



Exploring the Impact of Cashless Payment Systems on Impulsive Buying Behavior among Generation Z Consumers

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ABSTRACT

The study explores cashless payment factors influencing Gen Z's impulsive buying, analyzing demographics, preferences, and key influencing factors. Correlations and differences by demographics are tested and possible interventions are derived. A descriptive survey design was employed to administer a researcher-made questionnaire to 259 Gen Z respondents from Cantilan, Philippines. Descriptive and inferential statistics (Pearson correlation, Mann-Whitney U, MANOVA) were used to determine the relationship of gender and means of payment to impulsive buying tendencies. The analysis revealed that cashless payment systems facilitate impulse buying for Gen Z driven by promos, trust and security, and social media influence purchases, especially in fashion and food and beverage with males being the most influenced. There were significant gender differences, finding that males were more influenced by cashless payment convenience and Promotions than females, while social media influenced both genders equally. Theoretical implications involve contributions of a new model factoring in drivers missing in other studies. Managerial implications alert for responsible cashless payment system developments, and fintech developers can help counter impulsive buying behaviors with system solutions like "impulse delay." Educators and lawmakers can target social media and promo influence in financial literacy training.

Keywords: Cashless Payments, Impulsive Buying, Promotions, Security, Social Media Influence, Trust

JEL Classification: G210, G410, G530, M370

1. INTRODUCTION

In an era where cashless payment systems and methods are becoming the norm, what consumers consider to be their standard method of payment has become almost exclusively cashless. Including contactless credit and debit cards, mobile wallets, and a seemingly endless array of banking applications, cashless payment systems and methods are becoming increasingly popular. Of all consumer groups, Generation Z is the most important to their advertisers and marketers. This generation has come to see cashless payments as a way of life. Always connected to their mobile phones, tablets, and other electronic devices, Generation Z is the most susceptible to the effect a cashless payment system can have on their tendency to buy impulsively. With the rapid evolution of cashless payment systems, the convenience, ease of use, and pleasure these systems offer to this generation make them

perfect vehicles for encouraging impulsive buying. Advertisements for products, promotions on social media, and the trust these consumers have in these systems also play a role in this behavior.

Cashless payment systems have been researched and proven to be convenient. However, Cashless payment systems have also been impacted immensely by social media, and promotions for products play a pivotal role in this. Cashless payment systems such as digital payments, mobile wallets, online banking, and buy now pay later (BNPL) systems are all specifically designed to eliminate all friction when purchasing a product. Generation Z has become extremely comfortable in a world designed around simplicity. In a world where instant gratification is expected and on demand, cashless payments have made impulsive buying the new pinnacle for such behavior. With no physical means to pay, there is also no time to wait to process payments. All these conveniences foster an

environment for impulsive buying to thrive in cashless payment systems. Factors such as ease of use, the impact of social media, promotions for cashless payment systems, and buy now pay later systems all play a monumental role in setting up impulsive buying scenarios for generation Z consumers. All these factors have been studied multiple times in various previous studies. However, we must understand how these factors uniquely impact Generation Z consumers as a different class of consumer. Previous studies have set the premise for what impulsive buying is as an effect of cashless payment systems on their users and consumers. Previous studies have also set the premise of a devastating impact that cashless payment systems have on user consumers and the psychological manipulation that encourages impulsive buying behaviors in generation Z consumers.

Recent research has shown that cashless payments are associated with impulse buying, particularly for the younger generations. Goyal (2024) was one study that took place in Mumbai and looked at the behaviors of 122 Gen Z individuals. They proved within their study that cashless payments afforded to consumers do strengthen their impulse buying, particularly within the fashion and electronics sectors. As stated by the authors, instantaneous payments made it even easier for consumers to impulse buy without cash to swipe or a card to utilize. This has proven a significant factor in impulse buying, as consumers will not hesitate to make a purchase via mobile. Lee et al. (2023) also looked at cashless payments in the form of e-wallets and how that impacted 201 young consumers as they used PLS-SEM to assess impulse-buying e-commerce consumers. The researchers found that the aesthetics and enjoyment of an e-wallet significantly mediate impulse-buying tendencies. Thus, this shows that it is not merely just the convenience of these cashless payments that lead to impulsive behaviors but the aesthetics behind them and how they feel to utilize. Lina (2022) also looked at convenience and how it impacts Gen Z impulse buying when making online purchases. The author found that speed also impacts Gen Z's impulse buying when making an unplanned purchase. For Gen Z, social media, in particular, has proven to be the most significant factor influencing impulse buying. Instagram, TikTok, and even YouTube are platforms that end up influencing consumers and their buying decisions. Numerous studies have proven that Instagram as a platform has influential power over those who utilize it in their impulse buying decisions. Windayu (2025) also found that influencer marketing in the form of unboxing videos, product reviews, and even promotions all impact these individuals psychologically, making them more prone to impulse buying at that exact moment. Promotions like discounts also impact this impulsive decision. An exploratory study was performed by Keil and Burg et al. (2023), which investigates buy now pay later services typically built into systems like afterpay. These zero interest installments have all been proven to negatively impact impulse buying decisions, making consumers less mindful of the costs of their purchases since they pay for them at a later stage.

Alongside BNPL, promotional techniques like limited-time offers, flash sales, and exclusive discounts lead to increased impulse buying. Promotions create FOMO (fear of missing out). As FOMO is a strong motivating factor for Gen Z, according to Nyrhinen

et al. (2024), online promotions that rely on limited availability or time-sensitive offers promote impulsive purchases as Generation Z wants to buy before they “miss out.” Additional to ease of use and promotions, the perceived usefulness and safety of cashless payments also drive impulsive buying. The study by Izham et al. (2025) demonstrates that buy now pay later (BNPL) services significantly influence impulsive buying among Generation Z in Shah Alam, Malaysia due to a high level of ease of use, deferred payment, and perceived affordability. Such ease of use leads to purchase impulsivity because financial constraints are lower and a sense of instant gratification is higher, as surveyed and confirmed through structural equation modeling conducted among generation Z participants. Perceived usefulness is the extent to which a user believes that a system or a technology will improve performance. Djahhari et al. (2024) found that perceived usefulness relates to cashless payments because it leads to a higher incidence of acceptance and use of a cashless payment platform. Thus, for generation Z, the perception of usefulness for impulsive purchases is increased in digital wallets or e-commerce payment platforms because they are designed with the user in mind and for speed of transaction. One crucial aspect of cashless payments today, for instance, is the inclusion of buy now pay later (BNPL) services. BNPL service allows for payments at a later stage after an item has been purchased, often with the caveat of an interest free period should the payment be made within a certain time frame. This service has become popular among younger customers, and particularly among Generation Z as they are enamored with the possibility of deferred payment. Sutikno and Aji (2024) elaborate in their study in that the psychology behind BNPL services affect consumer decision making as the ability to defer payments makes associated psychological costs of purchasing something lower as a result consumers are more likely to purchase items impulsively as they do not feel pressure to pay for items in the moment. Despite the inclination towards impulsive buying that BNPL services provide, however, there are dangers involved. Underdown and Tamara (2025) states that the BNPL option encourages addiction to buying and a lack of self-control owing to the ease with which items can be purchased as payment can always be deferred. This finding is dangerous because it demonstrates that generation Z may still buy impulsively for material gain despite their financial competence and awareness that exists within their demographic. Efriyanto (2025) speaks about the dangers of overstretching budgets with BNPL and how this system, combined with social media promotions, encourages overspending in fashion, technology, and entertainment.

While many studies have examined the overall effects cashless payments have on impulsive buying behaviors, few have focused on the specific case of generation Z which has differentiated behaviors toward cashless payments as a distinct demographic. A few studies have considered the digital behavior, preferences and use of social media among generation Z consumers. Some studies by Tun (2020) and Athalia (2024) for example, looked at the effects QRIS digital payments have on impulsive buying and found they have a low but positive effect on the consumptive behavior of generation Z students at the Bandung State Polytechnic, Indonesia. Other factors not examined influenced their shopping tendencies. The gap this research will fill involves

2. LITERATURE REVIEW

the lack of an integrated model that incorporates all factors that influence generation Z's impulsive buying behavior when influenced by cashless payments. While some have examined the effects of individual factors like ease of use, Djafarova and Bowes 2021 or social media on impulsive buying Windayu 2025, other separate studies have considered the effects of the trust consumers place in digital payment systems on their buying behavior, few have looked at the intersection point of all of these factors in one integrated model (demographic oriented, especially in Southeast Asia) that embodies these characteristics. Furthermore, while some previous studies have focused on how cashless payments correlate with impulsive buying drivers among diverse research subjects, others isolated themselves to one distinct form of cashless payments.

This study will examine how cashless payments correlate with the factors linked to impulsive buying such as discounts, convenience and safety and the effects that it has on impulsive buying tendencies in the Filipino generation Z demographic. It will also explore the differences in impulsive tendencies based on gender which this research identifies to represent a major gap in the literature and thus an aspect to explore in this integrated model. While existing literature has sufficiently covered many aspects of generation Z consumers, little has been done considering any aspects that contribute to cashless payments among this demographic based on their psychographic and demographic characteristics. Unlike previous generations, gen Z grew up in the digital era. Their shopping behaviors within their demographic are influenced not just by practicality, comfort or convenience when using a cashless payment method, but also by discounts on products, encouragement from fellow peers and marketing techniques initiated by influencers that resonate with them on social media. Few have attempted to account for all factors influencing impulsive buying behavior: Convenience, social media, discounts, safety in an integrated model but not based on gender and product differences among individuals. The impacts one or more interventions specifically designed to address impulsive buying tendencies related to cashless payments have in a demographic highly susceptible to their effects has yet to be studied; though interventions targeting the relationship between one specific independent variable and impulsive buying tendencies represent a major gap in current literature. The effects cashless payment factors have on generation Z's impulsive buying behavior is the focus of the study. More specifically, the primary objectives are to examine whether cashless payments do have an effect on impulsive buying and if so to what level of strength (degree) of effect and which factors related to impulsive buying are affected by it. The secondary objectives are to: Provide a profile of respondents to this study by age, gender, type of payment they prefer to use, and the types of products they tend to buy impulsively; evaluate the four factors associated with impulsive buying and their individual levels of influence; evaluate the level of effect cashless payments have on impulsive buying; Assess Hypothesized Testing interaction relationships; assess if there is a classification system based on gender differences in impulsive tendencies, and finally; create an intervention program that is targeted accordingly.

2.1. Generation Z Consumer Behavior and Cashless Payment

Newly emerging studies indicate generation Z impulse buying is influenced by low transaction cost and convenience fees of cashless payment. Mobile payment's reward and functionality feature also enables cashless impulse buying in fashion and electronic products for young consumers in Mumbai (Goyal, 2024). BNPL services have a significant impact in Shah Alam, Malaysia, as posited by Izham et al. (2025) in their study, as ease of use, deferred payment and affordability have a significant impact on impulse buying for generation Z. However, the Sanny et al. (2023) study links perceived usefulness and risk perception as influencers negatively impacting digital wallet satisfaction which may influence impulse buying.

The phenomenon of cashless payment systems is one of what will connect to generation Z's consumer behavior relative to spending. According to Ybañez et al. (2025), impulsive buying results from digital payment systems for younger generations, meaning that those exposed to these systems will spend more often without pondering their meaning than those not exposed. Kuswardhani and Nirmala (2025) state that for Generation Z, the amount spent has increased with e-wallets and they use these more often than other generations, as they are more tech-savvy and find it easier to access and obtain these systems. Essentially, the ease of transaction becomes a critical driving force. For example, Putri (2024) notes that mobile wallets are very popular among this generation, implying that easy access to cash on their mobile devices facilitates instantaneous buying at any given location without consideration. Therefore, the Putri (2024) study aligns with the Rosnerova (2025) study, where the digital environment (e.g., mobile payments and e-commerce) facilitate impulsive buying, as gen Zs tend to buy in remote settings and without forethought, facilitating digital payment systems with impulse buying. Thus, these studies intersect by emphasizing the mobile payment system as something commonplace in the lives of gen Z consumers and prompting their spending where impulse buying and omnipresence become too easy to resist.

2.2. Ease and Convenience of Digital Payments

Convenience is also a driver of impulsive buying with gen Z consumers. Djafarova and Bowes (2021) argue that payment systems on e-commerce sites reflect the social media platforms that gen Z is familiar with. The option to "buy now" and pay later has a distinctive relationship to the impulsive buying behaviors that these individuals engage in. E-commerce sites have made it so convenient to pay for goods using this method that the completion of entering payment details as a goal of completing payment has been removed. Several e-commerce sites confirm the purchase of a consumer in a single click (Djamhari et al., 2024). These payment systems prosper due to this convenience as customers do not hesitate with completing their purchases. Digital payment systems also adhere to this guideline of convenience. A consumer will be more likely to hesitate before making a purchase if completing the payment details is inconvenient. Djafarova and Bowes (2021) argue that greater convenience, such as cashless systems,

increases the chances of impulsive buying as the consumer does not have additional time to consider if the purchase is logical. E-commerce sites are therefore guilty of enabling these behaviors with frictionless systems. E-commerce sites have adopted various one-click payment methods as these payment systems often trigger impulsive buying behaviors on their sites (Djamhari et al., 2024).

Perceived ease of use has a significant relationship with generation Z's impulsive buying behavior, particularly regarding digital payments with e-wallets. According to Groda and Kusbianto (2025) and Suryati and Safitri (2025), perceived ease of use makes payment faster, easier, involves the user, and provides seamless transactions; therefore, they're more inclined to impulsively buy. Furthermore, perceived ease of use means fewer barriers to spending. The easier it is to pay, the more accessible it is to satisfy impulsive desires.

2.3. Social Media Influence and Promotions/Discounts

The use of social media and impulsive buying among gen Z consumers is also an emerging area of research. Social media platforms such as Instagram, Tik Tok, and Facebook can efficiently convert consumers into purchasing products, especially younger consumers. Windayu (2025) explains that social media influencers and promotions are partially responsible for gen Z engaging in impulsive buying. The FOMO impulse of time limited promotions directly relates to the time sensitive promotions that BNPL providers employ.

Keil and Burg (2023) researched the correlation between BNPL and impulsive buying specifically for consumers who use the payment method to purchase products. The researchers found that time-sensitive promotions such as flash sales inspired BNPL providers to combine the option of their payment method with other time-sensitive promotions that inspired consumers to buy items impulsively. Using this type of marketing inspiration worked effectively to motivate impulsive, time sensitive buying decisions from gen Z and other younger generations. Time-sensitive promotions and cashless payment systems made it easy and affordable for consumers to engage in impulsive buying. The researchers ultimately concluded that BNPL providers are also guilty of encouraging impulsive buying through the payment methods they promote.

Social media compounds generation Z's impulsive buying all the more as it's where they're exposed to advertisements, influencer purchases, and beyond. For example, Karthikeyan et al., (2025) note that social media increases impulsive buys due to purchase immediacy and social validation meaning the more Generation Z members engage with more social media, ads, peer endorsements, or top influencers, the more likely they'll succumb to more unintended purchases.

2.4. Perceived Usefulness, Trust, and Security

Another key variable involves the perceived usefulness and security of cashless payment options. Impulsive buying is motivated by the construct of "perceived usefulness"; buyers must see some value in a product and its ability to add efficiency to their lives. Researchers Djamhari et al. (2024) validate perceived usefulness of

cashless payment systems as being applicable to impulsive buyers. The more effective cashless payment system is preferred by the consumer the more impulsive buying behavior is exhibited by the consumer. Safe payment systems encourage impulsive buying by minimizing the risk involved in purchasing an item. Additionally, the study of Daradinanti and Sari (2025) demonstrates that e-wallet usage significantly enhances impulse buying behavior, primarily through perceived usability and compatibility. While the study of Rosnerova, et. al (2025) suggest that brands aiming to reach Gen Z should focus on creating a strong, credible, and engaging digital presence while clearly communicating their sustainability initiatives. When Gen Z consumers experience positive online interactions with a brand, view its image favorably, trust it, and develop loyalty toward it, they become more likely to consider buying its sustainable products.

2.5. The Role of Emotional Triggers and Impulse Delay Features

Beyond convenience and security, emotional reasons drive impulsive buying, especially the "FOMO" influence. Social media emotionally sells products, using flash sales and scarcity cues to make gen Z consumers feel they need to purchase first and think later. As Underdown and Tamara (2025) notes, digital wallet providers that enhance their app with "impulse buy" functionality, including scarcity cues, limited time offers and "instant gratification" enhancements have a greater influence on digital payment adoption by this generation.

To address this situation, impulse-delay features should be integrated into the digital wallet systems created by FinTech firms. Transaction limits, cool-down periods, and confirmation messages can all reduce the volume of accidental purchases the consumer will make. This type of intervention is, according to the findings of this study, essential in mitigating the impulsive purchases and the associated problems that arise, especially among Gen Z consumers who may be unaware of how their spending habits can impact their future. On the other hand, the study of Desmonda, et.al. (2024) resulted that hedonic personality affected advertising avoidance on social media. Additionally, None, et.al (2025) highlighted to an increasing psychological gap between Gen Z and their spending behavior, largely influenced by silent and instant payment systems. These results have important implications for financial educators, fintech developers, and policymakers aiming to strengthen digital financial well-being and reduce overspending among emerging adult consumers.

2.6. Cashless Payment Methods and Their Role in Impulsive Buying

A study by Goyal (2024) in Mumbai found that mobile wallets are a major convenience that contributes to impulsive buying, particularly with fashion and electronic purchases. The simple convenience of paying for an item without cash lends itself to impulse buying as the only thing left to do when an item is chosen is to physically get the item and pay for it. A study in Shah Alam, Malaysia by Izham et al. (2025) found that Buy Now, Pay Later (BNPL) programs influence impulsive buying. Convenience, deferred payment, and affordability are major factors that ease the use of BNPL for Gen Z. The findings regarding cashless payment

and impulsive buying point to a projection of more studies focused on Gen Z, mobile wallets and e-wallets. Goyal (2024) explores how mobile wallets and payment mechanisms trigger impulsive buying intentions among gen Z and how better accessibility of cashless payments facilitates such spending through convenient approaches. Fitriyani and Afrizal (2024) note cashless payments, like digital wallets, to be direct determinants of impulsive buying behavior which implies that the accessibility of such payment options takes little effort to obtain immediate spending goals. In the same way, Akhil and Tajamul (2022) finds that digital wallets have a remarkable influence on impulse buying—especially among online shopping. Putri (2024) finds the same access to cashless payment methods as a positive contributor to impulsive spending with digital wallets being noted as the most impactful over recent years, demonstrating how relevant such a payment mechanism has become for young consumers.

3. HYPOTHESES DEVELOPMENT

- H₀: There is no statistically significant direct or indirect relationship between the identified factors (ease of use, social media influence, promotions, perceived usefulness, trust, and security) and impulsive buying behavior among gen Z consumers.
- H₁: Perceived ease of use and convenience of cashless payments have a positive direct effect on impulsive buying behavior among gen Z consumers.
- H₂: Social media influence (e.g., exposure to targeted ads, influencer marketing) has a positive direct effect on impulsive buying behavior among Gen Z consumers.
- H₃: Promotions, discounts, and loyalty programs offered through cashless payment platforms have a positive direct effect on impulsive buying behavior among Gen Z consumers.
- H₄: Perceived usefulness, trust, and security in cashless payment methods have a negative direct effect on impulsive buying behavior among Gen Z consumers.
- H₅: Gender moderates the relationship between the identified factors and impulsive buying behavior, such that the effects are stronger for female consumers compared to male consumers.
- H₆: The preferred type of cashless payment method moderates the relationship between the identified factors and impulsive buying behavior.
- H₇: The type of product or service being purchased moderates the relationship between the identified factors and impulsive buying behavior.

4. METHODOLOGY

4.1. Research Method and Instrument

The study utilized a descriptive survey to determine the effects of cashless payment systems on Generation Z consumers' impulsive buying. A researcher-made survey was utilized to test the effect of ease and convenience, social media, promotions and discounts, and trust and security perception on impulsive buying. The research instrument measured the factors that influence impulsive buying by gen Z consumers using cashless payment systems. The questionnaire was divided into two sections: Demographic characteristics and factors that influence impulsive buying. The self-

constructed attitudinal questionnaire used a 5-point Likert scale, which represents the respondents' agreement on a range of values from strongly agree (5) to strongly disagree (1). The instrument accounted for factors such as the ease and convenience that cashless payment systems present, the influence of social media, promotions and discounts, and trust and security perception of cashless payment systems. Since the instrument used the Likert scale, it measured respondents' attitudes towards these factors and their effect on impulsive buying, thus providing valuable insights into these consumer behaviors. Descriptive statistics determined respondents' profiles and the influence of each factor. Inferential statistics such as Pearson correlation, Mann-Whitney U tests, and MANOVA were used to test relationships between and differences among different demographics and cashless payment system methods.

4.2. Respondents and Data Collection Procedures

The sample was generation Z consumers (ages 13-28) in Cantilan, Philippines, who included 259 participants. The researcher distributed the survey link to the respondents via an online survey portal. This researcher's questionnaire was comprised of questions that requested demographic information from the respondents, in addition to a variable of interest that related to respondents' attitudes toward variables such as convenience, social media, promotions, and trust in cashless payment systems. The researcher performed descriptive and inferential statistical analyses on the data collected. This method of obtaining the data resulted in an efficient means of receiving relevant survey responses from Generation Z consumers in the study area.

4.3. Data Analysis

The data analysis of the research study aimed to identify the effect of cashless payment systems on the impulsive buying of Generation Z consumers. Descriptive statistics, such as frequencies and weighted means, were only used to present the demographic data of the participants and the effect of such factors. The researcher, however, used inferential statistics, such as the Pearson correlation, Mann-Whitney U Test, and MANOVA, to test the relationship between demographic variables, cashless payment methods, and impulsive buying. The data analysis attempted to show how cashless payment systems enable impulsive buying, and whether factors such as gender had any effect.

5. FINDINGS AND DISCUSSION

5.1. Demographic Information of Respondents

In Table 1, most respondents belonged to the 13–21 years old age category (191, 74% of the sample), while only a few (68, 26%) belonged to the 22–28 years old category. This indicates that the majority of the sample is representative of the younger members of Generation Z who are more accustomed to digital technologies and cashless payment systems. Most of the respondents were female; the sample consisted of 221 female (85%) and only 38 male (15%) respondents. This indicates that the sample is female-dominated, which may affect how these respondents display their purchasing behaviors. In regard to which cashless payment methods are preferred, mobile payment applications like GCash and PayMaya were the most common answer (214, or

83%, of respondents). Debit and credit cards were also a preferred method (15, or 6%), online payment methods like PayPal were another answer (17, or 7%), and other methods were chosen by (13, or 4%) of respondents. These findings indicate that mobile payment applications are the most commonly preferred method for the majority of respondents. In regard to what types of products or services the respondents purchase most often through impulsive buying, fashion and accessories was the first category that was selected by many (104, or 40% of respondents), followed by food and beverages (99, or 38%). Other categories, such as entertainment-related purchases (25, or 10% of respondents) and electronics and gadgets (15, or 6% of respondents) are much less frequently purchased through impulsive buying. These results suggest that fashion and food are the two most common categories

Table 1: Demographic information of the respondents

Age	Frequency	Percentage
13-21 years old	191	74
22-28 years old	68	26
Total	259	100
Sex		
Male	38	15
Female	221	85
Total	259	100
Types of cashless payment methods		
Mobile payment apps	214	83
Debit and credit cards	15	6
Online payment platforms	17	7
Others	13	4
Total	259	100
Types of products/services impulsively purchased		
Fashion and accessories	104	40
Electronics and gadgets	15	6
Food and beverages	99	38
Entertainment	25	10
Others	16	6
Total	259	100

Table 2: Ease and convenience of digital payments factor

Ease and convenience of digital payments factor	Weighted mean	Verbal interpretation
1. The ease of using cashless payment methods encourages me to make impulse purchases more frequently	4.07	Agree
2. The convenience of digital payments allows me to complete purchases quickly without much thought	4.10	Agree
3. Using cashless payments reduces the mental effort required to decide on a purchase, leading to more spontaneous buying	4.03	Agree
4. The speed and simplicity of cashless transactions make it easier for me to buy items on impulse	4.20	Agree
5. The availability of one-click or seamless checkout options in digital payments increases my likelihood of making impulsive purchases	4.06	Agree
Average weighted mean	4.09	Agree

5-Strongly agree, 4-Agree, 3- Neither agree or disagree, 2-Disagree, 1-Strongly disagree

of products that are bought through impulsive buying among gen Z respondents today, as well as indicating that mobile payment applications are the preferred system for those who make these types of purchases.

5.2. Factors that Influence Impulsive Buying

5.2.1. Ease and convenience of digital payments factor

Table 2 shows the convenience of digital payment methods significantly drives the impulsive purchases of respondents, as the total weighted mean was 4.09, interpreted as “Agree.” The statement that garnered the most agreement was, “The convenience of cashless payments prevents me from avoiding making impulsive purchases” (WM = 4.20). This statement reflects the inability to avoid making an unplanned purchase because of a cashless payment. Another statement with results reflecting similar agreement was, “The convenience of digital payments allows me to complete my purchase quickly without thinking” (WM = 4.10), highlighting how quickly completing a payment allows for the omission of additional thought before purchasing. Other statements that led to a similar conclusion include, “Digital payments eliminate the need to think before buying” (WM = 4.03) and, “The payment systems for my favorite apps often permit me to make purchases with one click” (WM = 4.06), as these easy payment systems have only made it easier to become more impulsive when purchasing items. Overall, these findings indicate that the respondents belonging to generation Z are more likely to engage in impulsive buying when digital payment options are available, efficient and easy to access. This aligns with expectations that hassle-free and rapid payment options are significant accelerators of impulsive buying behaviors in this demographic.

Table 3: Social media influence factor

Social media influence factor	Weighted mean	Verbal interpretation
1. Social media platforms encourage me to make impulse purchases by showcasing trendy products that I can buy easily using cashless payments.	4.14	Agree
2. Positive reviews and feedback on social media increase my likelihood of making spontaneous purchases with digital payment methods.	4.27	Strongly agree
3. Influencers and peer recommendations on social media motivate me to buy products impulsively using cashless payment options.	4.07	Agree
4. The enjoyment I get from browsing social media shopping features leads me to make more unplanned purchases via digital payments	4.03	Agree
5. Targeted advertisements on social media, combined with convenient cashless payment options, prompt me to buy items on impulse	4.03	Agree
Average weighted mean	4.11	Agree

5-Strongly agree, 4-Agree, 3- Neither agree or disagree, 2- Disagree, 1-Strongly disagree

5.2.2. *Social media influence factor*

As illustrated in Table 3, social media is an effective catalyst for impulsive buying tendencies combined with cashless payment options, as the overall mean score of 4.11 indicates “Agree.” The most influential statement was “Positive reviews and feedback on social media increase my likelihood of making spontaneous purchases with digital payment methods” (WM = 4.27, “Strongly Agree”). This is perhaps not surprising, as positive feedback essentially provides peer-reviewed endorsement and cements trust in a product/brand. Respondents also noted that they “Agree” that they purchase more impulsively when they see (WM = 4.14) products they like displayed as trending, when they are recommended by an influencer or peer (WM = 4.07), or when they use social media features for shopping and enjoy it (WM = 4.03). Even more targeted ads when combined with cashless payment options are effective in triggering impulsivity (WM = 4.03). Thus, respondents appear to concur that social media is not merely a platform for interacting with others but also a formidable marketing device that enables and encourages such impulsive buying behavior particularly with cashless payments.

5.2.3. *Promotions and discounts factor*

Based on the data in Table 4, promotions and discounts drive impulse buying in respondents, especially when cashless payments are involved. With a general weighted mean of 4.02 (Agree), respondents agreed that the various promotional means enhanced their likelihood of making impulsive purchases. The statement with the highest ranking was “Promotional discounts available through digital payment platforms motivate me to make impulse purchases more often” (WM = 4.09), which suggests that financial motivation, or directly saving money through a given promotion, is a primary encouragement of impulse buying. Similarly, cashback and rewards programs (WM = 4.07) and seasonal/exclusive promotions (WM = 4.06) were also powerful incentives for respondents to make impulse purchases. The ability of limited-time offers and flash sales (WM = 4.03) increased the urgency to buy, and the promotional “fear of missing out” (FOMO) (WM = 3.85) was potent, even if it had the lowest weighted average of all other items. The implication of these results is that promotional and discount mechanisms in conjunction with digital payment methods are effective in increasing consumers’ propensity to make impulse purchases, as are cashless payments that ease the completion of such a transaction.

5.2.4. *Perceived usefulness, trust and security*

The results in Table 5 show that respondents agreed that trust and security perception of the cashless payment system is a significant motivator of impulsive buying behavior. The overall factor had a weighted mean of 4.00, which was a result of the consumer being likely to purchase on impulse if the payment method provided such a perception of security. The perception of usefulness of cashless payments systems for time-saving transactions was the most weighted item, however. “I find cashless payments useful for fast purchases, so it encourages me to purchase on impulse.” (WM = 4.05). This came first above all other items, indicating that the failure of the perception of usefulness to be upheld could result in the failure for impulsive buying behavior to be

Table 4: Promotions and discounts factor

Promotions and discounts factor	Weighted mean	Verbal interpretation
1. Promotional discounts available through digital payment platforms motivate me to make impulse purchases more often.	4.09	Agree
2. Limited-time offers and flash sales, combined with cashless payment options, increase my tendency to buy impulsively.	4.03	Agree
3. Cashback and reward programs linked to cashless payments encourage me to make spontaneous purchases.	4.07	Agree
4. Seasonal discounts and exclusive promotions accessible via digital payments influence my impulse buying decisions.	4.06	Agree
5. The fear of missing out (FOMO) created by promotional campaigns and discounts leads me to make unplanned purchases using cashless payments.	3.85	Agree
Average weighted mean	4.02	Agree

5-Strongly agree, 4-Agree, 3- Neither agree or disagree, 2- Disagree, 1-Strongly disagree

Table 5: Perceived usefulness, trust and security

Perceived usefulness, trust, and security	Weighted mean	Verbal interpretation
1. I feel more secure making impulse purchases with cashless payments because of the security measures in place.	3.95	Agree
2. My trust in the security of cashless payment systems makes me more likely to make spontaneous purchases.	3.94	Agree
3. I find cashless payments useful for quick purchases, which encourages me to buy items on impulse.	4.05	Agree
5. I am more willing to make impulse purchases through cashless payments when I perceive them as safe and reliable.	4.01	Agree
6. Knowing that cashless payment systems protect my financial information increases my likelihood of making unplanned purchases	4.02	Agree
Average weighted mean	4.00	Agree

5-Strongly agree, 4-Agree, 3- Neither agree or disagree, 2-Disagree, 1-Strongly disagree

encouraged. However, other items did come closely thereafter, such as the perception of well protected financial information (WM = 4.02) and the perception of a safe and reliable payment system (WM = 4.01). These perceptions are likely to make consumers confident to use cashless systems for their impulsive buying habits. Slightly lesser weighted means also applied to

feeling secure due to all safety measures in place (WM = 3.95) and trusting the safety measures in place (WM = 3.94), both of which reinforce the implication that perceived trust and security associated with cashless payment systems increases consumer confidence to use such systems for impulsive buying behavior patterns. These findings reinforced the implication that cashless payment systems that are deemed reliable and convenient by generation Z consumers will be used for impulsive buying behavior patterns. The confidence that is associated with these systems, as well as the convenience that can be achieved through these systems, especially in scenarios in which time can be saved, emerge as a primary motivator for impulsive buying behavior among generation Z consumers.

5.3. Impulsive Buying Behavior

The results in Table 6 show that respondents believe that multiple aspects of cashless payments are a strong driver of impulsive buying, as evidenced by the overall weighted mean of 4.03, which is categorized as “Agree.” The strongest driver was the “Promotional offers and cashback rewards associated with digital payment options encourage my impulsive buying” (WM = 4.05), which illustrates the most significant role that marketers have played in encouraging impulsive buying – by providing promotional offers and cashback rewards. The ease of cashless payments followed (WM = 4.04), as this clearly significantly increases the likelihood of a consumer who may engage in impulsive buying to do so. The impact of social media (WM = 4.03) on the same behavior, especially when paired with the use of cashless payments, and trusting the cashless payment system (WM = 4.02), also play a strong role. Although the speed and convenience of transactions (WM = 3.98) was the least-favored aspect, it is still a positive feature of cashless payments and still encourages impulsive buying behavior. These conclusions, therefore, indicate that cashless payment systems should be expected to encourage and facilitate impulsive buying tendencies, especially with their convenience, promotional rewards, marketing efforts, and social media marketing efforts. It’s a perfect storm for impulsive buying tendencies, especially among a generation with a high focus on immediate gratification.

H₀: There is no relationship between impulsive buying behavior and the identified factors.

Impulsive buying behavior	n	r-value	P-value	Decision	Interpretation
Ease and convenience of digital payments factor	259	0.778	0.000	Reject H ₀	Significant
Social media influence factor		0.803	0.000	Reject H ₀	Significant
Promotions and discounts factor		0.816	0.000	Reject H ₀	Significant
Perceived usefulness, trust, and security		0.869	0.000	Reject H ₀	Significant

These results imply that all factors, including technological convenience of payments (r = 0.778, P = 0.000), social media

Table 6: Impulsive buying behavior

Impulsive buying behavior	Weighted mean	Verbal interpretation
1. The ease and convenience of cashless payments significantly increase my likelihood of making impulse purchases	4.04	Agree
2. Promotional offers and cashback rewards available through digital payment methods encourage me to buy products impulsively	4.05	Agree
3. Social media influence, combined with cashless payment options, motivates me to make unplanned purchases	4.03	Agree
4. My trust in the security and reliability of cashless payment systems makes me more comfortable with impulse buying	4.02	Agree
5. The speed and frictionless nature of cashless transactions lead me to make spontaneous buying decisions more often	3.98	Agree
Average weighted mean	4.03	Agree

5-Strongly agree, 4-Agree, 3- Neither agree or disagree, 2- Disagree, 1-Strongly disagree

(r = 0.803, P = 0.000), promotions and discounts (r = 0.816, P = 0.000), and usefulness, trust, and security (r = 0.869, P = 0.000), all strongly correlated with impulsive buying behavior. As all of the tested relationships were strong and significant, the null hypothesis was rejected. Thus, technological convenience, social media, marketing strategies, and consumer trust in payment options were all determining factors of impulsive buying behavior; the amalgam of these factors created an environment in which consumers felt encouraged to make unplanned purchases due to the ease in making such transactions, the presence of promotions and incentives to do so, the social endorsement that is provided through social media and social connections, and because they felt confident that their transaction would remain secure.

H₁: Cashless payment negatively impacts Gen Z’s impulsive buying behavior.

Cashless Payment and Gen Z’s Impulsive Buying Behavior	n	r-value	P-value	Decision	Interpretation
Gen Z’s impulsive buying behavior	259	0.892	0.000	Reject H ₀	Significant

The findings demonstrate that cashless payment is significantly correlated with gen Z’s impulsive buying behavior. The correlation value (r = 0.892, P = 0.000) indicates a very strong positive correlation that causes a rejection of the null hypothesis. Cashless payment does not negatively affect impulsive buying behavior but increases the likelihood of it. The strong r-value indicates the advantages cashless payment offers, such as ease and convenience, which drive the desire to buy impulsively for gen Z users. Hence, the hypothesis

that cashless payment negatively affects gen Z’s impulsive buying behavior is proven false. Cashless payment does affect impulsive buying behavior for gen Z, but it has significantly positive effects.

H₂: There is no significant difference between impulsive buying behavior and the identified factors when grouped by gender

The result of the Mann-Whitney U Test indicates that gender significantly differentiates between some factors affecting impulsive buying. For ease and convenience of digital payments, a significant difference emerged between ease and convenience of digital payments of male (Mean rank = 162.37) and female respondents (Mean rank = 124.43), U = 2969.00, Z = -2.924, P = 0.003, thus rejecting the null hypothesis. Males are found to be significantly more influenced by ease and convenience of digital payments in their tendency to engage in impulsive buying. A similar result emerged for promotions and discounts, where males (Mean rank = 155.43) are found to be significantly more likely to score higher than females (Mean rank = 125.63), U = 3232.50, Z = -2.301, P = 0.021. The highest result was found in perceived usefulness, trust, and security, where males (Mean rank = 165.79) were significantly more likely to score higher than female respondents (Mean rank = 123.85), U = 2839.00, Z = -3.247, P = 0.001, indicating that males are more likely to conduct impulsive buying if they feel the digital payment option is secure and trustworthy. A non-significant result was found in

social media influence (P = 0.123), indicating that both male and female respondents are equally impacted by social media in their tendency to engage in impulsive buying 行为. Thus, it can be concluded that gender plays a differentiated role in most factors, affecting impulsive buying for males more than females when influenced by convenience, promotions, and security perceptions, but equally affects both males and females when influenced by social media.

H₃: There is no significant difference between impulsive buying behavior and the identified factors when grouped by type of cashless payment methods preferred.

No differences in impulsive buying behavior and influencing factors between categories of preferred cashless payment methods were found. The multivariate test yielded Wilks’ Lambda value of 0.075, F(15, 759) = 1.302, P = 0.194, indicating that preferred cashless payment method does not account for any variation in impulsive buying behavior. The tests of between-subjects effects similarly revealed no differences between groups for the following dependent variables: impulsive buying behavior (F = 0.622, P = 0.601), ease and convenience (F = 1.244, P = 0.294), social media influence (F = 0.809, P = 0.490), promotions and discounts (F = 1.783, P = 0.151), and perceived usefulness, trust, and security (F = 0.484, P = 0.693). In other words, it makes no difference whether gen Z consumers say they prefer to use

Impulsive buying behavior and	Gender	Mean rank	U-value	Z score	P-value	Decision	Interpretation
Ease and convenience of digital payments factor	Male	162.37	2969.00	-2.924	0.003	Reject H ₀	Significant difference
	Female	124.43					
Social media influence factor	Male	147.11	3549.00	-1.544	0.123	Retain H ₀	No significant difference
	Female	127.06					
Promotions and discounts factor	Male	155.43	3232.50	-2.301	0.021	Reject H ₀	Significant difference
	Female	125.63					
Perceived usefulness, trust, and security	Male	165.79	2839.00	-3.247	0.001	Reject H ₀	Significant difference
	Female	123.85					

Effect	Value	F	Hypothesis df	Error df	Significant
Intercept	0.927	636.338	5	251	0.000
Cashless payment method	0.075	1.302	15	759	0.194
Tests of between-subjects effects					

Dependent variable	Sum of squares	df	Mean square	F	Sig.
Impulsive buying behavior	0.993	3	0.331	0.622	0.601
Ease and convenience	1.791	3	0.597	1.244	0.294
Social media influence	0.904	3	0.301	0.809	0.490
Promotions and discounts	2.368	3	0.789	1.783	0.151
Perceived usefulness, trust and security	0.807	3	0.269	0.484	0.693

Effect	Value	F	Hypothesis df	Error df	Significant
Intercept	0.962	1274.501	5	250	0.000
Types of products/services	0.045	0.575	20	1012	0.931
Tests of between-subjects effects					

Dependent variable	Sum of squares	df	Mean square	F	Significant
Impulsive buying behavior	2.594	4	0.648	1.228	0.299
Ease and convenience	2.128	4	0.532	1.107	0.354
Social media influence	2.342	4	0.589	1.591	0.177
Promotions and discounts	2.490	4	0.622	1.402	0.234
Perceived usefulness, trust and security	3.337	4	0.834	1.523	0.196

e-wallets, credit cards, debit cards or some other method of cashless payment; their impulsive buying behavior will remain unchanged. Thus, the null hypothesis is accepted; there is no effect of categorization of cashless payment method on impulsive buying behavior or its influencing factors.

H₄: There is no significant difference between impulsive buying behavior and the identified factors when grouped by type of products or services more likely to be impulsively purchased when using cashless payments.

The MANOVA tests show no difference in impulsive buying behavior and the factors identified when comparing type of product or service that would most likely be bought impulsively with cashless payment methods. The multivariate test yielded a Wilks' Lambda statistic of 0.045, $F(20, 1012) = 0.575$, $P = 0.931$, showing that type of product or service does not explain any difference in impulsive buying behavior. The tests of between subjects effects similarly show no difference in the dependent variables for any of the tests: impulsive buying behavior ($F = 1.228$, $P = 0.299$), ease and convenience ($F = 1.107$, $P = 0.354$), social media influence ($F = 1.591$, $P = 0.177$), promotions and discounts ($F = 1.402$, $P = 0.234$), and perceived usefulness, trust, and security ($F = 1.523$, $P = 0.196$). These tests show that regardless of whether consumers would buy products or services impulsively for fashion and accessories, electronics and gadgets, food and beverages, or entertainment, their impulsive buying behavior and the factors associated remain unchanged. Thus, the null hypothesis is retained that states type of product or service does not differentiate between impulsive buying behavior of consumers using cashless payment methods.

6. CONCLUSION AND IMPLICATIONS

In conclusion, the research study is meaningful in its demonstration of the enabling effect of cashless payment systems on impulsive buying behavior in the case of generation Z consumers. Several variables of cashless payment systems have been isolated and argued sufficiently as enabling factors for impulsive buying behavior, including convenience, ease of use, dependency on social media, promotions, and trusting the payment system to be reliable. Cashless payment systems have been verified as a highly enabling factor related to impulsive buying behavior. Convenience and promotions also showed significant gender differences in their influence on impulsive buying behavior, confirming that the behavior is not homogenous across demographic variables. The findings in the implications section offer a treasure trove of information about consumer behavior in the digital marketplace and a blueprint for marketers and Fintech firms to engineer increasingly relevant marketing strategies. However, limitations do affect the research findings because of its geographically localized nature and self-report sampling selection method. Future researchers can build on these findings using longitudinal studies and experimental studies to test for a causal relationship between these variables. They can also diversify their research by looking at other psychological factors and other countries within Southeast Asia. This research has important theoretical

and practical implications, contributing to the theory of impulsive buying behavior in an increasingly popular area of study, cashless payment systems.

6.1. Theoretical Contributions

This research makes a variety of contributions to the existing body of literature on consumer behavior, fintech adoption, and impulsive buying, especially within the context of generation Z within the Southeast Asia region. Perhaps the most significant of the contributions is the formulation of an integrative empirical model that considers all four factors that influence cashless payments: Ease and convenience; social media; promotions and discounts; and perceptions of usefulness, trust, and security. This formulation extends the work of previous researchers who considered these factors either separately in the context of other demographic groups, but never in the context of generation Z within Southeast Asia, and only providing evidence in this study that demonstrates the locality of each of these four factors as being related to impulsive buying behavior. The results show that perceptions of usefulness, trust, and security are the factors that correlate most with impulsive buying behavior in the identified population segment in cashless environments. This finding contributes to the literature by providing additional evidence that such perceptions are not just enablers of fintech adoption; these perceptions enable the impulsive consumption made possible by such cashless payment systems.

In relation to its contributions, the study also suggests that it makes a novel contribution to impulse buying theory by revealing within its own findings gender differences in how ease and convenience, promotions, and trust influence impulsive buying; these influences are disproportionately more impactful on men. This is in support of impulse buying theory, though, since indicates that the impulsive buying actions themselves are not differentiated according to either the type of product being purchased or by the manner of the purchasing itself. Yet unable to be found regarding the behaviors between genders was any differentiation in behaviors as related to the method of payment or the type of product, thereby reinforcing the idea that such systemic influences regarding impulsive buying behaviors are actually turning their focus on the influences regarding the behaviors of the impulsive buyers themselves, rather than those who react to the cashless systems. Impulsivity, then, can be examined in reference to the factors that stimulate such behaviors within cashless environments.

However, there are also many limitations to this research study that should be noted. This is a descriptive cross-sectional survey study design, and the research sample was limited only to individuals who live in Cantilan, Philippines; thus, the external validity of the findings of this research study in relation to other potential populations in Southeast Asia is limited. Additionally, self-reporting may also be an issue for this study since it is the self-reporting of the tendencies of the respondents for impulsive buying or financial behaviors. Finally, variables that control or limit certain behaviors are not explicitly studied within this research project, though it is potentially true that factors such as income, financial literacy, and even self-control or materialism on the part of individuals may be moderating

variables that relate to the perceived variables that impact cashless payments and impulsive buying behaviors of Generation Z consumers. Limitations can be addressed in future research through longitudinal studies or experimental rather than survey-based designs that will enable the researchers to be conclusive regarding a causal relationship between perceived factors that are associated with cashless payments and impulsive buying. Furthermore, it may be useful for future research to determine whether mechanisms for interventions, such as impulse-delay capabilities, or even financial literacy efforts can be implemented within digital payment platforms themselves in order to limit the impulsive buying tendencies of the users of these platforms. Studies may not only be conducted in the Philippines, but they may also be compared to other nations in Southeast Asia, and research may also incorporate behavioral and psychological factors into their research studies regarding this topic so that there is more developed and wide-ranging knowledge regarding cashless ecosystems in various nations, and so that there is a more established theoretical and practical framework regarding these issues.

6.2. Managerial Implications

The implications of these findings provide constructive guidance for managers of profit-driven and not-for-profit organizations across Southeast Asia, where cashless payment adoption by Generation Z is picking up steam. Yet for profit-seeking organizations, such as fintech companies, e-commerce platforms, retailers, and digital marketers, the implications of frictionless convenience and promotions, social media marketing, and trust and safety do indicate opportunities for improvement in the responsible development of such immature and cashless ecosystems for consumer behavior. Not only should managers not hesitate to aggressively seek sources of revenue in the stream of frictionless payments, cashback rewards, and influencer-based promotions; managers should also consider the welfare of consumers, and build features into these cashless payment tools that overcome the impulsive tendencies of consumers. Transactional notifications, delays in the completion of transactions that the consumer can elect rather than be forced to complete, and “responsible disclosures” that emphasize the terms of service and value of the cash flows instead of “better” promotional features can all help to enable consumers to rein in their impulsive tendencies. The male and female differences in the responsiveness to convenience, promotions, and trust signals when using these services, as well, also suggests opportunities for improvement not only in segmentation strategies for for-profit firms, but not for profit organization should ensure that improve security assurances are not suggested to males when they are encouraged to make impulsive decisions with no time pressure after the completion of these transactions. For not-for-profit stakeholders, regulators, and educational institutions throughout Southeast Asia, the findings suggest an urgent need for robust consumer education and consumer protection programs that cater to a digitally-savvy consumer population of young people. As impulsive buying tendencies were invariant to payment method and product category, potential interventions should address behaviors associated with cashless buying such as FOMO, social validation, and cognitive load rather than

focus on specific platforms. Many of these suggestions can be generalized from the Philippines to other Southeast Asian markets that have similar demographics, mobile-first technology infrastructures, and emergent fintech markets. Policymakers, schools, and NGOs have a shared opportunity to collaborate with fintech providers to integrate educational nudges into industry-standard digital marketing practice, promote more ethical standards for the digital marketing practice, and improve the normalization of mindful spending practices among Generation Z consumers. Taken together, these managerial implications provide a roadmap for firms across Southeast Asia to enjoy the boons of impulsive cashless consumption while reducing its long-term financial toll.

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