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Impact of UPI Transaction on Consumer Spending Pattern.

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ABSTRACT

The advent of UPI in India made digital payments into a revolutionary platform that is instant, seamless, and inexpensive for transactions. This study aims at looking at the effect of UPI transactions on consumer spending patterns by changes in consumption behavior, increases in spending frequencies, and patterns of financial management. This paper explores how adoption of UPI has impacted convenience, trust, and accessibility for various demographic groups in the use of products on the basis of a combination of primary and secondary sources of data such as consumer surveys and transaction data. The research studied shifts in spending patterns such as an increased amount of discretionary spending, impulse purchase, and digitization of transactions. The findings reflect not just increased financial inclusion but also a shift in consumer expenditure behavior toward cashless, on-the-go purchases. Furthermore, this article elaborates upon the contribution of UPI toward building consumer confidence in digital financial systems while substantiating broad trends in mobile banking and e-commerce. In conclusion, the research provides significant insights for policymakers, businesses, and financial institutions, who want to understand and utilize these shifting consumer spending behaviors in a rapidly developing digital landscape.

KEY POINTS: E-Commerce payment, UPI (Unified Payment Interface), Transaction frequency, Cashless Transaction.

INTRODUCTION

Given the changing payments landscape in India, the UPI has emerged as a veritable transformative force, ever since it was launched in 2016 by the NPCI. It has revolutionized and impacted the way consumers conduct financial transactions by providing an easy, secure, and real-time payment system. By supporting merchant as well as peer-to-peer transactions, UPI has swiftly taken the nation with the ability to make instant payments using only smart phones. Driven by its simplicity in user interfaces and government-backed initiatives, UPI has widely replaced cash in transactions; hence, it is now an important part of daily financial transactions.

The prevalence of UPI has dramatically transformed consumers' spending habits in terms of the time, place, and channel of consumption. It has increased the number of transactions, particularly in areas such as retailing, e-commerce, and food delivery, where smaller or impulse purchases are more common due to the ease with which transactions occur using UPI. UPI's position in promoting financial inclusion has opened access to these previously excluded people and, accordingly, encouraged greater participation by larger sections of the population in the formal economy. The paper attempts to explore consumer expenditure behavior impacted by UPI on changes in the volume of transactions, categories of spending, and budgeting practices. The role of trust and security in infusing confidence in digital payments among consumers will also be explored.

LITERATURE REVIEW

1. The growing adoption of Unified Payment Interface (UPI) has reshaped consumer spending patterns in India, enabling seamless, cashless transactions. Research highlights that UPI, developed under the National Payments Corporation of India (NPCI), has gained prominence due to its convenience, speed, and accessibility, supported by QR codes and direct bank transfers (Muralidhara & Murali, n.d.).
2. The government's initiatives, such as demonetization and the Digital India campaign, coupled with increased smartphone penetration, have propelled the adoption of digital payments. This shift has influenced consumer spending by encouraging frequent transactions, even for small amounts, as digital payments reduce reliance on cash (Indoria, 2021).
3. The advent of Unified Payment Interface (UPI) in India has profoundly reshaped consumer spending patterns by promoting cashless transactions. UPI's seamless integration with smartphones and its widespread adoption, bolstered by government initiatives like "Digital India," have made it one of the most popular digital payment platforms. The convenience, speed, and incentives such as cashback offers and discounts have encouraged frequent usage of UPI, driving consumer spending (Ghose & Karak, 2022)

4. Unified Payment Interface (UPI) has emerged as a transformative tool in India's digital payment ecosystem, reshaping consumer spending habits and preferences. Studies indicate that UPI provides an efficient, convenient, and secure platform for peer-to-peer and peer-to-merchant transactions, driven by government initiatives like "Digital India" and the demonetization period of 2016. These measures significantly accelerated the shift towards digital payments, with UPI overtaking other modes due to its user-friendly design and interoperability across banks (Pandey, 2022; Kulkarni & Varma, 2021).
5. Haitham M. Alzoubi et al. (2022): Highlighted the critical role of e-commerce and e-payment systems in online shopping and sales growth. They found significant correlations between internet purchasing behavior and electronic payment methods.
6. Despite its advantages, UPI usage is hindered by challenges such as server issues, cyber security concerns, and digital illiteracy, especially in rural areas (Olalekan S. Akinola, 2012).

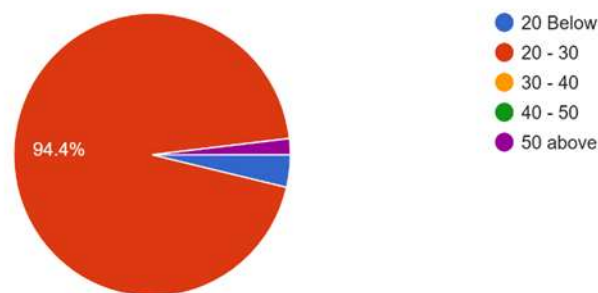
OBJECTIVES

1. Assess the density and volume of transactions across different spending categories.
2. Capture seasonal/situational variations in the pattern of UPI transactions.
3. Study the impact of UPI on consumer expenditure behavior.
4. Studying the effects on different socio-economic groups due to UPI.
5. Customer trust and confidence in making financial transactions through UPI.

DATA ANALYSIS AND INTERPRETATION

1. AGE

Demographic		No. of respondent's	Percentage
Age	20 below	2	3.7%
	20-30	51	94.4%
	30-40	0	0
	40-50	0	0
	50 below	1	1.9%

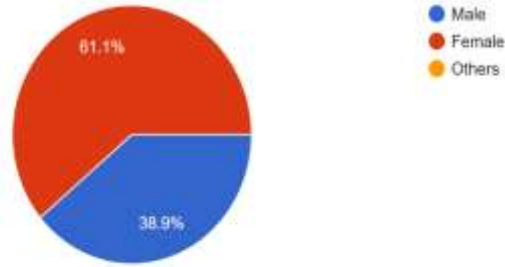


INTERPRETATION

The survey respondents are largely young persons, with 94.4% aged between 20 and 30 years and fewer respondents from other age groups: there is no one aged between 30 and 50 years, and only 1.9 percent are older than 50 years of age. Hence, it indicates that the sample has a skew toward relatively younger adults.

2. Gender

Demographic		No. of respondent's	percentage
Gender	Male	33	61.1%
	Female	21	38.9%
	Others	0	0

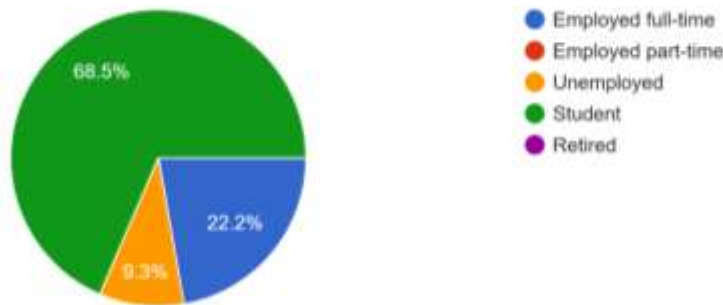


INTERPRETATION

The gender distribution of the survey responds with 61.1% males (33 respondents) and 38.9% females (21 respondents). There are no "Others" respondents. This therefore indicates a representation that is at least higher for men as compared to the representation for women within the sample, and there is no diversity in terms of gender identity beyond the binary male-female categories.

3. Employment status

Demographic		No. of respondents	percentage
Employment status	Employed full time	12	22.2%
	Employed part time	0	0
	Un employed	5	9.3%
	student	37	68.5%
	retired	0	0

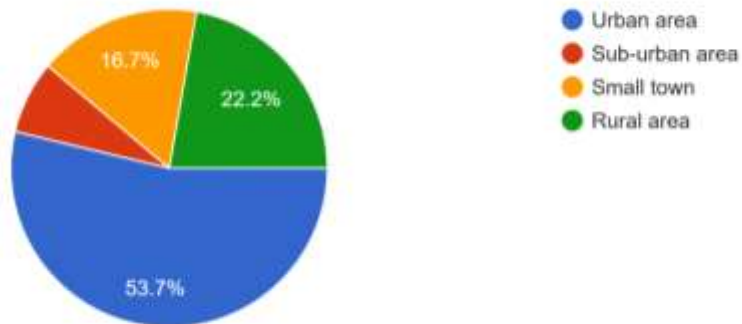


INTERPRETATION

For employment status, it has shown that 68.5% of the respondents (37 individuals) are students, meaning that basically the sample is mainly composed of those who are still pursuing their education. 22.2% (12 individuals) are full-time employees while 9.3% (5 individuals) are unemployed. No respondent is part-time employee or retired. This means that the survey predominantly reflects a student's perspectives with limited representation from those who are either employees or retired.

4. Location

Demographic		No. of respondents	percentage
location	Urban area	29	53.7%
	Sub urban area	4	7.4%
	Small town	9	16.7%
	Rural area	12	22.2%

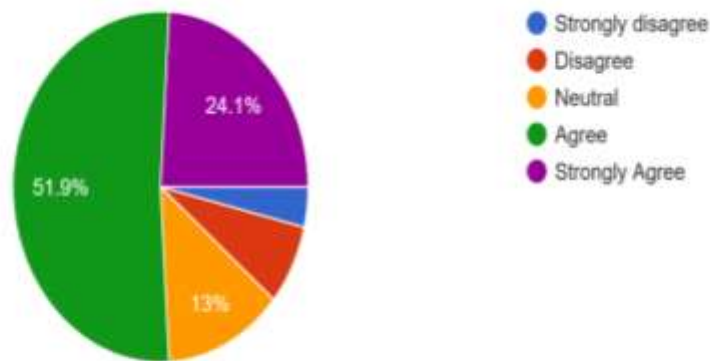


INTERPRETATION

Location Distribution In this regard, distribution shows that 53.7% live in urban areas (29 persons), followed by rural areas (22.2%, 12 persons). Urban and Rural areas are followed by smaller populations from the suburbs (7.4%, 4 persons) and small towns (16.7%, 9 persons). This shows that the majority of people come from urban areas, a significant but lesser proportion from rural and small-town settings, and hardly any from the suburban areas.

5. I frequently use UPI for daily expenses like groceries and essentials.

S.NO	Particulars	No of respondent's	percentage
1	Strongly disagree	2	3.7%
2	Disagree	4	7.4%
3	Neutral	7	13%
4	Agree	28	51.9%
5	Strongly agree	13	24.1%

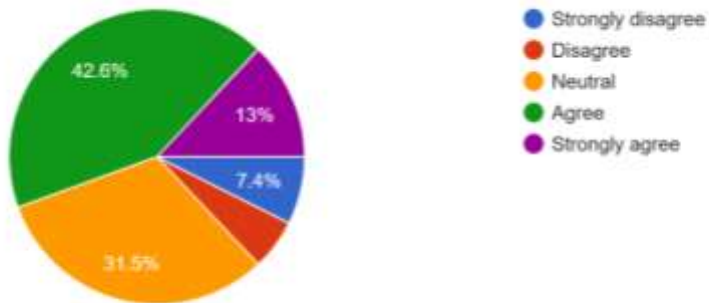


INTERPRETATION

Most respondents (76%) reported frequent usage of UPI for daily expenses, with 51.9% agreeing and 24.1% strong agreement. There was neutral agreement among 13%, while 11.1% of the respondents disagreed or strongly disagreed. This denotes widespread adoption of UPI for groceries and other essentials.

6. use UPI for high-value transactions, such as electronics or appliances.

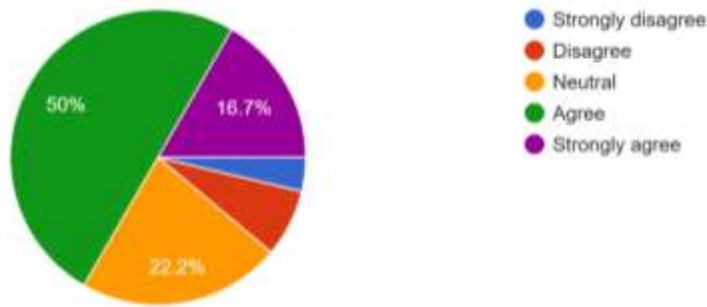
s.no	Particulars	No. of respondent's	percentage
1	Strongly disagree	4	7.4%
2	Disagree	3	5.6%
3	Neutral	17	31.5%
4	Agree	23	42.6%
5	Strongly agree	7	13%

**INTERPRETATION**

Data related to usage of UPI for high-value transactions indicates that 42.6% or 23 respondents agreed and 13% or 7 respondents strongly agreed to use UPI for buying electrical appliances or electronic goods. Neutral respondents accounted for 31.5% or 17 and 13% or 7 respondents disagreed or strongly disagreed (7.4% and 5.6% respectively). This indicates that though UPI is utilized for high-value transactions by a huge chunk, there exists an important percentage of respondents who are either neutral or like other alternatives for making those purchases.

7. I prefer UPI over other payment methods for dining and entertainment expenses.

S.NO	Particulars	No of respondent's	percentage
1	Strongly disagree	2	3.7%
2	Disagree	4	7.4%
3	Neutral	12	22.2%
4	Agree	27	50%
5	Strongly agree	9	1

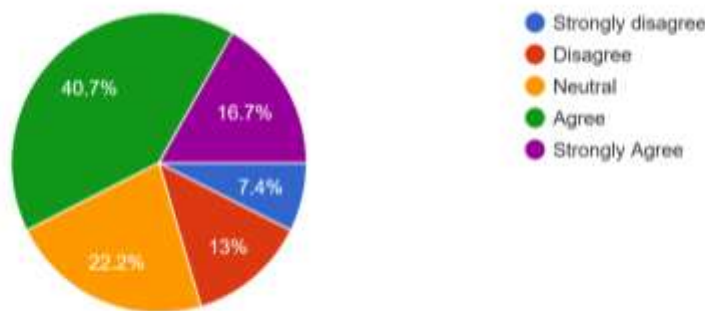


INTERPRETATION

The information on UPI usage for dining and entertainment expenses indicates that 50% (27) agreed and 16.7% (9) strongly agreed that they preferred UPI more than other forms of payment. A still 22.2% (12) of the respondents were neutral, whereas 11.1% (6) of respondents disagreed or strongly disagreed with the statement, where 3.7% and 7.4% disagreed and strongly disagreed, respectively. This meant that most respondents preferred using UPI for dining and entertainment although a small percentage of respondents still leaned towards using other forms of payments.

8. UPI is my preferred payment method for travel and transportation.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	4	7.4%
2	Disagree	7	13%
3	Neutral	12	22.2%
4	Agree	22	40.7%
5	Strongly agree	9	16.7%



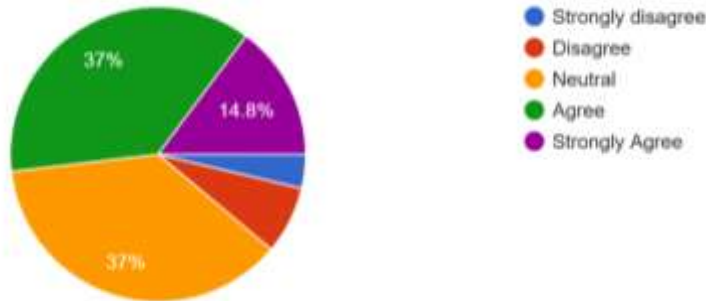
INTERPRETATION

The data on UPI usage for travel and transportation reveals that 40.7% (22 individuals) agree and 16.7% (9 individuals) express a strong agreement to the statement that UPI is their preferred pay mode. 22.2% (12 individuals) are neutral, while 20.4% (11 individuals) disagree or strongly disagree (13% and 7.4%, respectively). This implies that even though UPI appears to be a preferred option for a large chunk of the respondents, there is still a considerable percentage that does not favor it for travel and transportation expenses.

9. I use UPI more frequently during holiday seasons or special occasions.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	8	3.7%
2	Disagree	4	7.4%

3	Neutral	20	37%
4	Agree	20	37%
5	Strongly agree	8	14.8%

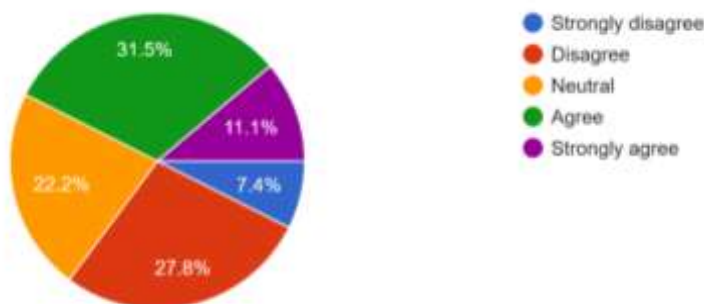


INTERPRETATION

From the above data depicting UPI use in holidays or special days, 37% (20 persons) agreed and 14.8% (8 persons) agreed strongly that they use UPI more on such days. They are neutral in 37% or 20 persons and 11.1% or 6 persons disagree or strongly disagree (7.4% and 3.7%, respectively). This implies that for a majority of respondents, usage of UPI during holidays or special occasions prevails, though an important percentage exhibits neutrality or does not show an increase during such periods.

10. My UPI transaction volume increases during sales events or discounts.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	6	11.1%
2	Disagree	4	7.4%
3	Neutral	15	27.8%
4	Agree	12	22.2%
5	Strongly agree	6	11.1%

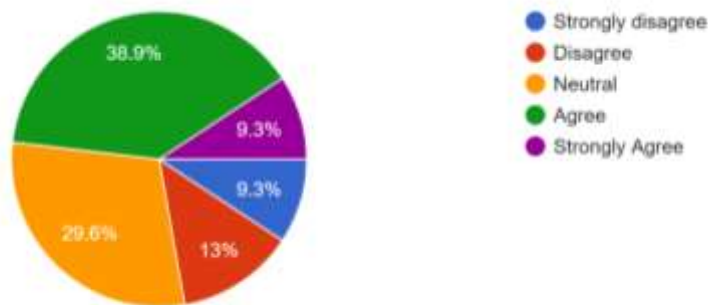


INTERPRETATION

The data regarding the volume of transactions on UPI during sales events or discount days is that 22.2% (12 individuals) agree, and 11.1% (6 individuals) strongly agree with the fact that their UPI usage increases during these events. 27.8% (15 individuals) are neutral, and 18.5% (10 individuals) either disagree or strongly disagree (7.4% and 11.1%, respectively). This indicates that while some of the respondents increase their UPI usage when there is a sale and discount, a large part of the population either does nothing or is neutral about such behavior.

11. UPI transactions make it easier for me to manage seasonal expenses.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	5	9.3%
2	Disagree	5	9.3%
3	Neutral	7	13%
4	Agree	16	29.6%
5	Strongly agree	21	38.9%

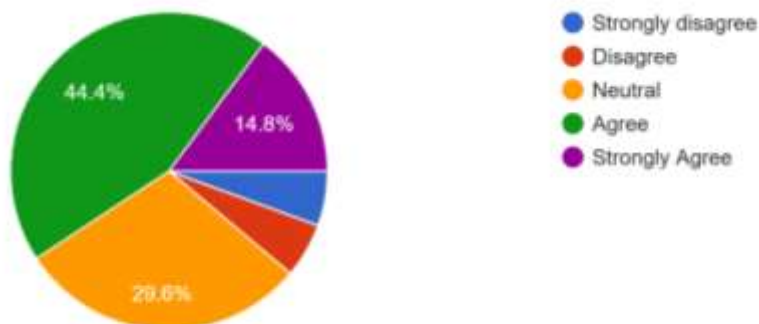


INTERPRETATION

Data on UPI transactions and management of seasonal expenses reveals that 29.6% or 16 consumers agree, and 38.9% or 21 strongly agree that UPI is helpful for managing seasonal expenses. 13% or 7 respondents are neutral, and 18.5% or 10 disagree or strongly disagree (9.3% and 9.3% respectively). This means that most respondents find UPI transactions helpful in managing seasonal expenses but still a smaller group was neutral or disagreed.

12. Using UPI has increased my spending on convenience purchases.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	3	5.6%
2	Disagree	3	5.6%
3	Neutral	16	29.6%
4	Agree	24	44.4%
5	Strongly agree	8	14.8%

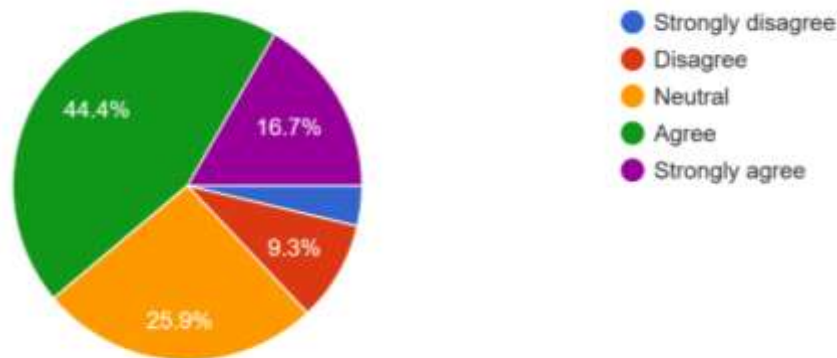


INTERPRETATION

The statistics for the influence of UPI on spending for purchases made for convenience indicate that 44.4% (24 respondents) agree and 14.8% (8 respondents) strongly agree that UPI has increased their spending on such purchases. Neutral was the response of 29.6% (16 respondents), and 11.1% (6 respondents) disagreed or strongly disagreed (5.6% and 5.6% respectively). This means that most respondents sense UPI has increased their spending on convenience purchases, even though a substantial number are neutral or just haven't had this experience.

13. I am more likely to make impulse purchases because of the ease of UPI.

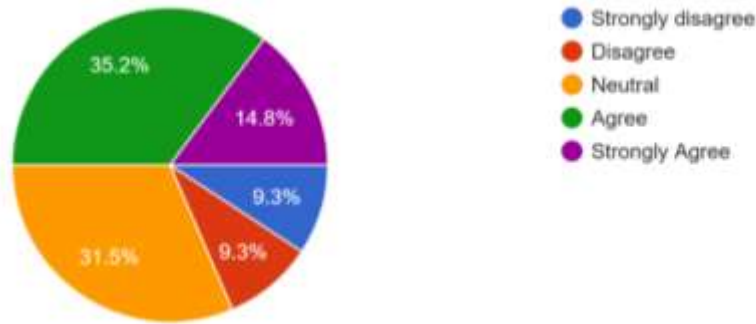
s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	2	3.7%
2	Disagree	5	9.3%
3	Neutral	14	25.9%
4	Agree	24	44.4%
5	Strongly agree	9	16.7%

**INTERPRETATION**

Data on the measure of impulse purchases and usage of UPI reveals that 44.4% (24 people) agree while 16.7% (9 people) strongly agree that the ease of UPI makes them more likely to make impulse purchases. 25.9% (14 people) are neutral, while 13% (7 people) disagree or strongly disagree (9.3% and 3.7%, respectively). This implies that a significant portion of respondents agree that UPI encourages impulse buying, even though a sizeable group remains neutral or unaffected by it.

14. UPI has helped me manage my finances better by tracking expenses.

s.no	Particulars	No of respondent's	Percentage
1	Strongly disagree	5	9.3%
2	Disagree	5	9.3%
3	Neutral	17	31.5%
4	Agree	19	35.2%
5	Strongly agree	8	14.8%

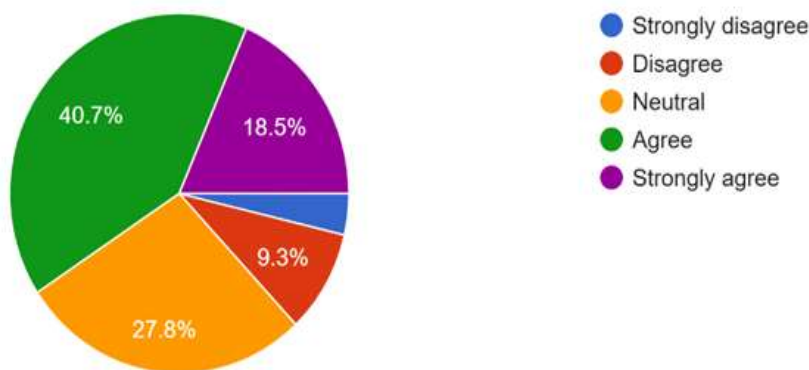


INTERPRETATION

The statistics regarding how UPI helps manage the finances: tracking expenses 35.2% (19) agree, and 14.8% (8) strongly agree that UPI has helped them manage their finances better. 31.5% (17) are neutral, whereas 18.5% (10) disagree or strongly disagree with the question, which consists of 9.3% and 9.3%, respectively.

15. tend to spend more money since I started using UPI.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	2	3.7%
2	Disagree	5	9.3%
3	Neutral	15	27.8%
4	Agree	22	40.7%
5	Strongly agree	10	18.5%



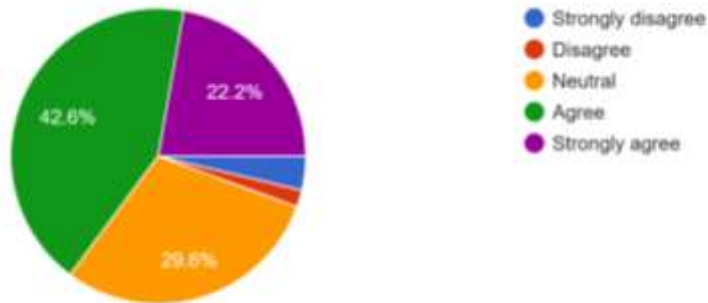
INTERPRETATION

The data regarding whether or not UPI has increased people's spending patterns show that 40.7% (22 individuals) affirm, 18.5% (10 individuals) strongly agreeing in that they have a likelihood of expending more money since embracing UPI. 27.8% (15 individuals) fall in the middle while 13% (7 individuals) tend to disagree or strongly disagree (9.3% and 3.7%, respectively).

6. UPI has reduced my dependency on cash transactions.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	2	3.7%
2	Disagree	1	1.9%
3	Neutral	16	29.6%

4	Agree	23	42.6%
5	Strongly agree	12	22.2%

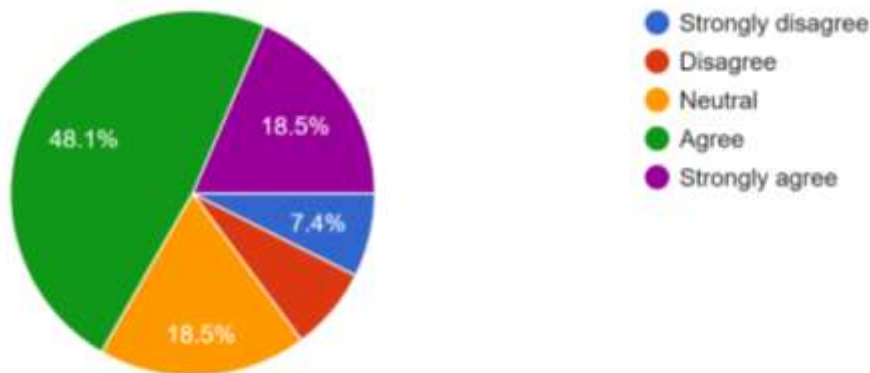


INTERPRETATION

Data related to UPI and cash dependence reveals 42.6% (23 individuals) find that it agrees, and 22.2% (12 individuals) strongly agree that UPI reduced their dependence on cash. In addition, 29.6% (16 individuals) hold neutral attitudes, while only 5.6% (3 individuals) disagree or strongly disagree (1.9% and 3.7%, respectively).

17. UPI has made it easier for me to access goods and services regardless of location.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	4	7.4%
2	Disagree	4	7.4%
3	Neutral	10	18.5%
4	Agree	26	48.1%
5	Strongly agree	10	18.5%

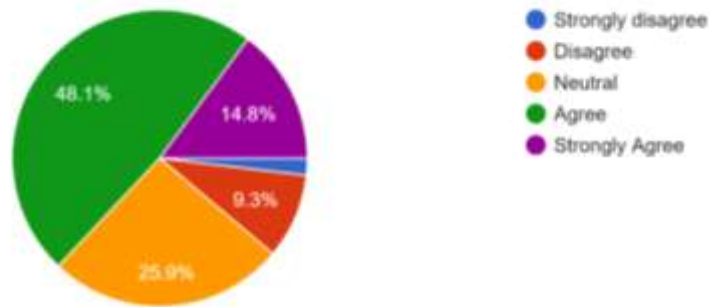


INTERPRETATION

The information on whether UPI has made it easier to access goods and services regardless of location reveals that 48.1% or 26 respondents expressed agreement, while 18.5% or 10 respondents strongly agreed. Some 18.5% or 10 respondents were neutral, and 14.8%, or 8 of them, disagreed or strongly disagreed, 7.4% in each response.

18. People in my social and economic group benefit greatly from UPI services.

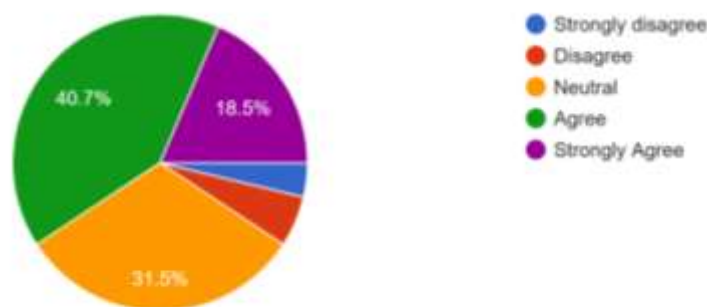
s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	1	1.9%
2	Disagree	5	9.3%
3	Neutral	14	25.9%
4	Agree	26	48.1%
5	Strongly agree	18	14.8%



INTERPRETATION

The data concerning whether people in respondents' social and economic group significantly benefit from UPI services shows that 48.1% (26 individuals) agree and 14.8% (18 individuals) strongly agree. The neutral percentage is 25.9% (14 individuals) whereas 10.2% (6 individuals) do not agree or strongly disagree with this statement, with 9.3% and 1.9%, respectively.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	2	2.7%
2	Disagree	3	5.6%
3	Neutral	17	31.5%
4	Agree	22	40.7%
5	Strongly agree	10	18.5%

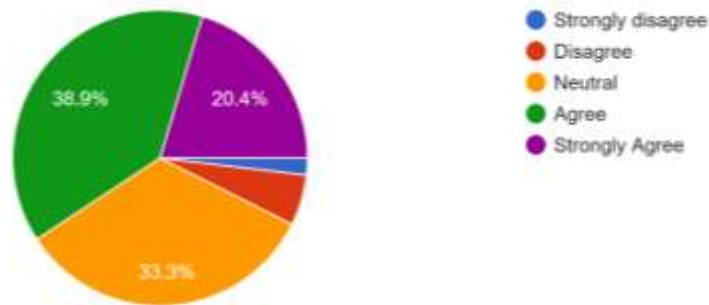


INTERPRETATION

Data regarding whether UPI has provided ease in managing transactions with peers reflects that 40.7% (22 respondents) agreed, and 18.5% (10 respondents) strongly agreed. The neutral response was revealed by 31.5% (17 respondents), and 8.3% (5 respondents) disagreed or strongly disagreed, which was 5.6% and 2.7% respectively.

20. I feel that my transactions on UPI are secure.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	1	1.9%
2	Disagree	3	5.6%
3	Neutral	18	33.3%
4	Agree	21	38.9%
5	Strongly agree	11	20.4%

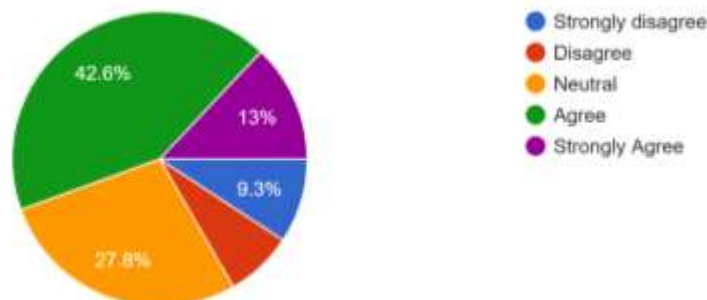


INTERPRETATION

Data on the security of UPI transactions reflects that 38.9% (21 individuals) agree, and 20.4% (11 individuals) strongly agreed that they feel the transactions being made through the UPI service are secure. 33.3% (18 individuals) were neutral; 7.5% (4 individuals) disagreed or strongly disagreed with the statement of security on UPI transactions (5.6% and 1.9%, respectively).

21. I trust UPI for high-value transactions.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	5	9.3%
2	Disagree	4	7.4%
3	Neutral	15	27.8%
4	Agree	23	42.6%
5	Strongly agree	7	13%

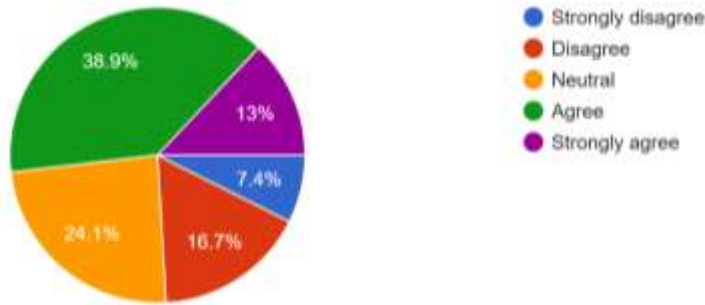


INTERPRETATION

The high-value transaction data shows that 42.6% (23 individuals) agree, and 13% (7 individuals) strongly agreed that they trust UPI for high-value transactions. 27.8% (15 individuals) are neutral, while 16.7% (9 individuals) disagree or strongly disagree with the statement (7.4% and 9.3%, respectively).

22. I rarely experience issues or failures while making UPI transactions.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	4	7.4%
2	Disagree	9	16.7%
3	Neutral	13	24.1%
4	Agree	21	38.9%
5	Strongly agree	7	13%

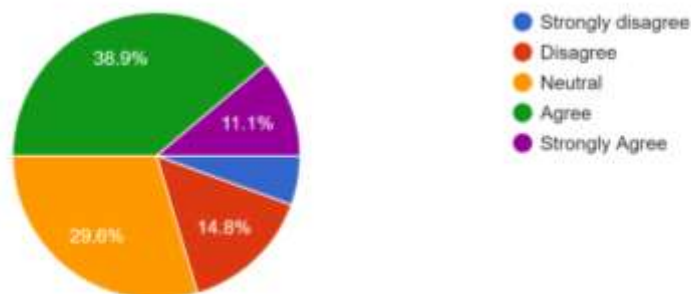


INTERPRETATION

About issues encountered or failures during the process of making UPI transactions, 38.9% (21 individuals) agree while 13% (7 individuals) strongly agree that they rarely encounter problems. Neutral responses rate 24.1% and disagree or strongly disagree with 24.1%, which include 16.7% and 7.4%, respectively.

23. I am confident that UPI protects my personal financial data.

s.no	Particulars	No of respondent's	percentage
1	Strongly disagree	3	5.6%
2	Disagree	8	14.8%
3	Neutral	16	29.6%
4	Agree	21	38.9%
5	Strongly agree	6	11.1%

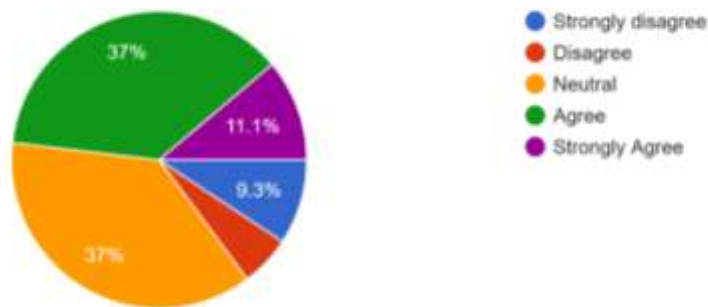


INTERPRETATION

Data on confidence in UPI protecting personal financial data is: 38.9% (21 people) agree and 11.1% (6 people) strongly agree to the statement that they trust UPI to protect their financial information. The result finds 29.6% (16 people) neutral, with 20.4% (11 people) disagreeing or strongly disagreeing (14.8% and 5.6%, respectively).

24. I would recommend UPI as a preferred payment method to others.

s.no	Particulars	No of respondent's	Percentage
1	Strongly disagree	5	9.3%
2	Disagree	3	5.6%
3	Neutral	20	37%
4	Agree	20	37%
5	Strongly agree	6	11.1%



INTERPRETATION

Trend on prescribing UPI as favorite payment channel 37% or 20 respondents agree and 11.1% or 6 respondents strongly agreed to prescribe UPI to others. Neutral at 37% or 20 respondents, while 14.9% or 8 respondents disagree or strongly disagree (5.6% and 9.3%, respectively).

CHI SQUARE ANALYSIS

TABLE NAME:

Age and frequently use UPI for daily expenses like groceries and essentials.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.76	12	.3161
Likelihood Ratio	16.273	5	.006
Linear-by-Linear Association	3.010	1	.083
N of Valid Cases	102		

7 cells (58.3%) have expected count less than 5. The minimum expected count is .96.

Chi-square value= 13.76

Degree of freedom=12

Significant level = 5%

Interpretation

Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between Age and frequently use UPI transaction for daily expenses like groceries and essentials.

FINDINGS

- **Majority** 94.4% of respondents are aged 20-30.
- **Majority** 61.1% of respondents are male
- **Majority** 68.5% of respondents are students
- **Majority** 53.7% of respondents live in urban areas
- **Majority** 51.9% of respondents agree that they use UPI for daily expenses like groceries and essentials.
- **Majority** 42.6% of respondents agree that they use UPI for high-value transactions like electronics and appliances.
- **Majority** 50% of respondents agree that they prefer UPI for dining and entertainment expenses.
- **Majority** 40.7% of respondents agree that they prefer UPI for travel and transportation.
- **Majority** 51.8% of respondents (37% agreed + 14.8% strongly agreed) use UPI more on holidays or special days.
- **Majority** 33.3% of respondents (22.2% agreed + 11.1% strongly agreed) increase UPI usage during sales and discount events
- **Majority** 68.5% of respondents (29.6% agreed + 38.9% strongly agreed) find UPI helpful for managing seasonal expenses.
- **Majority** 59.2% of respondents (44.4% agreed + 14.8% strongly agreed) say UPI has increased their spending on convenience purchases.
- **Majority** 61.1% of respondents (44.4% agreed + 16.7% strongly agreed) report that UPI encourages impulse buying.
- **Majority** 50% of respondents (35.2% agreed + 14.8% strongly agreed) find UPI helpful in managing their finances.
- **Majority** 59.2% of respondents (40.7% agreed + 18.5% strongly agreed) report that UPI has increased their spending habits
- **Majority** 64.8% of respondents (42.6% agreed + 22.2% strongly agreed) believe UPI has reduced their dependence on cash.
- **Majority** 66.7% of respondents (48.1% agreed + 18.5% strongly agreed) feel that UPI has made it easier to access goods and services from anywhere.
- **Majority** 62.9% of respondents (48.1% agreed + 14.8% strongly agreed) believe their social and economic group benefits from UPI services.
- **Majority** 59.2% of respondents (40.7% agreed + 18.5% strongly agreed) find UPI helpful for managing transactions with peers.
- **Majority** 59.3% of respondents (38.9% agreed + 20.4% strongly agreed) feel that UPI transactions are secure
- **Majority** 55.6% of respondents (42.6% agreed + 13% strongly agreed) trust UPI for high-value transactions.
- **Majority** 51.9% of respondents (38.9% agreed + 13% strongly agreed) rarely encounter problems when using UPI.
- **Majority** 50% of respondents (38.9% agreed + 11.1% strongly agreed) trust UPI to protect their personal financial data.
- **Majority** 48.1% of respondents (37% agreed + 11.1% strongly agreed) would recommend UPI as a preferred payment method

SUGGESTIONS

1. Holiday and sales-season specific targeted promotion through cash back or discounts to encourage greater usage of UPI
2. Effective seasonal and daily expense management would be infused in the UPI apps, including budgeting and tracking of expenses.
3. Reward, loyalty points incentives on convenience purchases done through UPI to build usage more frequently.
4. UPI's safety features like real-time transaction alert, fraud control, etc., enhance its trust among users, especially during high-value transactions.
5. UPI reach for small-sized merchants and also encourage cashless payments to achieve the least dependency on cash.
6. Partner with retailers who can promote UPI as the most preferred method during sales and discount events offering exclusive deals to UPI users.
7. Enhance UPI's infrastructure for faster, smoother transactions, and ensure robust customer support to address any transaction issues promptly.

CONCLUSION

The study on the Impact of UPI Transactions on Consumer Spending Patterns reveals that UPI has influenced consumer behavior, making transactions easier and driving increased spending, especially during holidays, special events, and sales. Most users find UPI helpful for managing their finances, with many reporting higher spending on impulse and convenience purchases. Some areas of improvement are high-value transactions and spending control.

The elements of increasing security, providing financial tools, and increasing the adoption among merchants will help raise trust levels in UPI and extend its usage. Overall, UPI has changed the way consumption takes place seamlessly with cashless transactions, but further work in effecting confidence and right consumption habits is required.

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