

Navigating Trust and Spending: The Impact of Digital Payment Systems on Consumer Behaviour

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Abstract

This paper reviewed the impact of digital payment systems (DPS) on consumer trust and spending behaviours. The goal of this research is to examine factors that led to the level of confidence in DPS and how these systems have impacted consumers' purchasing behaviour. The study used a systematic literature review that covered the recent years between 2020 and 2024, focusing on different DPS types such as mobile payments, credit cards, and blockchain systems. Among the variables examined, security, convenience, and privacy showed a strong positive relationship with DPS trust; smooth transaction processes led to increased spending. However, differences in the level of consumer trust and hence their spending exhibited differences in consumer characteristics and location. The examination also highlighted some switches in certain findings depending on the perspective taken in the paradigm, which is frequent in studies, especially regarding transparency and technological advancement, and recommends more focused future work. In light of the above discussion, it becomes clear that DPS has the potency to influence consumers' behaviour as a means of payment, and the need to mitigate security issues and encourage consumers to embrace the system due to the prevailing inadequacy of financial literacy among consumers.

Keywords: Digital payment systems, Consumer trust, Spending behaviour

التعامل مع الثقة والإنفاق: تأثير أنظمة الدفع الرقمية على سلوك المستهلك

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المستخلص:

استعرضت الدراسة تأثير أنظمة الدفع الرقمية على ثقة المستهلك وسلوكيات الإنفاق؛ حيث سعت الدراسة إلى فحص العوامل التي تؤثر على مستوى الثقة في أنظمة الدفع الرقمية، وكيف أثرت هذه الأنظمة على سلوك الشراء لدى المستهلكين. اعتمدت الدراسة على مراجعة منهجية للأدبيات التي تغطي الفترة من عام 2020 إلى 2024، مع التركيز على أنواع مختلفة من أنظمة الدفع الرقمية مثل المدفوعات عبر الهواتف المحمولة، وبطاقات الائتمان، وأنظمة البلوكشين. وأظهرت نتيجة الدراسة أن للأمان، والراحة، والخصوصية علاقة إيجابية قوية مع مستوى الثقة في أنظمة الدفع الرقمية، كما أدت سلاسة عمليات الدفع إلى زيادة الإنفاق. ومع ذلك، لوحظت اختلافات في مستوى ثقة المستهلكين في إنفاقهم، والتي تعود إلى الفروقات في خصائص المستهلكين ومواقعهم الجغرافية. كما أبرزت الدراسة بعض التباينات في النتائج وفقاً للمنظور المستخدم في البحث، وهو أمر شائع في الدراسات، لا سيما فيما يتعلق بالشفافية ومدى التقدم التكنولوجي. وقد أوصت الدراسة بمزيد من الأبحاث المركزة مستقبلاً. في ضوء المناقشة السابقة، يتضح أن لأنظمة الدفع الرقمية القدرة على التأثير في سلوك المستهلكين كوسيلة للدفع، مع الحاجة إلى معالجة قضايا الأمان وتشجيع المستهلكين على تبني هذه الأنظمة، نظراً لقصور الوعي المالي السائد بينهم.

الكلمات المفتاحية: حلول الدفع الرقمية، ثقة المستهلك، سلوك الإنفاق.

1. Introduction

Digital payment systems (DPS) have emerged as one of the essential features of the global economy that is developing at a fast pace and changing the methods of effecting and performing financial transactions. DPS refers to a total of digital technology, including entre and mobile payment, e-wallet, and contactless payment that enables users to make electronic payments without the use of notes or cheques, and banks (Kaur et al., 2021). The use of these systems has been pointed to the following trends: improved mobile phone technology, improved internet connection, and likely customer preferences for faster and easier solutions in monetary transactions (Chin et al., 2022). With the advancement of the digital environment, the significance of DPS has increased, especially in emerging markets where digital payments put the financially excluded into banking systems (Do & Do, 2020a).

It is quite obvious that the proper utilization of digital payment systems directly results from the globalization process and the growing tendency to turn into a cashless society. DPS is being widely adopted in many countries since governments and financial institutions have a strong incentive to reduce the use of the cheaper but expensive to produce and manage cash (Liéba-na-Cabanillas et al., 2020). For example, considering Sweden, where cash services are referred to as one of the most progressive, the usage of cash has significantly declined due to mobile payment applications like Swish (Upadhyay et al., 2022). Likewise, China has adopted digital payments led primarily by Alipay and WeChat Pay, altering both domestic and cross-border operations, making it easier for customers and firms to conduct foreign business (Daragmeh et al., 2021). These examples illustrate how and why DPS has evolved not just as the convenience enabler but as the infrastructural element of the financial environment.

Related to convenience, digital payment systems have other characteristics improved compared to other systems of payment. As we look at some of the technology in use today, the authentication methods that involve the use of biometrics, tokenization, and encryption have made digital transactions more secure than handling cash or card payments (Zouari & Abdelhe-di, 2021). Another driver towards the implementation of DPS is because of the added security features that come with these systems, as clients' anxiety over security and privacy increases with the increase in vices such as cyberattacks (Shree et al., 2021). In addition, these forms of payments will continuously update and analyze the transaction records of the consumer while also generating alerts or notifications when the consumer has made a transaction or there is a sign of a fraudulent transaction (Alshurideh et al., 2021a). They are responsible for the improvement of transparency and control over the user's finances, which has led to the development of trust in digital payments.

The advent of DPS also implies epic changes in customers' praxis and protectionist policy measures in the fiscal domain. There is clear evidence that in emerging markets, digital payment systems have played a decisive role in extending access to finance; individuals have been able to save, transfer, and even borrow funds by using mobile technologies (Moghavvemi et al., 2021a). This is especially so for areas like Sub-Saharan Africa, where, via mobile money services such as M-Pesa, millions have been given a chance to bank without necessarily having a bank account (Chawla & Kumar, 2022a). The trends in DPS use suggest this population segment's importance in the global economy as creditworthy agents, providing both economic development and financial services for the underbanked population, and financial literacy (Muharam et al., 2021). However, given the ongoing diversification of DPS, their function in the formation of future economic environments will be more significant.

Digital payment systems are technologies used in the completion of electronic transactions

using digital assets and not cash over virtual networks such as the Internet or mobile phone networks. Such systems are aimed at increasing the speed, security, and convenience of payments and thus becoming critical to the current economy (Chelvarayan et al., 2022). DPS has shifted financial systems' architecture by allowing consumers and businesses to transact across the world with less hindrance, in line with the digitization of financial solutions (Abdul-Halim et al., 2022). This makes these types of systems crucial in sustaining economic processes as they become enhanced with changing technologies (Teng & Khong, 2021a).

Depending on the classifications that have been made formerly, DPS can be categorized into several forms. Of all the structures, mobile payments are one of the most extensive, where customers make payments using their phones with methods such as near-field communication (Phuong et al., 2020a). Apple Pay, Google Pay, and Samsung Pay are examples of such systems emphasizing fast, safe, and contactless selling. Mobile payments have played a crucial role in breaking the reliance of people on cash, particularly in those economies that aspire to a cashless society (Alshurideh et al., 2021a).

The second dominant category of DPS is the e-wallet, which holds the customer's payment details to enable easy transactions. PayPal, Alipay, Venmo, and many more payment platforms help users pay bills, transfer money, and store their banking information safely (Al Hamli & Sobaih, 2023). E-wallets are especially used in e-commerce and have gradually become an important segment of the digital economy due to increasing the effectiveness and security of payments (Karim et al., 2020).

The adoption of cryptocurrencies as a digital payment system further extends the DPS market and is emerging via blockchain technology. Cryptocurrencies such as Bitcoin and Ethereum provide a decentralized system where individuals, buyers, and sellers of goods and services engage in transactions directly without the intervention of third parties, the banking system (Abbasi et al., 2022). Although they pose issues like compliance and unpredictability, cryptocurrencies are transforming global finance, providing cheaper international payment systems (Kong et al., 2020).

Trust is a key reason that consumer acceptance remains high, and digital payment systems (DPS) can become widely popular. Consumers' trust determines their readiness to interact with those platforms because they include personal and financial information (Najib & Fahma, 2020a). In reaction to emerging concerns of data stealing, fraud, and other cyber-related risks, organizations should embrace security measures that create consumer confidence (Al-Qudah et al., 2024). According to developments in the literature, users are inclined to adopt DPS if they have a positive perception of the security, reliability, and transparency of DPS with their data (Ramli, 2021). Trust also includes reliability and the absence of service disruptions, which affect satisfaction and loyalty in the studied platform (Talwar et al., 2020).

Furthermore, the relationship between consumer trust and perceived ease can also be linked to the performance of the payment systems. As consumers feel assured that the DPS will run seamlessly, and if the user experience is positive, consumers will be comfortable incorporating the system into their daily money transactions (Alzoubi et al., 2022a). The other underlying factors that factor in the formation of trust and organization include regulatory measures, secure encryption, discretion, and transparency from the service providers (Ardiansah et al., 2020). The study shows that despite the increasing trends of leading and use of digital payments, trust plays a pivotal role not only in the use and retention of consumers to various digital payment platforms.

To introduce a clear and coherent framework for this review article, the present study focused on research objectives and questions that aim to determine the impact of digital payment systems on consumer behaviour. The objectives act as a theoretical framework to critically review the literature and to help expand knowledge of the part played by the digital economy in influencing the perceptions and expenditures of the public. Since the adoption of digital payment has grown, especially in the recent past, this research seeks to fill the gap in existing literature concerning examining the way these systems influence consumer attitudes and behaviour.

1.2 Research Objectives

1. To examine how the adoption and use of digital payment systems affect consumer trust
2. To analyze the influence of digital payment systems on consumer spending behavior.

1.3 Research Questions:

1. How do digital payment systems influence consumer trust?
2. What impact do they have on consumer spending behaviours?

1.4 Statement of the Problem

Usage of digital payment systems has taken a giant leap in the form of mobile wallets and online banking, which have dramatically modified consumer behaviour regarding the following: spending, ways of spending, and trust. Though many of the consumers were still hesitant to fully adopt these systems, as in the case of security, privacy, and usability. In other words, this problem warrants questions about what drives the consumers' decisions when they adopt digital payments. Thus, the digital payment population of interest in this study is consumers who interact digitally to make a digital payment. The under-investigated intervention is the use of digital payment systems, mobile wallets, and online banking platforms. Digital payment systems are compared to traditional payment systems such as cash and credit cards. The purpose of this study is to examine the effects of these payment methods on the consumers' trust and spending behavior. This research aims to shed light on how digital payments affect trust and whether the increased or different spending occurs with different methods. It can help businesses, policymakers, and consumers leverage the best from the digital payment systems in terms of their adoption and effectiveness to enhance financial inclusion and trust.

1.5 Significance of the Study

This study is important because it could shed light on the intricacies of changing behaviour concerning the use of digital payment systems. That fact becomes even more crucial as more and more countries in the world are turning toward digital payments. Digital payment methods have existed widely, yet a significant void exists about the direct effects of these systems on consumer decision processes relating to enabling trust and expense patterns. This study will take a closer to understanding how the technologies shift consumer behavior when comparing the differences between digital payment systems and the traditional ones. Additionally, the findings of this research are important in the design of digitally inclusive payment platforms that would help overcome consumers' hesitations and build trust within the community, while increasing financial inclusion. The findings possess broader implications for academic research, though they also have clear implications for practice in the very development of secure, efficient, and easy-to-use payment systems that can help to increase the possibilities for economic participation. Furthermore, policymakers can also benefit from this research by pushing forward public

policy that paves the way to digital literacy and financial empowerment of consumers in diverse socio-economic settings.

2. Literature Review

2.1 Evolution of Digital Payment Systems

The innovation in the DPS sector has developed notably in the past decades, starting from the move from cash to electronic payments. This evolution started in the late 1900s through the use of credit and debit cards in advanced countries that led to the invention of automatic teller machines ATM and Point of Sale or POS technology. (Malik & Annur, 2021). These innovations set the foundations for future, more efficient transactions and led to the modern digital payment system we have today. Recently, technological advancements have accelerated improvements in mobile payments, contactless payments, and blockchain systems. For instance, the telecommunication industries updating payment tools such as Apple Pay, Google Pay, or regional applications have revolutionized clients' interactions through convenience, remote, and secure orders (Nangin et al., 2020). Nevertheless, new financial technologies, P2P payments, for instance, Venmo, PayPal, and blockchain, as a technology that enables DPS technologies, are a giant leap in DPS (Sahi et al., 2021).

Recent developments suggest further boosting the current convenience and security that merchants & customers accord to card payments through advancing technologies such as biometric recognition, QR card payments, as well as AI in checking fraudulence. For instance, AI, by tracking the transaction frequency in real-time, improves security and reduces fraud (Dehghanpouri et al., 2020). In addition, the unfolding COVID-19 crisis led to a higher acceptance of and a rise in the variety of ways to pay contactless, with related innovations speeding up globally (Miao et al., 2022). The historical evolution and the continuous advances in technology for creating digital payment structures correlate with the enormous capacity that technology has to alter brand acceptance and consumer confidence, making DPS one of the essential building blocks of modern economic systems.

2.2 Consumer Trust in Digital Payment Systems

2.2.1 Theoretical Foundations of Consumer Trust

The Technology Acceptance Model (TAM), introduced by Davis (1989), explains the factors behind a user's willingness to accept technology. According to TAM, perceived usefulness and perceived ease of use are what most affect a person's desire to use a technology. Some researchers have brought trust into TAM when looking at Digital Payment Systems (DPS), stating that it is important for users to accept and keep using these systems (To & Trinh, 2021). It becomes much more important in settings when people cannot directly talk to others on the platform and therefore rely solely on its security, trustworthiness, and track record. Trust in DPS includes various parts such as perceived ability, having integrity, and being benevolent, which is how Alshurideh et al. (2021) defined it. They all add up to impact how safe and fair users believe the platform is. People are more inclined to rely on and join a DPS if they believe it is capable, honest, and puts consumers first. It follows guidance from TAM's extensions, in which trust, perceived usefulness, and ease of use together address the common concerns and risks many people experience when transacting online (Handarkho, 2021). Creating trust among users helps DPS providers overcome hesitation about online spending and helps users stick with the platform.

However, social exchange theory is another theory that can explain how trust in DPS is de-

veloped. This theory holds that consumers balance perceived risks and rewards with the latter rising as rewards incl: security & convenience increase compared to risks (Ariffin et al., 2021). This is quite appropriate in DPS since trust results from how effectively systems address consumers' expectations while observing security and privacy aspects. In the context of DPS, it might be assumed that consumers will be more willing to interact with and patronize a platform that will meet the basic business requirements while at the same time providing data security and reliability (Abdul-Halim et al., 2022). Therefore, theoretical frameworks posit that trust building in DPS is a complex phenomenon that is mediated by perceived risk, social interaction, and the nature of the technology, promoting long-term relationships and assurance of the reliability of the system and its integrity (Alam et al., 2021).

Because of the many positives of DPS, like being fast, being convenient, and being accessible, technological risk hinders its wide acceptance and continued use. Concerns exist around data breaches, unauthorized access, mistakes with transactions, and technical problems, all of which could greatly affect how much users trust the platform. Some services that people cannot see in front of them make consumers feel extra uncertain. This is why little or big problems in using the app can have users leaving the platform. According to scholars, a high perceived risk from technology makes people less trusting and less willing to use the system (Shin, 2009; Featherman & Pavlou, 2003), proving that handling risks matters as much as providing useful or usable services. Also, evaluating risks is influenced by feelings, attitudes, and the community's values. People's concerns about being targeted by identity theft, phishing, or misuse of their data often increase because of news reports and prior occurrences, which discourages them from adopting such services.

In parts of the world where digital knowledge is not widespread and trust in organizations is reduced, such risks become more serious for both older people and those in emerging markets. Therefore, DPS should communicate openly about threats, focus on risk mitigation through clear privacy terms, acceptable security precautions (like two-factor authentication), and dedicated customer care. They correspond to Social Exchange Theory, which means consumers often feel more attracted to technologies that demonstrate they are risk-free and rewarding (Alam et al., 2021). When you deal with these risks straightforwardly, it helps gain user confidence, which grows adoption and ongoing usage.

2.2.2 Factors Influencing Consumer Trust in DPS

In consumer trust in digital payments, some key factors that play a role include the following. Security is one of the key categories, which serves to mean what extent a system is immune to having users' data accessed by other people. According to Jalwani & Kumar (2024) perceived security is one of the most critical inhibiting factors; thus, the danger of identity theft and fraud poses major threats to the trust of the users in DPS. DPS has emphasized these issues with the help of additional security options that include two-factor authentication, as well as end-to-end encryption, and real-time monitoring of fraud (Nisa, 2024). This paper also finds out that privacy is another consideration; consumers have more confidence in DPS when they think that their information is secure and used appropriately (Akanfe et al., 2020). Increased transparency in data handling practices, in addition to maintaining sound information privileges, serves to increase trust within electronic applications (Zouari & Abdelhedi, 2021). In aggregate, security and privacy form the basis for trust, thus ensuring that the users of the system constantly use the service for the storage of their data.

Convenience and reliability are next to security and privacy, the factors that can impact trust in DPS. Among all forms of information, systems that offer user-friendly, easy-to-navigate

interfaces and hassle-free transactions are likely to be trusted by consumers for the reason that the simplicity and convenience of the interface suggest reliability (Sonntag et al., 2023). The level of convenience in DPS is captured by aspects such as single-click payment, payments by physical features such as finger scans or IRIS scans, and payments through QR codes, all of which work to eliminate hurdles to payment (Mary & Antony, 2022). Utility, on the other hand, means the level of consistency that the system provides the consumers without any breakdown or error messages, thus increasing confidence in the reliability of the system (Kamboj et al., 2024). A dependable DPS, one that is quick to process transactions and does so to the satisfaction of users, helps to build confidence because the system is shown to deliver as it is expected to (Yuga, 2024). Hence, trust in DPS is a multifaceted structure construct, though security and privacy, convenience, and reliability are the most significant influences of trust and all of them are fundamental and function as the basic building blocks for user trust.

Table 1:

Summary of Key Insights on Consumer Trust in Digital Payment Systems

Aspect	Key Elements/Findings	Relevant Studies
Theoretical Foundations of Trust	Trust is defined as a psychological state of accepting vulnerability based on positive expectations of another party. Theories: Trust Theory, Technology Acceptance Model (TAM), Institutional Trust.	(Maysyaroh et al., 2024; Pratiwi et al., 2023)
Security	Ensuring data protection, fraud prevention, and encryption technologies. Major influence on user confidence in DPS.	(Do & Do, 2020b)
Privacy	Transparency in data usage and adherence to data protection regulations. Consumer concern regarding the misuse of personal data.	(Alshurideh et al., 2021b; Moghavvemi et al., 2021b)
Convenience	Easy access, usability, and time-saving benefits. Positive relationship between user satisfaction and trust in DPS.	(Chawla & Kumar, 2022b; Teng & Khong, 2021b)
Reliability	Consistent service performance and problem-resolution capabilities. Direct correlation with repeated usage and loyalty.	(Moghavvemi et al., 2021b)
Consumer Experience	Previous interactions and satisfaction levels contribute to trust formation. Negative experiences lead to scepticism about DPS.	(Najib & Fahma, 2020b; Phuong et al., 2020b; Tang et al., 2021)
Overview of DPS & Trust Studies	Explores user adoption, barriers, and trust factors. Emphasis on cultural, demographic, and technological variations affecting trust in DPS.	(Alzoubi et al., 2022b; Raman & Aashish, 2021)

2.3 Consumer Spending Behaviour

2.3.1 Psychological and Economic Factors Affecting Consumer Spending

Consumer spending behaviour is a phenomenon that is quite interesting; it depends on psychological and economic factors. From a psychological perspective, self-control, feelings, people's biases, and financial psychology work as strong motivational forces that define how people spend money (Hor et al., 2020). Habitual buying, for instance, is a decision that consumers make based on feelings that are generated by elements like the appearance of a product or advertised time-sensitive promotions, and the consumer does not analyse their ability to pay before making a purchase (Jo et al., 2020). Also, cyber motives such as social influence, for

example, conforming to the norms of the reference group or buying products that one wants people to see with also influence spending. The economic determinants of spending include income, rate of inflation, and general economic conditions (Loxton et al., 2020). In other words, the general tendency is that the greater the disposable income is, the more likely its owner is to spend it on articles of the higher necessity scale, whereas people with lesser income are likely to be more careful and spend on articles of the lower necessity scale, which often includes luxuries (Chronopoulos et al., 2020). Concerning expenditure-related factors, interest rates, employment levels, and inflation rates influence consumers' expenditure due to their impact on disposable income and consumers' attitudes toward consumption (Samsudin et al., 2024). The material available indicates that high levels of consumer confidence in their financial situation would enable them to spend more, while low levels of confidence would trigger tight consumption and more savings.

Another concept that follows psychological theories is mental accounting for a consumer because people allocate their money in their portfolios depending on the mental categories they create for it. For instance, consumers can differentiate between money obtained from tax returns and that earned in the normal wage-earning capacity, in that they view the former as 'extra' and hence more likely to indulge in reckless spending than the latter (Mensah & Jumah, 2021). This classification can be further influenced by other digital payment means, which, by harmonizing your spending habits and dissociating payment from actual cash, make spending appear less real and therefore lead to higher spending (Andreolli & Surico, 2021; Georgarakos & Kenny, 2022). Third, behavioural economics indicates the endowment effect, which stems from 'loss aversion' whereby consumers avoid spending because realizing savings feels like a loss rather than a gain (Kamis et al., 2021; Mehta et al., 2020). Combined, these psychological and economic factors form a complex environment that influences how and why as well and when the consumer is willing to spend..

2.3.2 The Role of Digital Payments in Altering Spending Habits

DPS has influenced consumer expenditure mainly on the aspect of convenience, as well as minimizing or reducing the cost associated with any purchase. One of the major benefits of new technologies in payments is that customers can click a button for one-click purchases, use mobile wallets, and automate billing, so customers make purchases more frequently and unconstrainedly because the psychological cost of paying is reduced, as discussed in section two by Ardizzi et al. (2020). Consumers feel cash payments, and this feeling of cash in hand is replaced, or rather minimized, by the shopper's emotional state when using digital payments. As a result, DPS results in increased costs due to consumers' ability to approve transactions since they do not feel the loss directly (Susanto et al., 2022). Other studies also show that with digital payments, consumers overestimate and are more likely to overspend on their budgets than consumers who use cash (Hor et al., 2020). Moreover, such tendencies towards increased spending are further developing due to optimizations, like stored payment information or automatic renewals, which in turn may lead to more purchases without additional conscious decisions.

Furthermore, digital payments have opened up a myriad of choices through both purchase and payment methods, allowing the cultivation of impulsive buying. Research proves that increased availability of digital payment platforms leads to increased usage of subscription-based services and impulsive buying behaviour because a consumer is only a mouse click away from making a purchase (Valaskova et al., 2021). The change in payment means reflects the growth of consumer expenses on the e-commerce companies' services, where digital payments are the main way of settling the transactions and enabling consumers to buy products from anywhere,

anytime (Sajid et al., 2022). Also, the psychological aspect of using digital payment, such as mobile wallets and credit cards, leads to the consumer buying now and worrying about the bill later, which has been proven to cause increased usage of credit cards and thus outstanding debts (Setiawan et al., 2022). Therefore, the contribution of DPS in changing the patterns of expenditure is large since it lowers the transaction cost and prompts behavioural change supportive of heightened and frequent spending.

Table 2:

Summary of Key Insights on Consumer Spending Behaviour and Digital Payment Systems (DPS)

Aspect	Key Elements/Findings	Relevant Studies
Psychological Factors	Behavioural biases such as impulse buying and loss aversion affect spending. Emotional triggers like promotions and instant gratification play a key role.	(Agarwal et al., 2024; Do & Do, 2020c)
Economic Factors	Income levels, price sensitivity, and disposable income influence spending. Economic stability and inflation also impact consumer expenditure patterns.	(Ahn & Nam, 2022; Hashem, 2020)
Role of Digital Payments	Increased convenience and speed encourage higher spending. Reduced pain of payment (e.g., cashless transactions feel less «real»).	(Huterska et al., 2021; Kamis et al., 2021)
Digital Payment Promotions	Cashback, discounts, and rewards incentivize frequent use and higher spending. Integration with loyalty programs enhances consumer engagement.	(Indriyarti et al., 2022; Putrevu & Mertzanis, 2024)
Impact on Spending Habits	DPS promotes transparency in tracking expenses, but also encourages overspending due to the ease of transactions. Subscription models flourish with DPS convenience.	(Alzoubi et al., 2022c; Jain et al., 2020a)"volume": "8", "author": [{"family": "Jain", "given": "Anil"}, {"family": "Sarupria", "given": "Apurva"}, {"family": "Kothari", "given": "Ankita"}], "issued": {"date-parts": ["2020"]}], "schema": "https://github.com/citation-style-language/schema/raw/master/csl-citation.json"
Cultural and Demographic Factors	Younger generations show a higher propensity for digital payment adoption and increased spending. Spending varies across regions based on tech literacy.	(Carvalho et al., 2020; Ferrari, 2022)
Overview of DPS & Spending Studies	Examine the psychological shift from cash to cashless economies. Highlights the long-term impact of DPS on saving behaviours and debt management.	(Mützel, 2021; Świecka et al., 2021)

4. Methodology

4.1 Research Design

The approach used in the research is the systematic literature review (SLR) in an attempt to systematize existing knowledge on consumer trust in the DPS and consumer expenditure patterns. A systematized literature review design was used due to its reasoned and repeatable

protocol, which would enable the identification of diverse literature (Tranfield et al., 2003). It helps to analyse the key research topics regarding theoretical frameworks, the factors having influence, and trends in the chosen subject areas. Parts of the review process also include aspects of systematic review, insofar as such data is used to examine quantitative associations and trends extracted from previous research studies (Higgins et al., 2011)..

4.2 Selection Criteria

To ensure transparency, rigor, and replicability in the literature selection process, this study followed established guidelines for systematic reviews (Moher et al., 2009). The selection criteria were designed to include studies published between 2020 and 2024 that specifically investigate the effects of Digital Payment Systems (DPS) on consumer trust and consumption behavior. Only peer-reviewed journal articles, industry reports, and reputable data sources were considered, consistent with prior structured review practices (Snyder, 2019). Studies were included based on their relevance to DPS and consumer behavior, with particular attention to methodological quality, topical focus, and theoretical alignment. This approach ensures that the review is both comprehensive and methodologically sound.

4.3 Search Method

The chosen search strategy aimed to provide a complete and current view of research on Digital Payment Systems (DPS), consumer trust and consumption patterns. Because these databases have broad coverage and are known to index lots of reliable academic publications, they were selected for the search: Scopus, Web of Science, PubMed and Google Scholar. To increase the breadth and usefulness of the data, reports provided by trusted sources such as the World Economic Forum, McKinsey & Company and Statista were looked at as well. Such information allows the reader to see what practitioners think on the subject which might not be highlighted in academic journals. Searching with certain key terms (like "Digital Payment Systems," "consumer trust," and "digital consumption behavior") helped make all the sources similar and relevant. It was essential to restrict the literature to works published in 2020, 2021, 2022 and 2023, so that trends and recent technological breakthroughs in DPS could be spotted, given the speed of digital adoption following the pandemic. For this reason, the method allows the data to stay relevant, cover the main topics and stay true to the study's theories, fitting well with the study's research questions.

4.4 Data Extraction Method

Every stage of data extraction was planned and organized to maintain consistency, openness and repeatability. This approach makes it possible to bring together information from different sources and notice similarities in DPS, consumer trust and what people buy. Standard information was most likely recorded from each study on its design, sample size, methods, main results and underlying theories. Such an approach means it is possible to compare many studies and identify important patterns and remaining issues. The technique hoped to lessen the chances of bias and make the results more dependable. When it was possible, several reviewers worked together to review and compare the results and limit interpretation that might be subjective. Using this approach matches how structured literature reviews are meant to be carried out (Moher et al., 2009; Snyder, 2019) and helps to keep the conclusions based on thorough and proven analysis.

4.5 Synthesis Method

The analysis of the selected studies was made through a synthesis method, a comparison and contrast of the results to discover both similarities and differences with the existing literature. This qualitative synthesis systematic review aimed to explicate and synthesize patterns and themes within the effect of DPS on consumer trust and their consumption behaviors. The synthesis drew meaning from both of these sources to create meaningful conclusions, which integrated findings from academic articles as well as industry reports, filled in literature gaps, and provided implications for businesses and policymakers. It is important to point out that the method, besides considering all relevant data, presented an overall overview of the research topic.

4.6 Data Collection

4.6.1 Sources of Literature

The data used in this review were sourced from the following scholarly databases: Scopus, Web of Science, PubMed, and Google Scholar, and industry reports from the World Economic Forum, McKinsey & Statista from the years 2020-2024. The research centred on journal papers, conference papers, and other forms of industrial literature relevant to consumer trust, electronic payment methods, and consumer expenditure patterns (Kitchenham, 2004).

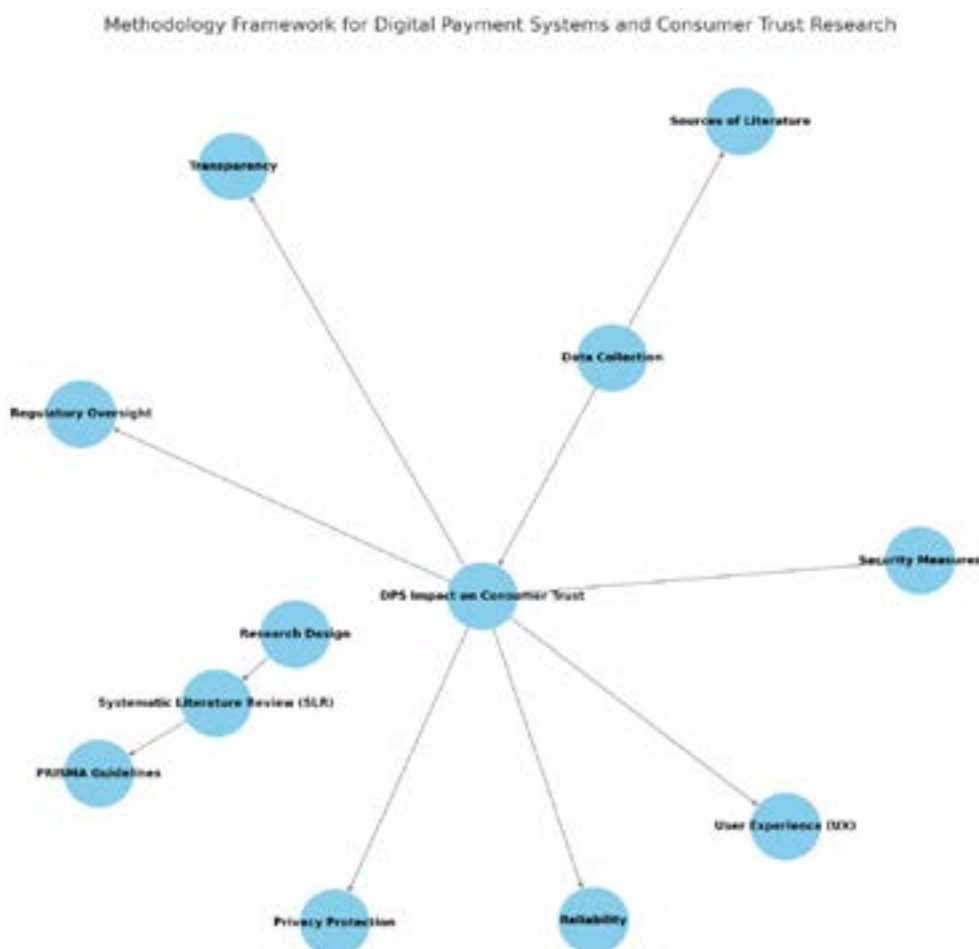


Figure 1: Illustrating the Method logical framework for the Digital Payment system and consumer trust

5. Research Results

5.1 How do digital payment systems influence consumer trust?

The review revealed that digital payment systems (DPS) greatly impact consumer trust, but it is a complex and heterogeneous phenomenon. Security was identified as one of the main factors that affect consumer trust in DPS in several studies, and consistently. Digital payment offerings with robust security features, such as encryption, biometric verification, and fraud protection mechanisms, are the ones that consumers tend to believe. Also, when the payment systems conform to privacy rules, and the company has shown transparency when it comes to how it manages consumer data, then that further adds to the trust. Kamis et al. (2021) suggested that there is greater trust in DPS platforms among consumers when the data protection policy is clearly outlined and the latter has a history of secure transactions. However, the lack of trust in DPS was commonly associated with fear of data leak, identity theft, or financial fraud (Mützel, 2021; Świecka et al., 2021).

Furthermore, the payment systems also have a critical role to play in building trust, as they should be usable. Digital payment systems are more likely to develop the level of trust if the system is easier and more intuitive to use. Traditionally, studies show that providing frictionless user experiences, such as fast transaction processing time, has been associated with a feeling of reliability and competence, and this increased trustworthiness (Huterska et al., 2021). On the other hand, when the system is complicated or prone to errors, dissatisfaction and lack of trust occur. A large number of security measures, as well as usability, form part of the quest for consumer trust in digital payment systems.

5.2 What impact do digital payment systems have on consumer spending behaviors?

The systematic review further shows that digital payment systems strongly affect the spending behaviors of consumers in increasing the spending frequency and encouraging impulse purchases. Several studies have attributed the convenience and ease of use in DPS to fostering the problem of consumers making frequent or many small purchases (Indriyarti et al., 2022). For example, mobile wallets or a contactless payment method would enable a consumer to quickly purchase without necessarily having to have their cash on them, and that's been shown to facilitate more impulsive spending. Putrevu & Mertzanis, (2024), confirm the studies that show consumers who use digital payment systems spend more frequently, especially in online shopping, where digital payment systems streamline and make the payment process quick and quicker.

At the same time, personalized marketing has been shown to impact purchase behavior using DPS. Digital payment systems such as mobile wallets not only can collect data about consumer preferences and behaviors, but also allow businesses to offer themselves to send targeted advertisements and promotional offers. The research by Nguyen et al. (2022) suggests that the more personalized approach often drives more spending from consumers since they tend to act on the tailored offer or discounts sent to them via their DPS platform. The finding suggests that the integration of the digital payment system with other digital marketing tools may entail the ability to mold the consumer's purchasing decisions on the basis that offers to the consumers can be timelier and more relevant.

Additionally, some works found that the psychological effect of the use of DPS encourages high spending. The process of payment decoupling occurs when the physical process of spending money through digital payment methods takes place, but removes the tactile experience of spending money. Schiansky et al. (2023) have shown that such a decoupling effect can lead peo-

ple to spend more without being aware of their total spend. The absence of physical feedback of the transaction makes consumers more likely to spend more on the discretionary items when using DPS rather than the traditional payment methods, such as cash or credit cards.

Despite that, however, the review also noted that while spending more often increases spending frequency and impulsive buying, this isn't always correlated with higher spending overall. Other studies suggested that consumers who are using DPS tend to make more frequent purchases, but the amount that they buy doesn't change compared to those utilizing traditional methods, since they have become more aware of their spending through digital tools (Chen & Yang, 2023; Kilay et al., 2022). What these findings suggest is that while DPS may affect spending in the short term, the longer-term effects on total spending may be neutral, depending on a person's financial management and budgeting behaviors.

5.3 Influence of Digital Payment Systems (DPS) on Consumer Trust

Presumably, the studies conducted from 2020 to 2024 have provided crucial findings on the impact of DPS on consumer trust. Multiple factors all showed that other security measures, including MFA and EE, enhanced trust. For example, Priya & Ahmed (2021) pointed out the fact that strong security measures were proven to alleviate users' fear of financial scams and data stolen, resulting in increased usage. There was also an emphasis on privacy protectionism with transparency in the durability of consumer data being named as a way of boosting trust. Barr et al. (2020) pointed out that the DPS, following privacy regulations like GDPR, are blessed with a higher customer perception resulting from proper documentation of data usage policies. Matar & Alkhawaldeh (2022), findings regarding system transparency that were extracted from the database for causal explanations. The pieces of work that were recognized as trust enablers were the consideration of Blockchain-based systems that offer secure and permanent transactions.

According to Charnley et al. (2022), the study that was conducted showed that these systems relieved consumers' anxiety over fraud and unauthorized transactions; therefore, people trusted them. Rel crucial factor: Therefore, the findings identified content Lionel as the consistency in the delivery of services, little time out for breaks, and seamless, efficient completion of transactions as the pathways to the creation of trust in services. A comparative study of various DP Santosa et al. (2021) revealed that systems, that are rich in uptime and performance, are likely to have more consumer loyalty. User experience or UX-dominated trust. Specifically, the insights derived from the studies conducted in 2020 and 2024 established ease of use /intuitive interfaces as factors that alleviate consumers' anxiety, particularly in their first-time usage. For example, Schiansky et al. (2023) pointed out that integrated design decisions also enhanced usability while creating trust with user groups that had never engaged in digital payments. Finally, the factor that is most detrimental to digital transformation is that regulatory oversight plays a role. It was also found that systems meeting legal requirements and cybersecurity implemented achieved a higher level of consumer confidence. Consumers carefully protected by their respective governments embraced DPS at a faster pace because of the accountability policies enshrined in their laws.

Several investigations have been conducted in recent years into Digital Payment systems and consumer trust. Several influential parameters have therefore postured themselves as key facilitators of, or barriers to, the development of trust within these platforms. Details of these factors based on a synthesis of literature from 2020 to 2024 are presented below in Table 3.

Table 3:

Factors of Digital Payment Systems

Factor	Description	Key Findings
Security	Measures such as encryption and fraud prevention mechanisms	End-to-end encryption and secure payment gateways were found to be paramount for building trust (Roy et al., 2021)
Privacy	Protection of user data from misuse	Transparent privacy policies and adherence to data protection regulations enhance consumer confidence (Kandpal, 2024)
Transparency	Visibility into payment processes and transaction tracking	Blockchain-based systems improve trust through traceability and immutability of transactions (Mobarak et al., 2024)
Reliability	System uptime and consistency in performance	A reliable system with minimal downtimes ensures users trust the continuity of services (Nguyen et al., 2022)
User Experience (UX)	Ease of use and intuitive design	Simple, user-friendly interfaces increase accessibility and reduce anxiety for new users (Raeisi Ziarani et al., 2023)
Regulatory Oversight	The presence of strong legal frameworks and governance to ensure accountability	Countries with established cybersecurity regulations were found to foster more trust in DPS (Geebren et al., 2021)

Security and privacy have become the hallmarks of confidence in adopting electronic money systems. Conducted work highlights the reliability of effective means of encrypting and fraud protection. For example, if an organization uses multi-layered authentication technology, its systems are considered to be highly secure and credible. For instance, Garrouch (2022) reported that data leakage and the poor handling of user data as common-known factors that contribute to the lack of trust in DPS, especially if organizations do not uphold and make apparent their privacy policies. Blockchain has swiftly evolved as a revolutionary technology due to increased transparency in the real world and the desirability of enhanced traceability in digital payments (Nugraha et al., 2022). Yan et al. (2021) provide evidence that payment systems based on blockchain eliminate fraud and data manipulation concerns since all transactions are transparent and cannot be changed. Thus, the availability of system uptime and transaction dependability are specific factors that influence trust. Lost service continuity often poses a major blow to the users' confidence. Urus et al. (2022) suggests that ongoing system updates and sound infrastructure are crucial in today's world of digitization to sustain consumer confidence.

High levels of consumer confidence are significantly dependent on the quality of interface design. Error-free systems that ease the payment process uptake decrease anxiety only if those new to the process do not worry about the security implications of payment. According to Utz et al. (2023), with innovative designs, there are no hurdles to the adoption process, guaranteeing trust. The degree of legal regulation that defines the work of DPS also becomes a constituent of trust. The payment providers also revealed that consumers have strong protection laws and cybersecurity policies, so that the users can be assured of the providers' accountability (Yuan et al., 2021). Stakeholder research shows that adherence to the guidelines, like the GDPR in Europe, has been a key driver of trust among users.

5.4 Influence of DPS on Consumer Spending Behaviour

Digital payment systems (DPS) have impacted consumer spending in a big way, this being evidenced by research from the year 2020 to 2024. DPS was operationalized by the use of ATM bank cards, and the researchers apprehensively and repeatedly established that it enables more spending because of the convenience and quick processing of payments. For example, in a study by Hampson et al. (2021), it was found that contactless payments and mobile wallets deliver touchlessness and convenience, which leads to impulse buying behaviour. This is known as the 'cashless effect' that erodes the link with money, and consumers are less inclined to spend than when using cash.

Further analysis of various forms of DPS, including credit cards, shows that they have different impacts on overall spending. Of these monetary products, credit cards that require people to delay payments and have reward programs were found to cause greater overall spending (Ullah et al., 2022). Panda et al. (2024) have noted that credit card users regularly tend to overspend due to the rationality being psychologically distant when the costs occur in the future, which suppresses early utilization of spending limits. It is double-digressive when compared to payment apps like Apple Pay or Google Pay, which are mostly suitable for small and frequent payments. Studies show that the ease of use of M-payments drives impulse purchases as the total number of micro-transactions per month rises (Karim et al., 2022).

Payment systems have also played an important role in changing the spending pattern by providing customization and linking it with loyalty schemes. Analyses found that DPS platforms often use algorithms to provide specials, discounts, or cashback and rebates, which promote consumption (Bell et al., 2020). For instance, Lazirkha et al. (2022) found that for those users who shop with the help of DPS integrated with e-commerce platforms, their spending grew by 25% because there is no need to move from one platform to another to check out. Additionally, peer-to-peer payment service apps like PayPal and Venmo with loyalty rewards programs integrated also reported higher customer retention rates and sales frequency.

The third dimension concerns the psychological consequences of DPS. Li et al. (2023) found that the evaluation of the tangible characteristics carried out by the customer is reduced, which reduces the feeling of the "pain of paying". While using cash, people have an emotional feel for the absence of cash and hence give it more importance, while DPS users are looking towards convenience and time spent on a transaction, and thus spend more. This transition was even more notable among newer-generation consumers and digital literate populations, as revealed by a study by Chatzigiannis et al. (2021). Lemos et al. (2022) indicated that the use of individual payment also enhances the rate at which people spend in segments where such a product has not been previously available.

5.5 Comparative Analysis

The systematic review of the literature addressed in 2020-2024 identified both similarities and differences in existing research on the effect of DPS on consumers' trust and consumption patterns. Jamra et al. (2020) indicated that more security, convenience, and user experience improve trust in DPS, where People agreed without consideration, while some variation is based on demographic, cultural factors, and technology experience. For instance, Restuputri et al. (2021) showed that new laptops skew consumers fully trusted mobile payments for reasons relating to technological congruity, but older people showed relevant concerns despite the best security features. Sometimes, findings were equivocal regarding the effects of the level of transparency. Wafiyyah & Kusumadewi (2021) noted that blockchain-supported payment systems promoted trust via appropriation of transaction transparency. However, Sakas et al. (2022) quote that this kind of system is technical and complexity my affect technology users, reducing the level of trust. These discrepancies suggest that the extent of consumer understanding and education is the moderating factor in the generation of trust.

In the same way, the effects that DPS had on spending behaviour were also in tension with each other. Many works proved that the availability of digital payments leads to more instinctive and more often decisions to make a purchase. Despite this, Masri et al. (2021) pointed out that this pattern is not consistent with the mode of payment. While mobile wallets and contactless systems paved the way for microtransactions, credit cards were always linked to charging up for huge purchases (Jain et al., 2020b; Utama & Trisnawati, 2024). Avatar stability also de-

pended on certain cultural factors that prevailed in a society; cash-oriented societies had slower adaptations of expenditure facilities through DPS. These nations may present methodological differences in the form, sample, geographic location, or metrics, leveraged in measuring trust and spending (Chen & Yang, 2023; Kilay et al., 2022). Also, the rate of technological changes that may have occurred during the period under study might have influenced consumers' experience and perception. (Sable et al., 2022; Yudiantara & Widagda, 2022) indicates that it is important to note that although early-stage studies did not fully capture the importance of tailored communications and AI-based payment technologies, which already now influence both trust and spending.

The variations in the methods used in the research in the studies included in the systematic review contribute much to the observed differences in results. Different data collection methods in these several studies may provide different insights into the same topic. For example, some studies used quantitative methods to collect data, like surveys and transactional data on consumer spending behavior, but the rest relied on qualitative techniques, like in-depth interviews, to understand consumers' psychological reasons for trusting DPS. The different methods of research, therefore, result in different conclusions about the effects of digital payment systems on consumer behavior. Furthermore, there was a lack of operationalization of some key variables such as consumer trust and 1st dollar spending behavior, which either had a singular focus on security and usability or marketing personalization and convenience, respectively, and resulted in varying interpretations and outcomes of these studies.

The contextual variability across the studies is another factor contributing to the differences in results. There are many possible geographical regions, too many cultural contexts, and too many economic conditions that could cause significant differences amongst levels of consumer behavior and trust in digital payment systems. Case in point, consumers in more mature digital markets with more developed digital infrastructure may behave quite differently and have different levels of trust, and at the same time, consumers in emerging markets with digital payment systems that are less developed and who perceive higher risks may also behave differently. Also of significant importance is the technological literacy, how far digital payments are included among consumers, and at what pace they are adopting them in different regions. In addition, discrepancies in the perceived and use of DPS could arise due to variations in the regulatory environment and the DPS features, e.g., fraud prevention measures and integrated DPS with other financial services. Therefore, the results across the studies are driven by the contextual factors, including location, economic development, and technological infrastructure.

6. Implications for Businesses and Policymakers

6.1 Business Implications

DPS can be used by firms to improve trust and consumption by focusing on the security, usability, and reliability of payment systems. Solutions related to secure transactions and multi-factor authentication to ensure greater consumer trust can be effectively implemented with the help of blockchain solutions. Nevertheless, when DPS is integrated into loyalty programs, offering 'emotional' discounts and guaranteeing compatibility with other systems, more consumers may be inclined to spend more. Some of the management strategies are: regular system updates to counter new security threats, quick response to customers, and making use of safe digital payments known to the users. Altogether, these measures contribute to building up the trust level with customers, improving customers' loyalty, and later on increasing the overall revenues.

6.2 Practical Implications

Policymakers have an important role in determining the regulatory environment so that consumer confidence in DPS can be achieved. Effective preventive and detective measures, protection of personal data, cybersecurity, and anti-fraud are key components for building a reliable environment. There is evidence that some policies could serve the essential consumer interest, like the requirements for compliance with international legislation (like GDPR) and cybersecurity certificates. However, there is also a need for policymakers to ensure that the public is well informed on the safe use of DPS through financial literature. Stricter measures of the laws protecting consumer rights in conjunction with the creation of environments conducive to innovation will guard the users, and at the same time propel the technological development of digital payments.

6.3 Limitations and Future Research

The literature review on Digital Payment Systems (DPS) highlighted the following research gaps in the current literature. Several prior works discussed merely the short-term consequences without considering the long-term outcomes of DPS on the beliefs of consumers alongside their spending propensity. Furthermore, there is no panel data, therefore, one can achieve only a limited understanding of how trust and spending patterns change under the influence of DPS in terms of its long-term usage. The reviewed research was generally conducted on small sample sizes that impose limitations on generalizability, and many of the studies were not culturally and regionally sensitive, thus introducing bias into the findings.

These are areas that future research could help to fill by using large-scale, longitudinal designs that look at how trust and spending behaviours evolve over the DPS technology lifecycle. Further, comparative studies of various geographical and age segments would offer insight into the factors affecting socioeconomic and cultural impacts of students' DPS perception and behaviours. Another idea, which may be valuable, could be to assess the potential long-term financial effects of increased consumer spending as a direct result of the popularization of methods that use digital payments. Secondly, there is a suggestion that future studies of independent trends, including the use of innovative platforms, such as Artificial Intelligence and blockchain in dealing with DPS, will provide additional insights into new opportunities for innovation and trust.

7. Conclusion

This study aims to offer an understanding of DPS on buying behaviour and consumer trust, which could help shape the existing body of knowledge of Digital Financial Ecosystems. The outcomes identified show that several important considerations have a direct impact on trust in DPS; they include aspects such as security, privacy, convenience, and reliability on user confidence. Better security protocols like encryption techniques and more transparent practices like chains of blocks have become the key to the overall consumer's participation. On the same note, smooth interactive panels and consistent functionalities such as the AI component of the personalized banking services, keep on enhancing trust, making DPS crucial in today's financial sector.

On the other hand, DPS has revolutionized the spending attitude of consumers at their deepest level. Due to making transaction friction low and the cognitive aspect of the "pain of paying" low, DPS promotes impulsive and repeat purchases. The addition of loyalty rewards, promotional discounts, and recommendations also increases spending propensities. Even though

credit and mobile payment systems show different kinds of impact, they are both enablers of convenience and a greater purchasing capacity. However, as several studies suggest, these patterns are not constant and depend on the demographic and corresponding cultural characteristics, which require a targeted approach in both the business and policy-making contexts.

The overall findings highlight that DPS is a double-edged sword: on the positive side, it could be defined that it helps to build trust and stimulate economic activity; meanwhile, on the negative side, it could pose security issues, computer illiteracy, and financial self-restraint among the customers. It takes stakeholder engagement by the policymakers and the businesses to overcome these challenges. These establish rules that dictate how data privacy is protected, how fraud is detected, and the right use of AI, all of which are vital to building and sustaining the public's trust. However, businesses need to educate the user and also tailor solutions for the different demographics and cultures.

DPS in the future should continue to gain significantly more importance in consumers' decision-making process due to the continued advancement of technologies like blockchain and Artificial Intelligence. All of them will improve customers' confidence and ease, but will also revolutionize their spending habits through personalized, secure, and highly flexible systems. The DPS consumer trust spending relationship will continue to be the focal point of both efficiency and growth strategies in an ever-evolving digital economy, as well as the foundation of future policy-making initiatives required to support the continuous growth and satisfaction of consumers in a digitalized world.

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Dr. Ammar Abdullah Ali Al-Awad, Assistant Professor of Marketing in the Marketing Department, College of Business, Al-Baha University, Saudi Arabia. He received his PhD in Marketing from Oxford Brookes University in 2002. His research interests revolve around consumer behavior issues.	د. عمار عبد الله علي العوض، أستاذ التسويق المساعد في قسم التسويق، بكلية الأعمال، في جامعة الباحة، (الدولة المملكة العربية السعودية). حصل على درجة الدكتوراه في التسويق من جامعة أكسفورد بروكس عام 2002. تدور اهتماماته البحثية حول قضايا سلوك المستهلك.

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