

## **CLICK, SPEND, REPEAT: UNDERSTANDING IMPULSE BUYING BEHAVIOR OF MILLENNIALS THROUGH DIGITAL WALLETS**

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<https://doi.org/10.37602/IJEBSSR.2026.4301>

### **ABSTRACT**

This study examines how digital wallet affects the impulse buying behavior of millennials. Digital wallet is now emerging as a mode of payment since the pandemic happen and shopping online was made easy with just one click. With this, consumers are easily persuaded to buy and may result into impulsiveness. A total of 300 millennials were surveyed in this study that talks about the influence of digital wallet usage on impulse buying behavior. The study used a quantitative approach to be measured and analyze the result from the survey questionnaire of an adapted instrument. In addition, the study used Regression Analysis to identify the significance of the study's hypothesis. The findings shows that digital wallets a strong factor that stimulates buying behavior of millennials which leads to impulse purchases while still remain cautious of their spending habits. Overall, the study concludes that impulse buying behavior are likely to happen with the usage of digital wallets by the millennial's demographic. The results suggest that businesses and policymakers promote responsible use of digital wallets by combining targeted marketing platforms with features that encourage controlled spending to reduce impulsive buying.

**Keywords:** Digital wallet, millennials, impulse buying behavior

### **1.0 INTRODUCTION**

The term digital wallet doesn't only pertain to mobile wallets as perceived by many users. According to Zulni and Achiria (2020), digital wallets are an online/ electronic payment that has either of the following; the user's identification, electronic cash information and credit or debit card information. It is a mode of payment for those who only want to scan or swipe to pay. Digital wallets are widely used today for convenience and safety of the users.

The role of digital wallet in the Philippines is slowly transforming the cash-to-cash payment basis into digital payment with the rise of many digital wallets. The tradition of cash payment to card payment to now mobile payments rose significantly especially when Covid-19 hit the Philippines. Smart and Globe, the leading services in the Philippines, launched their own digital wallet services as PayMaya and GCash respectively. Both work as a mobile wallet and now adapting the use of cards. Even banks also adapted the use of online banking applications have transformed financial management by allowing users to access banking services anytime and anywhere, Barredo at. Al (2024). However, Philippines is still considered as a "starter" in digitization system and is ranked 59th out of 79 nations by Huawei Technologies Co., Ltd. 's 2020 Global Connectivity Index (GCI), Balinbin (2021).

With the rise of digital wallets, also the rise of digital fraud and scams. According to Falade (2023) and Abraham et. al (2023), because of rapid advancement in technology, cybercrimes also escalate with 78% of digital wallet users experiences. Although the risks present itself, some users are still swiping without any second thoughts. Because with digital wallet convenience, users are having an irresistible force to buy. According to Omar et. al (2019) and Meena (2018) Users are often swiping their cards in their purchases carelessly as they perceive it is not their money that is paying for the good instead the bank pays for it. Despite being aware of the negative effects of buying, there is an enormous desire to immediately satisfy your most pressing needs.

## 2.0 LITERATURE REVIEW

### 2.1 Digital Wallet Usage

Digital wallet is a software program that enables users to use it as a payment, Bamigbola (2024). Shailza and Sarkar (2019) and Rathore (2016) also highlights the rapid increase of digital wallet usage. Shoppers are adopting digital wallets at an incredibly rapid pace, largely due to convenience and ease of use. Tech-savvy shoppers are increasingly demanding seamless, omni-channel retail experiences and looking for solutions that deliver this. In addition, consumers prefers digital wallet because of ease of usage, time-saver and accessibility.

### 2.2 Impulse Buying Behavior

Prajapati and Rathod (2018) defines impulse buying as an instant purchase. In research of Schiffman (2018), he stated that impulse buying is considered as essential in today's shopping environment. This is backed-up by research from Burton et. al (2018) that suggests impulse buying is driven a sudden and intense urge to buy something. These purchases offer consumers quick emotional satisfaction, reinforcing the impulse to buy. Kumar et al (2020) also stated that the purchase is heavily influenced by psychological factors, as evidenced by the fact that many individuals question their motives after buying a product or service. According to Malaluan (2025), respondents from Colegio de San Juan de Letrán in Manila, reveals that e-wallets promote convenience, which may lead to a rise in impulsive purchase

### 2.3 Millennials

A study of Toh et.al. (2022) emphasizes how millennials are more inclined to accept cashless transactions due to their efficiency and convenience. According to Arora and Yadaz (2021), millennials prefer digital wallet usage because of convenience, digital literacy and financial independence. Because millennials are more familiar with technology, they prefer cashless payments when purchasing.

## 3.0 RESEARCH QUESTIONS

This study was conducted to find out the influence of impulse buying behavior of millennials through the usage of digital wallet. Particularly, the study sought to answer the following questions:

1. How may the digital wallet usage be assessed in terms of?

- 1.1 Spendthrift;
- 1.2 Vigilant;
- 1.3 Restrain?

2. How may the impulse buying behavior of the respondents be assessed in terms of?

- 2.1 Pure Impulse;
- 2.2 Unplanned Impulse;
- 2.3 Reminder impulse?

3. Does digital wallet usage significantly influence the impulse buying behavior of millennials?

#### 4.0 METHODOLOGY

The descriptive research design was adopted in the study. According to Singh (2023), descriptive research is a systematic approach that outlines the features of a phenomenon or subject being studied. It offers a comprehensive depiction of the attributes and trends of a specific population, thereby guiding and shaping the course of the research project. Sreekumar (2024), states that correlational research is a non-experimental type of study where researchers examine two or more variables to determine the relationship or correlation between them, without manipulating any of the variables.

According to Iliyasa and Etikan (2021), stratified sampling method involves segmenting the target population and from these segments, random sampling is chosen. Therefore, the respondents of the study is focused on Millennials that resides at Angeles City, City of San Fernando, and Mabalacat City in the province of Pampanga, Philippines. Each city contributed at least 100 millennial respondents.

#### 4.1 Research Instrument

The study adapted a research instrument from Parameswaran and Islam (2022) titled “Impulsive buying behavior and Digital wallet Usage.” To ensure a thorough analysis, the questionnaire utilized a 4 Likert scale to quantify the respondents’ attitudes and perceptions. The questionnaire also explores the specific factors in digital wallet such as spendthrift, vigilant and restraint. There are also sub-variable for impulse buying behavior; it will be pure impulse, unplanned impulse and reminder impulse. The research instrument used in this study remained unchanged throughout the data collection process. The instrument remained consistent across all respondents, ensuring uniformity in data collection and reliability of the results.

#### 5.0 RESULTS

##### 5.1 Digital Wallet Usage

###### Table 1. Spendthrift

Indicators	Mean	Std Dev.	Verbal Description
1. I update my digital wallet with money now and then	2.88	0.78	Agree
2. I am least worried about the price when I make use of the digital wallet	2.69	0.78	Agree
3. I am more impulsive in shopping	2.77	0.87	Agree
4. I spend more when I use a digital wallet	2.69	0.89	Agree
5. I am a Seldom delinquent in making payments	2.67	0.83	Agree
AVERAGE	2.74	0.64	Agree

Table 1 shows that the overall respondents agree with statements with an average mean of 2.74. The statement with the highest mean is “I update my digital wallet with money now and then.” with (2.88) and standard deviation 0.78 which interpreted agree. The findings show that consumers update their digital wallet on a regular basis suggesting that they use them as mode of payment.

According to Rick (2018), consumers feel unhappy with how they handle money when they experience spendthrift as they feel less discomfort when they usually spend more than they would ideally like to spend. However, according to Anuar et al. (2020), Digital wallet industries encounter different challenges, such as value barriers, usage barriers, risk barriers, and cost barriers.

**Table 2. Vigilant**

Indicators	Mean	Std Dev.	Verbal Description
1. I often make only minimum payments with my digital wallet	2.70	0.82	Agree
2. I use digital wallets very cautiously	2.92	0.86	Agree
3. I rarely add money to my digital wallets	2.73	0.85	Agree
AVERAGE	2.79	0.70	Agree

Table 2 shows that the overall respondents agree with the above statement with a weight mean of 2.79 where the statement with the highest mean is “I use digital wallet cautiously while shopping.” with (2.92) and standard deviation 0.86 which interpreted agree. With these findings, it shows that the respondents are cautious when it comes to digital transactions. This may result because of trust issues and/ or digital security.

Komandla and Chilkuri (2018), highlights that using digital wallets may result in privacy concerns and security problems, leading users to become more cautious in their usage despite the convenience it offers. Possible dangers like frauds, illegal activities, and disclosure of information can be experienced which is why users are more cautious on using digital wallets.

**Table 3. Restraint**

Indicators	Mean	Std Dev.	Verbal Description
1. I use digital wallets only if I do not have cash or a card	2.85	0.88	Agree
2. I use digital wallet to buy most of my things	2.65	0.84	Agree
3. I rarely go above my available digital wallet credit limits	2.80	0.88	Agree
AVERAGE	2.77	0.70	Agree

Table 3 the restraint attitude where the statement “I use digital wallet only if I don't have cash or a card.” acquired the highest mean of (2.85) and standard deviation 0.88 which interpreted agree. The findings suggest that digital wallets are not respondent’s primary mode of payment, as many prefer to use them only when cash or cards are not available, indicating that they are financially aware and cautious in adopting digital financial tools.

Sukaris (2021) stated that consumers who are attentive and careful regarding their financial behavior tend to act more responsible when using digital wallets. Additionally, due to fears of frauds, scams, and data privacy violation, users are cautious about fully adopting digital wallets, Eswaran (2019).

**5.2 Impulse Buying Behavior**

**Table 4. Pure Impulse**

Indicators	Mean	Std Dev.	Verbal Description
1. I buy something if I think I need it, even though I went shopping for other purposes	2.78	0.84	Agree
2. I buy something I think I need, Even though I went shopping for other purposes	2.81	0.81	Agree
3. I expect to find something I want to buy when I get to the store	2.71	0.88	Agree
4. When I see new style merchandise, I just buy it	2.55	0.91	Agree

5. I cannot resist buying general things if I like them.	2.68	0.87	Agree
AVERAGE	2.71	0.71	Agree

Table 4 shows the respondents’ pure impulse buying behavior in using a digital wallet. The statement with the highest mean is “I buy something I think I need, even though I went shopping for other purposes.” with (2.81) and standard deviation 0.81 which interpreted agree. The finding shows that respondents’ buying behavior is impulsive when they buy something they perceive necessary during shopping hours even when it is not planned, which could be triggered by situational factors. However, respondents may not identify it as an impulse because they think the product/s is a “need”.

According to Abdelsalam (2020), pure impulse is defined as an unplanned purchase initiated by specific stimulus that a person may encounter even when that purchase was not planned beforehand, which could lead to unusual buying patterns. Additionally, a study also identifies emotional triggers, external stimuli, situational factors, and psychological factors as key influences on impulse buying, Vijay and Kumar (2020).

**Table 5. Unplanned Impulse**

Indicators	Mean	Std Dev.	Verbal Description
1. I buy any general kinds of stuff I like, without dwelling a lot about the future.	2.53	0.84	Agree
2. I prefer to buy new things that are new in the market	2.56	0.90	Agree
3. I purchase merchandise I had looked for before, even though I went shopping for other items	2.63	0.87	Agree
4. When I have a compulsion to purchase something, I just purchase it.	2.66	0.91	Agree
AVERAGE	2.60	0.75	Agree

Table 5 shows the respondents’ unplanned impulse behavior, where the statement “When I have compulsion to purchase something, I just purchase it.”, has the highest mean of (2.66) and standard deviation of 0.91 which is interpreted as agree. This implies that respondents’ irrational decision-making can cause impulse buying. This behavior is emphasized with the statement “I just purchase it”, indicating lack of caution and showing little to no care as long as they are satisfied.

Evans (2024) states that emotional response can overshadow rational decisions that results in unplanned purchase and leads to irregular buying patterns. Additionally, Mathur (2019) defined

unplanned buying as spontaneous often triggered by external stimuli such as sales offer or product display that is characterized by irrational thinking and emotional responses.

**Table 6. Reminder Impulse**

Indicators	Mean	Std Dev.	Verbal Description
1. Rather than a store with a list, I determine what to buy after I reach the store.	2.76	0.84	Agree
2. While going around the store, I determine the things I need to buy	2.91	0.79	Agree
3. I buy something if I think I need it using a digital wallet, even though I went shopping for other purposes	2.77	0.82	Agree
AVERAGE	2.81	0.69	Agree

Table 6 shows the respondents’ reminder impulse behavior using a digital wallet. The statement “While going around the store, I determine the things I need to buy.” has the highest mean of (2.91) and standard deviation of 0.79. The statement is interpreted as agree. This indicates that most respondents make unplanned purchases when they remember something while shopping even though items are not originally intended to purchase.

Salim et. al, (2020) explains that during shopping, reminder impulse buying arises when a consumer encounters a product or similar stimuli that triggers to buy. Similar to this, Amond (2025) stated that remembering a desire or need which is activated by something can cause immediate purchase.

**Table 7. Regression Analysis**

	R	R Square	F	B	t	Sig.
Digital Wallet Usage	0.879	0.773	336.476	.055	.635	.000
<b>Sub-Variables</b>						
Spendthrift				.563	12.984	.000
Vigilant				.113	2.649	.009
Restraint				.286	6.102	.000

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### **Table 7. Regression Analysis**

Dependent Variable: Impulse Buying Behavior

Table 7 presents the result of the regression analysis between impulse buying and digital wallet usage with its sub-variables—spendthrift, vigilant, and restraint. A beta coefficient of 0.055 with a t-value of 0.635 and a significance value of 0.000 is less than alpha. The results state that there is a significant influence on the digital wallet usage of millennials and their impulse buying behavior, indicating that this generation group have a high level of impulsiveness in buying when using digital wallets. Convenience and faster transactions contribute to this response.

Moore (2012) explains that Millennials are a generation of youth. Characterized by the incorporation and adjustment of technology in their everyday activities, along with values, life experiences, motivations, and typical purchasing behaviors. According to Lee and Kotler (2016), this is the era of ongoing development.

## **6.0 DISCUSSION**

### **6.1 How may the digital wallet usage be assessed in terms of its sub-variables?**

This study reveals that respondents generally agree with the characteristics of being spendthrift, vigilant and showing restraint in their consumer behavior. This suggests that while millennials may find it easy to spend using digital wallets, they remain aware and cautious of their spending habits. It is recommended to the digital wallet providers to include a simple yet easy to understand budgeting tools that will cater the spending limits and track the expenses of the users. The providers may include message alerts when the user is near or over the set budget limit.

### **6.2 How may the impulse buying behavior of the respondents be assessed in terms of its sub-variables?**

According to the findings, most millennials generally agree they experience pure impulse, unplanned impulse, and reminder impulse buying behavior. These findings imply that impulse buying remains a common behavior among millennials which is recognized within the group. Businesses and digital wallet providers may include a smart way to manage the user's behavior. For instance, users can use an app that tracks their expenditures to help them reflect and adjust their impulse buying. Digital wallet providers may also offer budget limits to the users along with precautionary measures and/or suggestion to the users.

### 6.3 Does digital wallet usage significantly influence the impulse buying behavior of millennials?

Digital wallet usage has significantly influenced the impulse buying behavior of the millennial respondents. This indicates that digital wallets are a strong factor to stimulate impulse buying in this demographic. As digital wallets continue to be widely used, their influence on impulse buying behavior among millennials are also rising. For recommendation, businesses and marketers are encouraged to use targeted promotions that will stimulate the impulse buying behavior of millennials. Such as limited-time offers, one click purchases as well as flash sales to create a sense of urgency and convenience to the millennials' impulsiveness.

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