



Cashless Society and Consumer Purchasing Decisions in the Digital Era

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Abstract

The rapid expansion of digital payment technologies has accelerated the development of a cashless society and transformed consumer purchasing behavior. This study aims to examine the influence of technology adoption on consumer purchasing decisions within the context of the digital economy. A quantitative research design was employed using a cross-sectional survey of active digital payment users. The collected data were analyzed using Structural Equation Modeling to evaluate both the measurement model and the structural relationships among the research variables. The findings reveal that technology adoption exerts a significant positive influence on consumer purchasing decisions, suggesting that the increasing use of digital payment technologies enhances transaction convenience, efficiency, and consumer confidence. The proposed model also demonstrates satisfactory reliability, validity, and predictive capability, indicating its suitability for explaining purchasing behavior in a cashless environment. The study contributes to the understanding of digital consumer behavior by extending the discussion beyond technology acceptance toward the behavioral consequences of continuous engagement with digital payment ecosystems. The findings also provide practical insights for policymakers, financial institutions, digital payment providers, and business organizations in promoting sustainable digital payment adoption and improving consumer purchasing experiences.

INTRODUCTION

The continuous advancement of digital technology has accelerated the transformation of the global financial landscape, leading to a substantial shift from cash-based transactions toward digital payment ecosystems. Innovations such as mobile banking, electronic wallets, contactless payment systems, Quick Response (QR) code transactions, and various financial technology (FinTech) services have redefined the way individuals perform financial transactions and make purchasing decisions. This evolution has fostered the emergence of a cashless society, characterized by the growing replacement of physical currency with digital payment instruments that provide greater efficiency, convenience, accessibility, and

transaction speed. The global COVID-19 pandemic further intensified this transformation by encouraging consumers and businesses to adopt contactless payment methods, resulting in unprecedented growth in the use of digital payment technologies across both developed and developing countries (Kumar et al., 2021; Ansari et al., 2025; Mula, 2025; Islam & Ferrer, 2025).

The expansion of cashless payment systems represents more than technological progress; it reflects a profound socio-economic transition that reshapes consumer purchasing behavior. Digital payment technologies reduce transaction barriers by simplifying payment procedures and enabling seamless interactions across online and offline shopping environments (Go et al., 2025; Oleti, 2025; Moore, 2025). Consequently, consumers increasingly engage in purchasing contexts supported by instant payment processing, personalized promotional offers, and algorithm-based product recommendations. These conditions have altered conventional purchasing patterns by lowering the psychological burden associated with spending money, encouraging more frequent transactions, and increasing overall consumer expenditure. Previous empirical evidence suggests that consumers who use digital payment methods often demonstrate a higher willingness to spend than those relying on cash, indicating that payment mechanisms influence purchasing behavior beyond their transactional function (Liu et al., 2021; See-To & Ngai, 2019).

The phenomenon is more noticeable in the emerging digital economy, where the increase of web connectivity, smart phones, and government-backed digital financial facilities has driven the spread of cashless payment systems (Greenacre & Akbar, 2019; Alkadash et al., 2025; Mahmood & Riaz, 2025). In some Asian nations, like Indonesia, China, India, and Singapore, the adoption of digital wallets and QR payment platforms has been impressive in consumer sectors like retail, transportation, hospitality, and electronic commerce. With the ease of digital payment services, consumers can make transactions without any time or location restrictions, thereby improving the interconnection between digital commerce and daily consumption practices (Farinloye et al., 2024; Yadav et al., 2026; Akisanmi et al., 2025). Concurrently, the merchants have also been adopting various consumer-focused promotional measures, such as cash back offers, loyalty programs, and customized discounts, to promote the adoption of digital payments, further cementing consumers' reliance on cashless transaction settings (Lai & Liew, 2021; Gupta et al., 2026; Udaigiri & Saleh, 2025).

Although digital payment technologies are now used by many, there is still a lack of consensus on how the cashless society affects consumer buying behavior. Most of the previous studies have focused on providing theoretical explanations of the consumer intention to use digital payment technologies, by using a theoretical model like the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT) and Diffusion of Innovation Theory. The approaches mainly focus on determinants such as perceived usefulness, perceived ease of use, trust, security, social influence, and facilitating conditions. While these models give good account of the acceptance of technology, they offer limited understanding of the influence of ongoing engagement with cashless environments on subsequent purchasing actions and consumer decision-making.

Moreover, the behavioral outcomes of digital payments adoption are ambiguous in previous empirical studies. Some research also suggests that cashless options can boost impulsive purchasing, make it more common to buy and even lead to higher consumer spending by making money seem less significant. However, other researchers maintain that electronic payment systems make consumers more financially disciplined because of the ability to record transactions, monitor spending, use a budgeting app, and get real-time alerts about spending. Others, though, suggest that digital payment systems help consumers make more rational

purchases due to the ability to record transactions, monitor spending, use a budgeting app, and get real-time alerts about spending. The findings are conflicting, indicating that the relationship between cashless payment and consumers' purchasing behaviors is not conclusive, and needs further research in different economic, cultural, and technological environments (Chen et al., 2024; Bohari et al., 2025; Azeem, 2020).

The second limitation of the available literature is the conceptual view of the cashless society. Much of the previous research on digital payments focuses on the technology or payment instrument itself rather than digital payment as an ecosystem of digital consumption. Consequently, the impact of digital payment infrastructure, consumer psychology, promotions, lifestyle changes, and digital shopping environment on purchasing has not been adequately addressed. Furthermore, many empirical studies have been conducted on a single payment platform or on specific demographics, which makes the results of these studies not generalizable to larger consumer groups (Lutz & Newlands, 2018; Tang et al., 2022).

In order to overcome these constraints, the present study views the cashless society as a multidimensional space, in which technological, behavioral and institutional aspects affect the purchasing behavior of consumers. This research goes beyond just intentions to adopt technology, and evaluates the impact that ongoing involvement within cashless consumer environments has on the entire consumer decision-making process (information search, alternative evaluation, purchase decision, actual transaction, post-purchase evaluation). To offer a holistic understanding of how digital payment environments affect purchasing behavior in today's market, this study combines insights from consumer behavior, financial technology, and digital commerce literature (Husna et al., 2025; Kumar et al., 2026; Tribhan & Kamble, 2024).

This study has three important contributions to the originality. It takes the analysis of technology acceptance a step further by changing the analytical frame from technology acceptance to the behavioural implications of life in a cash-less society. Second, it theorizes a framework to integrate digital payment ecosystems and consumer purchasing decision processes, which is a conceptual approach that brings together two areas of research that have been studied separately. Third, it provides contemporary empirical findings in the context of fast digitalizing economies where financial technology and financial inclusion of digital natives in the consumer markets are evolving (Afjal, 2023; Ozturk & Ullah, 2023; Kanwal et al., 2023).

Thus, the aim of this study is to explore how the cashless society affects consumer purchasing decisions in the digital society by studying the behavioral mechanisms behind the use of digital payments and what this means for consumer decisions in the digital age. The results will enrich theoretical debate in consumer behavior and financial technology circles and will offer policy recommendations, financial institutions, digital payment providers and business organizations on how to effectively design strategies to promote digital payment adoption and responsible consumer spending.

METHODS

Research Design and Study Context

This study employed a quantitative research approach using a cross-sectional survey design to examine the relationship between participation in a cashless society and consumer purchasing decisions in the digital era. A quantitative design was selected because the study sought to measure consumer perceptions and statistically examine the structural relationships among technology adoption, perceived convenience, trust in digital payment, and consumer purchasing decisions. Given

the cross-sectional nature of the study, the analysis was intended to identify statistical associations and structural relationships among the constructs rather than establish causal effects.

The study was conducted in urban areas characterized by relatively intensive use of digital payment technologies and established financial technology infrastructure. The research context included consumer transactions conducted through electronic wallets, mobile banking applications, QR-code payment systems, debit cards, contactless payment technologies, retail stores, restaurants, transportation services, and e-commerce platforms. This setting was considered relevant because cashless payment technologies have become integrated into consumers' routine purchasing activities. The original study describes the research setting as urban regions with high levels of digital payment adoption, although a specific city or geographical boundary was not identified in the manuscript.

Population, Sampling, and Participants

The target population consisted of consumers aged 18 years or older who had practical experience using at least one digital payment service. Eligible respondents were required to have completed at least one digital payment transaction during the six months preceding the survey. Digital payment services considered in the study included electronic wallets, mobile banking applications, QR-code payment systems, debit cards, and contactless payment technologies.

Purposive sampling was employed because the study required respondents with direct experience using cashless payment technologies. The initial sample-size consideration followed recommendations for multivariate analysis, with approximately 250 respondents considered adequate for obtaining reliable parameter estimates and sufficient statistical power. The final dataset consisted of 286 valid responses retained for statistical analysis after the data-screening process.

The demographic variables collected included gender, age, educational attainment, occupation, and frequency of digital payment use. The age categories were 18–25, 26–35, 36–45, and above 45 years. Educational attainment was classified into high school, diploma, bachelor's degree, and postgraduate education. Frequency of digital payment use was categorized as daily, weekly, and monthly. These variables were included to provide a descriptive profile of the respondents and to contextualize their experience with cashless transactions.

Data Collection and Research Instrument

Primary data were collected through a structured online questionnaire. The online survey was selected because it enabled efficient access to consumers who actively used digital payment technologies. Before the main survey, the questionnaire was pilot-tested with 30 participants to assess item clarity, wording, comprehensibility, and overall consistency. Feedback obtained during the pilot stage was considered in refining the questionnaire before the main data collection.

The questionnaire consisted of two sections. The first section collected demographic information, while the second measured the latent constructs examined in the research model. Measurement indicators were adapted from previously validated instruments in the areas of digital payment adoption, financial technology, and consumer purchasing behavior. All substantive items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Prior to the main survey, the questionnaire was also reviewed by experts in consumer behavior and financial technology to assess the content relevance and appropriateness of the measurement items. Participation was voluntary, and respondents were informed about the purpose of the research, confidentiality

procedures, anonymity, and their right to provide informed consent before completing the questionnaire.

Measurement of Research Constructs

The research model comprised four principal constructs: Technology Adoption, Perceived Convenience, Trust in Digital Payment, and Consumer Purchasing Decisions. Technology Adoption represented the extent to which consumers actively used and incorporated digital payment technologies into their financial transactions. Perceived Convenience captured consumers' perceptions regarding the ease, efficiency, accessibility, and practicality of using digital payment services. Trust in Digital Payment represented consumers' confidence in the reliability and security of digital payment platforms. Consumer Purchasing Decisions represented consumers' decision-making behavior in purchasing activities conducted within cashless payment environments.

Each construct was measured using multiple indicators derived from established literature and adapted to the context of digital payment use. The use of multiple indicators enabled the constructs to be treated as latent variables in the subsequent structural equation analysis.

Data Analysis

Data analysis was conducted in several sequential stages. First, descriptive statistics were calculated to summarize the demographic characteristics of the respondents and the distribution of the research variables. Means and standard deviations were calculated to describe respondents' perceptions of the measured constructs.

Second, the measurement model was evaluated to establish the reliability and validity of the research instrument. Internal consistency reliability was assessed using Cronbach's Alpha and Composite Reliability (CR). Values above 0.70 were considered indicative of satisfactory internal consistency. Convergent validity was assessed using Average Variance Extracted (AVE), with values above 0.50 considered acceptable. Discriminant validity was evaluated using the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HTMT). These procedures were used to establish whether the indicators adequately represented their respective constructs and whether the constructs were empirically distinguishable from one another.

Third, the structural model was evaluated to examine the hypothesized relationship between technology adoption and consumer purchasing decisions. Structural equation modeling was selected because it permits the simultaneous estimation of relationships among latent constructs while accounting for measurement error. Model evaluation included the χ^2/df ratio, Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). Statistical significance was assessed using a significance level of $\alpha = 0.05$.

The structural relationship was assessed using the standardized path coefficient (β), standard error, critical ratio, and p-value. In addition, the explanatory and predictive capabilities of the model were evaluated using R^2 , f^2 , and Q^2 . R^2 was used to determine the proportion of variance in consumer purchasing decisions explained by the model, f^2 was used to assess the effect size of the predictor, and Q^2 was used to evaluate predictive relevance.

Before the final structural analysis, the dataset was screened for missing values, extreme observations, and potential outliers. These procedures were undertaken to minimize the influence of problematic observations on the estimation of the structural relationships. Multicollinearity was assessed using the Variance Inflation Factor (VIF), while potential common method bias was examined using Harman's

single-factor test. These diagnostic procedures were incorporated to strengthen the credibility of the statistical analysis and reduce potential threats to the interpretation of the findings.

RESULTS AND DISCUSSION

The empirical analysis was conducted to examine the effect of technology adoption within a cashless society on consumer purchasing decisions by applying Structural Equation Modeling (SEM). The analytical procedure comprised two major stages. Initially, the measurement model was evaluated to determine the reliability and validity of the latent constructs. Subsequently, the structural model was assessed to examine the proposed causal relationships among the variables. The findings indicate that all constructs satisfy the recommended psychometric criteria, confirming that the measurement instrument is both reliable and valid. Moreover, the structural model exhibits satisfactory goodness-of-fit indices, demonstrating that the proposed conceptual framework adequately represents the observed data. The hypothesis testing results further reveal a positive and statistically significant relationship between technology adoption and consumer purchasing decisions, indicating that greater utilization of digital payment technologies enhances consumers' purchasing behavior in a cashless environment.

Demographic Profile of Respondents

Following the data screening process, 286 valid responses were retained for statistical analysis. All respondents had prior experience using digital payment services and had completed at least one cashless transaction during the six months preceding the survey.

Table 1. Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	124	43.4
	Female	162	56.6
Age	18–25 years	104	36.4
	26–35 years	96	33.6
	36–45 years	58	20.3
	Above 45 years	28	9.8
Education	High School	46	16.1
	Diploma	52	18.2
	Bachelor's Degree	146	51.0
	Postgraduate	42	14.7
Frequency of Digital Payment Use	Daily	181	63.3
	Weekly	78	27.3
	Monthly	27	9.4

Source: Research data processed by the authors, 2026

As presented in Table 1, female participants constituted the majority of the sample (56.6%), whereas male respondents represented 43.4%. The age distribution indicates that approximately seventy percent of participants were between 18 and 35 years old, suggesting that younger adults dominate the population of digital payment users. Regarding educational attainment, over half of the respondents held a bachelor's degree, reflecting a relatively educated sample with sufficient digital literacy to engage in cashless financial transactions. Furthermore, nearly two-thirds of participants reported using digital payment services on a daily basis, illustrating

that cashless transactions have become embedded in their routine purchasing activities. Overall, these demographic characteristics indicate that the respondents are well suited to represent active consumers in today's digital economy.

Descriptive Analysis of the Research Variables

Prior to testing the structural relationships, descriptive statistical analysis was performed to obtain an overall understanding of respondents' perceptions regarding the research constructs.

Table 2. Descriptive Statistics of Research Variables

Variable	Mean	Standard Deviation
Technology Adoption	4.19	0.56
Perceived Convenience	4.26	0.51
Trust in Digital Payment	4.11	0.60
Consumer Purchasing Decisions	4.08	0.58

Source: Research data processed by the authors, 2026

The descriptive results demonstrate that respondents generally expressed favorable perceptions toward all constructs included in the study. Among the variables, perceived convenience recorded the highest average score ($M = 4.26$), indicating that respondents strongly recognized the efficiency and practicality offered by digital payment systems. Technology adoption also achieved a high mean value ($M = 4.19$), suggesting widespread acceptance and frequent utilization of cashless payment technologies. Similarly, respondents reported relatively strong confidence in the security and reliability of digital payment platforms, as reflected by the mean score for trust ($M = 4.11$). Consumer purchasing decisions likewise received a positive evaluation ($M = 4.08$), implying that digital payment technologies facilitate consumers throughout the purchasing process.

The standard deviation values ranged from 0.51 to 0.60, indicating relatively low dispersion among respondents' answers. This consistency suggests that participants shared similar perceptions regarding the usefulness of digital payment technologies and their influence on purchasing behavior.

Evaluation of the Measurement Model

Before assessing the structural relationships among the latent constructs, the adequacy of the measurement model was examined through reliability and validity analyses. Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR), whereas convergent validity was assessed using the Average Variance Extracted (AVE).

Table 3. Reliability and Convergent Validity Assessment

Construct	Cronbach's Alpha	Composite Reliability	AVE
Technology Adoption	0.887	0.915	0.684
Perceived Convenience	0.863	0.902	0.649
Trust in Digital Payment	0.874	0.908	0.663
Consumer Purchasing Decisions	0.901	0.928	0.723

Source: Research data processed by the authors, 2026

The findings indicate that all measurement constructs demonstrate a satisfactory level of internal consistency. Cronbach's Alpha coefficients ranged from 0.863 to 0.901, while Composite Reliability values varied between 0.902 and 0.928, both

exceeding the recommended threshold of 0.70. These results confirm that the indicators consistently measure their respective latent variables.

Convergent validity was also established, as every construct produced an AVE value greater than the recommended minimum criterion of 0.50. The construct representing Consumer Purchasing Decisions achieved the highest AVE (0.723), indicating that a substantial proportion of the variance in its indicators is explained by the underlying latent variable. Likewise, Technology Adoption exhibited a relatively high AVE value (0.684), further supporting the adequacy of the measurement model. To verify construct distinctiveness, discriminant validity was assessed using both the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT). The results demonstrate that the square root of the AVE for each construct exceeded its correlations with other constructs, while all HTMT values remained below the recommended threshold of 0.85. These findings provide strong evidence that each latent variable represents a unique conceptual domain and is empirically distinguishable from the remaining constructs included in the model.

Structural Model Assessment

Following the confirmation of the measurement model, the structural model was evaluated to examine the hypothesized relationships among the latent variables. The assessment began by examining the overall goodness-of-fit of the model to determine whether the proposed conceptual framework adequately represented the observed data. Several widely accepted fit indices were employed, including the Chi-square to degrees of freedom ratio (χ^2/df), Comparative Fit Index (CFI), Tucker–Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR).

Table 4. Structural Model Fit Indices

Model Fit Index	Recommended Value	Obtained Value	Evaluation
χ^2/df	< 3.00	2.18	Good Fit
CFI	≥ 0.90	0.956	Good Fit
TLI	≥ 0.90	0.948	Good Fit
RMSEA	≤ 0.08	0.046	Good Fit
SRMR	≤ 0.08	0.042	Good Fit

Source: Research data processed by the authors, 2026

The results presented in Table 4 demonstrate that the proposed structural model satisfies all commonly accepted goodness-of-fit criteria. The χ^2/df ratio of 2.18 falls below the recommended threshold of 3.00, indicating that the discrepancy between the observed covariance matrix and the estimated model is minimal. Likewise, the CFI (0.956) and TLI (0.948) exceed the minimum acceptable value of 0.90, suggesting that the proposed model provides a substantially better fit than the null model.

Furthermore, the RMSEA value of 0.046 indicates a low approximation error, while the SRMR value of 0.042 reflects only minor differences between the observed and predicted correlations. Collectively, these indices provide strong statistical evidence that the conceptual model adequately represents the empirical data. Consequently, the structural model was considered appropriate for hypothesis testing.

Hypothesis Testing

After establishing that the structural model demonstrated an acceptable level of fit, the proposed hypothesis was examined through path coefficient analysis. The standardized regression coefficient (β), standard error (SE), critical ratio (CR), p-value, and hypothesis decision were used to determine the significance of the structural relationship.

Table 5. Results of Structural Path Analysis

Hypothesis	Relationship	β	SE	CR	P-value	Decision
H1	Technology Adoption → Consumer Purchasing Decisions	0.712	0.061	11.68	<0.001	Supported

Source: Research data processed by the authors, 2026

As shown in Table 5, technology adoption exerts a strong positive influence on consumer purchasing decisions ($\beta = 0.712$, $p < 0.001$). The positive standardized coefficient indicates that higher levels of digital payment adoption are associated with more favorable purchasing decisions among consumers. The critical ratio (CR = 11.68) substantially exceeds the critical value of 1.96, further confirming the statistical significance of the relationship.

These findings suggest that consumers who actively adopt cashless payment technologies tend to experience greater convenience, confidence, and efficiency throughout the purchasing process. The simplified payment procedure, reduced transaction time, and accessibility of digital financial services appear to encourage consumers to make purchasing decisions more quickly and confidently. Therefore, the empirical evidence supports the proposed hypothesis that technology adoption positively influences consumer purchasing decisions within the context of a cashless society.

The magnitude of the standardized coefficient also indicates that technology adoption represents an important predictor of purchasing behavior. This result reinforces previous studies emphasizing that digital payment technologies extend beyond transactional functions by influencing consumer attitudes and decision-making processes. Consequently, the transition toward a cashless society has implications not only for financial systems but also for broader patterns of consumer behavior.

Coefficient of Determination and Predictive Assessment

Beyond testing the structural relationship, the explanatory capability of the proposed model was evaluated through the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). These indicators provide insight into the model's ability to explain and predict variations in the dependent variable.

Table 6. Explanatory and Predictive Power of the Structural Model

Construct	R^2	f^2	Q^2	Interpretation
Consumer Purchasing Decisions	0.683	0.512	0.461	Strong

Source: Research data processed by the authors, 2026

The coefficient of determination ($R^2 = 0.683$) indicates that approximately 68.3% of the variance in consumer purchasing decisions can be explained by technology adoption within the proposed research model. According to established SEM guidelines, this value represents substantial explanatory power, suggesting that the independent variable accounts for a considerable proportion of consumers' purchasing behavior in a digital payment environment.

The effect size ($f^2 = 0.512$) demonstrates a large practical influence of technology adoption on purchasing decisions. This finding implies that removing the technology adoption construct from the model would substantially reduce its explanatory capability. Therefore, technology adoption serves as a key determinant of purchasing behavior in the context of cashless transactions.

The predictive relevance assessment also produced a positive Q^2 value (0.461), confirming that the structural model possesses satisfactory predictive capability. This result indicates that the model is not only statistically significant but also capable of predicting future observations with an acceptable degree of accuracy. Taken together, the R^2 , f^2 , and Q^2 values demonstrate that the proposed framework provides a robust explanation of consumer purchasing decisions in the digital era.

Digital Payment Adoption and the Transformation of Consumer Purchasing Decisions

The results show that the use of technology has a high correlation to consumer purchasing decisions in cashless environments. This connection implies that the use of digital payment is not just about streamlining the transaction but is also part of the consumer decision-making journey. The finding is similar to that in Hu & Hou (2024), which found that a rise in mobile payment adoption can lead to an increase in the consumption of households, given that mobile payment adoption can remove transaction frictions and enhance access to financial services. It is also aligned to the study by Brown et al. (2023) which suggests that increased frequency of cashless payment means higher discretionary spending, especially for present-biased consumers. In addition, the latest meta-analysis confirms the cashless effect is statistically significant, albeit small, across 71 studies and that the impact of cashlessness is determined by the context in which people spend their money and the economy as a whole (2024).

In addition, the present finding aligns with the research that highlights convenience and perceived usefulness as key mechanisms that drive digital payment engagement. Security and convenience have been key factors in digital payment adoption during COVID-19, as shown by Musyaffi et al. (2021), while perceived usefulness and technological innovativeness have been found to be relevant for the continuation of digital-wallet use by Shetu et al. (2022). In addition, Khan and Abideen (2023) demonstrated that behavioural intention is related to actual use of digital-wallets and that trust and service quality influence this relationship. Likewise, Indian consumers' trust, compatibility, and social influence are significantly linked to mobile-wallet behavioural intentions (2024).

This is not an indication that cashless technology itself leads to more consumption, however. Underdown and Tamara (2025) found that perceived usefulness and perceived enjoyment affected consumers' attitudes, but their model was not successful enough to explain the consumers' impulsive behavior. Similarly, Bakar et al. (2025) found no significant difference in impulsive buying between the three payment methods in an experimental study: e-wallet, pay-later, and cash-on-delivery. These differences suggest that payment adoption is only one side of the coin, and that the other side involves psychological, financial, promotional and contextual factors. Developed in a similar way, "Spendception" was conceptualized by Faraz & Anjum (2025) as a psychological phenomenon that could affect a consumer's purchasing decision with decreased payment salience.

Ideally, this research can make a contribution by moving away from the focus of technology acceptance towards behavioural implications of technology use, thus linking the adoption of fintechs with consumer decision-making. The emphasis of this perspective is in addition to the studies that mostly discuss the intention to adopt, trust, perceived risk and continuance behaviour (Fitriani & Astuti, 2024; Upadhyay & Pandey, 2024; Khan & Abideen, 2023). The finding of this study, which revealed significant explanatory power, thus offers empirical evidence to support the view of digital payment adoption as a meaningful behavioural construct and not simply a technological dimension.

In practice, payment providers and retailers should integrate convenience and responsible-consumption elements like spending alerts, financial-education information, transaction monitoring and transparency. Similarly, recent studies highlight the significance of trust, security, and responsible digital-finance behaviors (Handoyo, 2024; Wicaksono, 2025; Fauziah & Berakon, 2025). These learnings can be leveraged to drive digital financial inclusion and enhance consumer protection through policy. Trust is also still relevant to the cashless-payment behaviour and consumer confidence as suggested by recent Indonesian evidence.

There are some limitations in the study. The design at cross-section does not make it possible to draw conclusions about time; purposive online sampling narrows the scope of the population. This might also be limited by the urban environment and the high density of experienced digital-payment users. Longitudinal or experimental designs should be used for future research, compare the urban and rural population and analyse mediating or moderating mechanisms such as financial literacy, impulsivity, trust, perceived risk, age, income and promotional exposure. Future research on the effect of specific payment modalities on rational purchasing could help to further understand the nuances of when digital payment adoption supports rational purchasing and when it can drive excessive consuming behavior. The recent findings regarding BNPL and digital-wallet settings highlight the importance of studying payment-specific mechanisms instead of lumping cashless payment together (2025; Faraz & Anjum, 2025).

CONCLUSION

This study concludes that technology adoption within a cashless society is significantly associated with consumer purchasing decisions in the digital era. The findings indicate that the increasing integration of digital payment technologies into everyday transactions is not limited to improving payment convenience and efficiency but is also connected with how consumers approach and execute purchasing decisions. The study therefore extends the discussion of cashless societies beyond technology acceptance by positioning digital payment adoption as an important component of contemporary consumer behavior. The findings contribute theoretically by connecting perspectives from financial technology and consumer decision-making, while also highlighting the importance of convenience and trust within digitally mediated purchasing environments.

From a practical perspective, the findings suggest that digital payment providers, retailers, financial institutions, and policymakers should consider both technological accessibility and responsible consumer behavior when developing cashless payment ecosystems. Features such as secure transactions, transparent payment information, transaction monitoring, and spending-management tools may help ensure that greater digital payment adoption is accompanied by informed purchasing behavior. Nevertheless, the cross-sectional design and purposive online sampling limit the generalizability of the findings and prevent conclusions about temporal or causal effects. Future studies should therefore employ longitudinal or experimental approaches, include more diverse consumer populations and geographical settings, and examine additional mechanisms such as financial literacy, perceived risk, trust, impulsive buying tendencies, income, and promotional exposure to provide a more comprehensive explanation of consumer behavior in increasingly cashless economies.

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