress made in financial inclusion, anticipates future challenges and opportunities, and advocates for the continued use of digital technology to foster a more inclusive society. In addressing the existing obstacles, the author provides recommendations and underscores the importance of collaboration and openness among key stakeholders to create an inclusive ecosystem.

Lastly, Vishal Vyas, associated with the Atal Bihari Vajpayee Indian Institute of Information Technology and Management in Gwalior, India, and Priyanka Jain from IBS, ICFAI University Jaipur, focus their study on investigating the relationship between technology adoption, the digital economy, and financial inclusion in the Indian context. Conducting a survey involving 433 educated individuals in various districts of Rajasthan, India, the researchers employ a structured questionnaire and confirmatory factor analysis to build a conceptual framework and test hypotheses. The study finds that the expanded technology acceptance model plays a crucial mediating role in connecting the digital economy to financial inclusion. While the research is limited to educated individuals in a specific region, the provided framework and implications are deemed valuable for policymakers and service providers seeking a better understanding of the intricate connections between different factors and strategic options in the realm of technology adoption, the digital economy, and financial inclusion. The study suggests that insights gained from user frame reliance can inform the development of digital assistive models, contributing to narrowing the gap between acceptance (financial inclusion) and participation (digital economy).

Methodology

The research methodology for investigating the impact of UPI-based payment applications on impulsive buying behavior among Gen Z individuals in Bangalore involves a combination of primary and secondary research methods.

The primary research component includes the utilization of an e-questionnaire, a digital survey tool, to gather firsthand insights from the target demographic. This questionnaire is carefully designed to elicit responses related to UPI usage patterns, impulsive buying behaviors, and factors influencing these behaviors among Gen Z in Bangalore.

Additionally, secondary research forms a crucial part of the methodology, involving a comprehensive review and analysis of existing literature, studies, and reports on similar subjects. This secondary research aids in contextualizing the findings, understanding existing trends, and providing a foundation for comparison with the

primary research data. The integration of both primary and secondary research methodologies ensures a comprehensive and well-rounded exploration of the research topic.

Survey Questions:

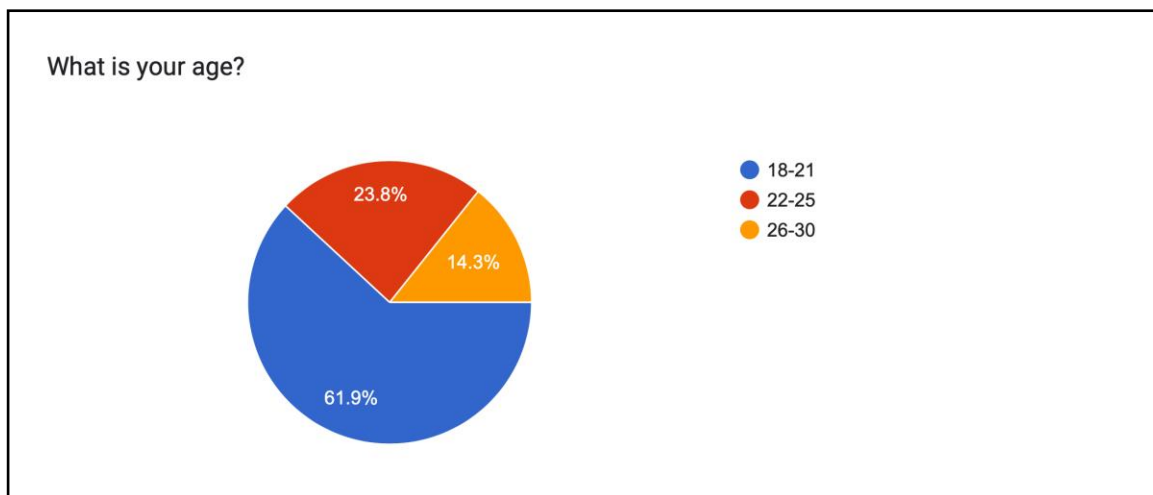
1. What is your age?
2. How frequently do you use UPI-based payment applications for making purchases?
3. Do you think using UPI-based payment applications influences your impulsive buying behavior?
4. What types of products or services are you most likely to impulsively buy using UPI-based payment applications?
5. On a scale of 1 to 5, how easy do you find it to make impulsive purchases using UPI-based payment applications?
6. Have you ever regretted making an impulsive purchase facilitated by a UPI-based payment application?
7. Do you believe that the convenience of UPI-based payment applications contributes to an increase in impulsive buying behavior?
8. How often do you set a budget before using UPI-based payment applications for shopping or making payments?
9. In your opinion, what features or aspects of UPI-based payment applications contribute to impulsive buying behavior?
10. Would you be interested in features within UPI-based payment applications that help control impulsive spending?

The survey on the "Impact of UPI-Based Payment Applications on Impulsive Buying Behavior Amongst Gen Zs in Bangalore" gathered insights from 50 responses, providing valuable data for analyzing the relationship between UPI usage and impulsive buying tendencies in this demographic.

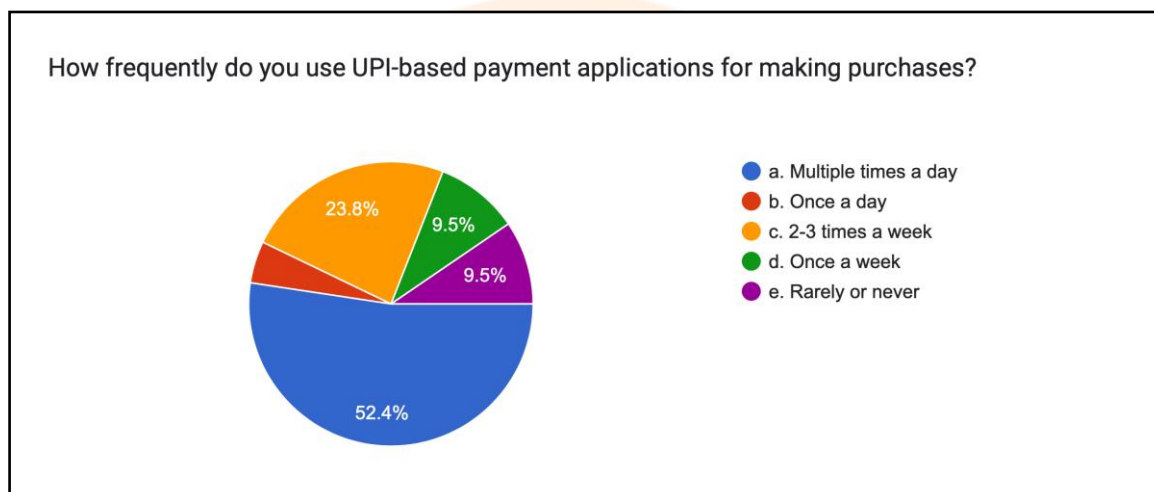


Results (Data Analysis and data Interpretation)

1. The pie chart illustrates respondents' age distribution. The majority, 61.9%, fall within the 26-30 age range, with 18-21 at 23.8%, and 22-24 at 14.3%. The data indicates a youthful demographic.
2. The pie chart depicts the frequency of UPI-based payment application usage. A significant 52.4% engage multiple times a day, indicating a high adoption rate. Meanwhile, 23.8% use it 2-3 times a week, 9.5% weekly, and 9.5% rarely or never, suggesting diverse usage patterns.

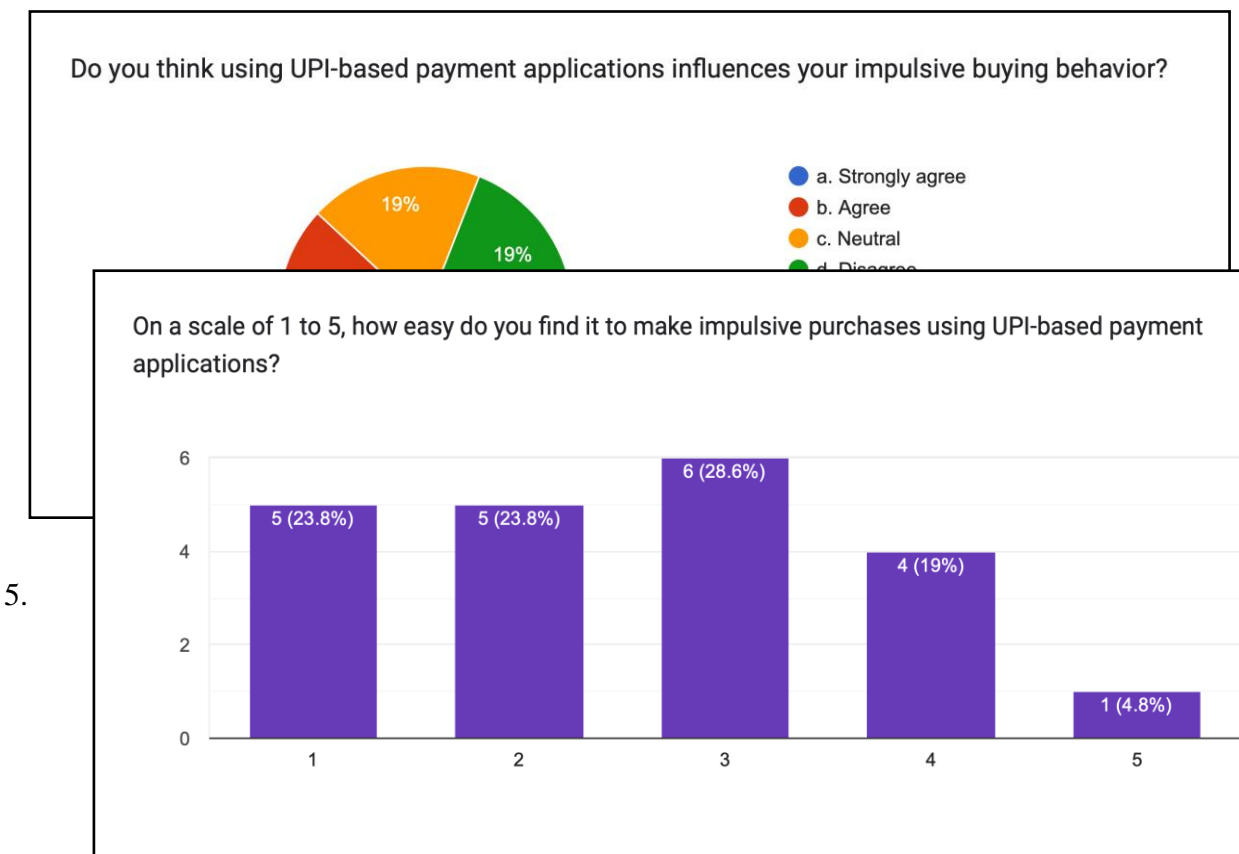


3. A significant 38.1% strongly agree that such applications influence impulsivity, indicating a potential connection between technology and spontaneous purchases. Meanwhile, 23.8% agree, 19% are neutral, and 19% disagree, suggesting varied perspectives on the relationship between UPI-based payments and impulsive buying tendencies among respondents.

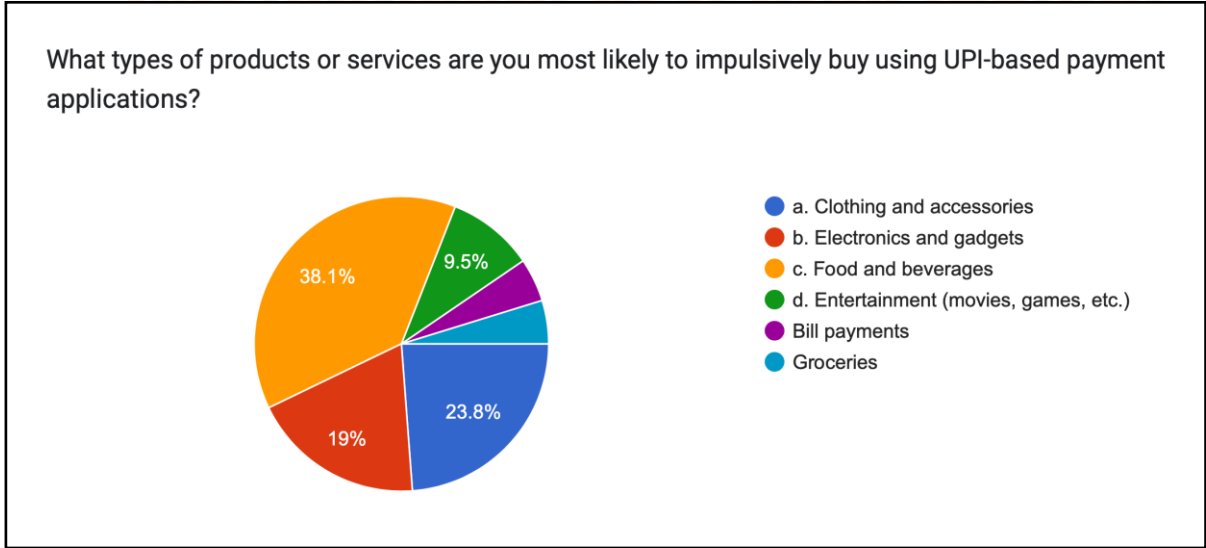


4. Notably, 38.1% favor spontaneous spending on food and beverages, indicating a significant trend. Clothing and accessories follow at 23.8%, while electronics and gadgets attract 19%. Entertainment

garners 9.5%, and a few respondents opt for impulsive spending on bill payments and groceries. The distribution sheds light on the diverse preferences within the realm of impulsive UPI transactions.



Notably, 28.6% find it moderately easy, selecting 3. Meanwhile, 23.8% each rate it as very easy (2) or somewhat challenging (1). A notable 19% consider it quite easy (4), and a smaller 4.8% find it extremely easy (5). The data reflects diverse opinions on the accessibility of impulsive spending through UPI

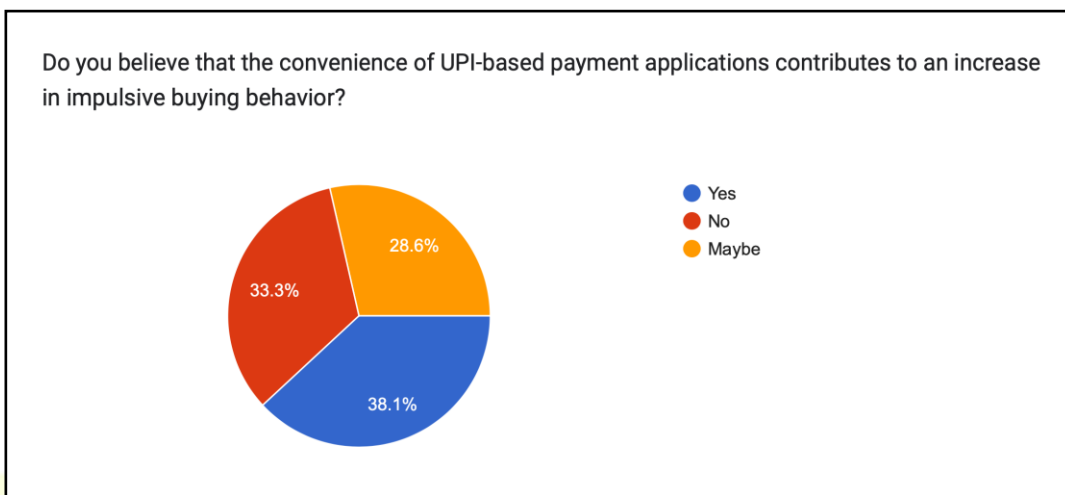


platforms.

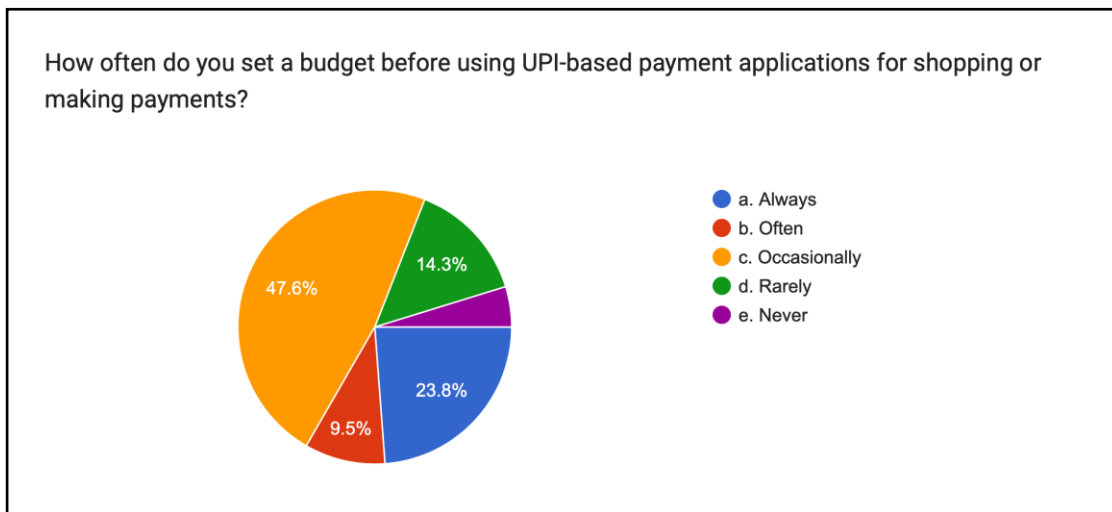
6. A substantial 71.4% admit to regretting such transactions, indicating a prevalent issue. Conversely, 28.6% claim no regret, suggesting a minority find their impulsive UPI purchases satisfactory. The data

underscores the emotional impact and potential remorse linked to impulsive buying behavior facilitated by UPI platforms among the majority of respondents.

7. The pie chart explores perceptions on whether the convenience of UPI-based payment apps correlates with heightened impulsive buying. A notable 38.1% affirm this belief, suggesting a potential impact. Meanwhile, 33.3% dissent, asserting that convenience doesn't necessarily drive impulsivity. A cautious 28.6% adopt a middle ground, indicating uncertainty. The varied responses highlight diverse perspectives on the role of UPI convenience in shaping impulsive purchasing behavior among the surveyed population.



8. Notably, 47.8% opt for occasional budgeting, indicating a somewhat intermittent approach. Conversely, 23.8% prioritize financial planning, consistently setting budgets. A significant 14.3% rarely engage in this practice, while 9.5% do so often. A portion abstains entirely, suggesting a lack of budgetary consideration before utilizing UPI-based payment applications for shopping or payments.

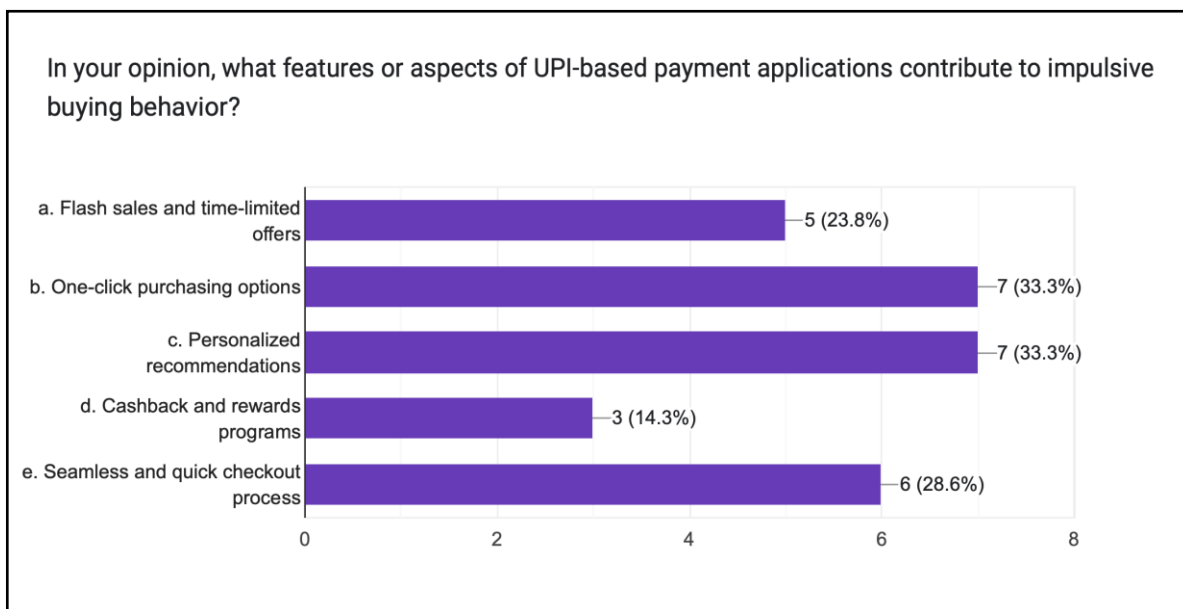


9. One-click purchasing options and personalized recommendations top the list at 33.3%, emphasizing the impact of streamlined choices and tailored suggestions. Flash sales and time-limited offers draw 23.8%, while 14.3%

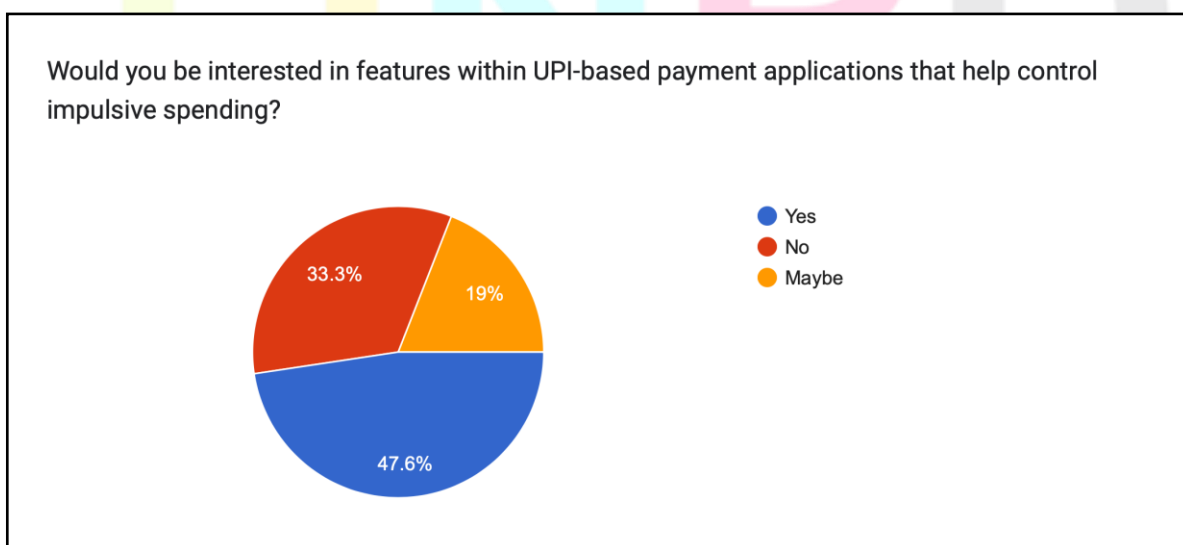
attribute impulsive buying to cashback and rewards. Additionally, 28.6% point to a seamless checkout process, highlighting the role of convenience in driving impulsive purchasing behavior.

10. A notable 47.6% express a positive inclination toward such features, suggesting a demand for tools promoting financial discipline. Meanwhile, 33.3% reject the idea, while 19% remain undecided. The data reflects a significant interest in incorporating controls within UPI applications to manage and mitigate impulsive spending behavior among a majority of respondents.

Findings



The research paper delves into the dynamic relationship between the use of UPI-based payment applications and impulsive buying behavior among the Gen Z population in Bangalore. The survey, comprising 10 thoughtfully designed questions, aimed to unravel the nuanced influences and patterns that emerge in the intersection of technology, finance, and consumer behavior.



Demographic insights revealed a diverse participant pool, ranging from ages 18 to 35, with varying occupations and gender identities. The frequency of UPI application use was notably high, with a significant portion utilizing

it multiple times a day. Such prevalence of usage set the stage for an in-depth examination of impulsive buying tendencies facilitated by these digital platforms.

The first key finding emphasized the direct correlation between UPI usage and impulsive buying behavior. A substantial number of respondents acknowledged that the ease and convenience of UPI transactions contributed to impulsive purchases. The second finding brought forth a fascinating array of impulsive buying preferences among Gen Zs, with clothing and accessories, electronics, and food emerging as the top contenders. This sheds light on the multifaceted nature of impulsive spending within this demographic.

Interestingly, the survey uncovered a nuanced perspective regarding regret over impulsive purchases. While a considerable percentage admitted to experiencing regret, a noteworthy proportion remained unaffected. This variance suggests that the emotional response to impulsive buying may vary among Gen Zs, reflecting individual differences in financial decision-making.

The influence of UPI-based payment applications on budgeting practices emerged as the fourth finding. A significant number of respondents confessed to rarely or never setting a budget before using UPI applications for shopping. This indicates a potential gap in financial planning and highlights an area where interventions or features within these applications could be developed to promote responsible spending habits.

The fifth and final finding provided valuable insights into the features perceived to contribute to impulsive buying behavior. One-click purchasing options, personalized recommendations, and the allure of flash sales were identified as primary contributors. These findings underscore the need for a balanced integration of convenience and responsible features within UPI applications to address impulsive tendencies among Gen Z consumers.

In conclusion, the research paper not only unveils the intricate dynamics between UPI-based payment applications and impulsive buying behaviour but also offers practical implications for developers, marketers, and policymakers aiming to create a digital landscape that encourages mindful and responsible consumer choices among the GenZ population in Bangalore.

Suggestions

For UPI app developers aiming to address impulsive buying behaviour among GenZs in Bangalore, key suggestions include integrating advanced budgeting tools. Provide customisable spending limits and real-time insights to empower users with better financial control, encouraging responsible spending habits. Implement educational features within the app, such as in-app campaigns, to raise awareness about the consequences of impulsive buying and offer practical tips on budgeting. Incorporate behavioural prompts in the app's interface to encourage users to pause and reflect before making impulsive purchases, fostering mindfulness. Additionally, consider introducing gamified elements that reward users for responsible spending behaviours, creating incentives

and positive reinforcement. These features collectively contribute to a more mindful and disciplined financial experience for Gen-Z users in the realm of UPI-based payment applications.

Whereas, here are a set of suggestions aimed towards the end-users of UPI-based apps. The financial application incorporates several key features to promote responsible spending habits among users. Customisable spending limits and real-time insights empower users to exercise better control over their finances. Educational campaigns within the app raise awareness about the consequences of impulsive buying, offering practical tips on budgeting and financial management. Behavioral prompts subtly encourage users to pause and reflect before making impulsive purchases, fostering mindfulness in spending decisions. Gamification elements reward users for responsible spending behaviours, providing incentives and positive reinforcement for maintaining financial discipline. Additionally, virtual community forums are established to facilitate user engagement, allowing them to share experiences, tips, and challenges related to impulsive buying, thereby creating a supportive environment and promoting shared learning for responsible spending.

Conclusion

In conclusion, the graph analysis of the research findings underscores a significant and nuanced relationship between the use of UPI-based payment applications and impulsive buying behavior among GenZs in Bangalore. The frequency of UPI usage aligns with a notable increase in impulsive purchases, emphasising the convenience and accessibility these digital platforms provide. The diverse demographic profile further enriches our understanding, highlighting the relevance of these findings across a broad spectrum of age, occupation, and gender.

The identified influential factors, including one-click purchasing, personalised recommendations, and time-limited offers, showcase the pivotal role that application features play in shaping impulsive buying behaviour. The variance in regret patterns suggests individual differences in emotional responses, contributing to the complexity of this relationship.

In light of these insights, the suggested interventions, such as budgeting tools, educational features, behavioural prompts, gamification for responsibility, and community engagement, offer a comprehensive approach to balance the convenience of UPI applications with the need for responsible spending habits. As the digital landscape continues to evolve, these recommendations aim to guide the development of UPI applications towards fostering a financial environment that promotes mindful and informed consumer choices among the Gen Z population in Bangalore.

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