



Changing Consumer Buying Behaviour in the Digital Payment Era: Evidence from Rourkela, Odisha

Sailabala Sarangi

Research Scholar, Department of Commerce, YBN University, Namkum, Ranchi, Jharkhand.

Dr. Om Prakash Paswan

Assistant Professor, Department of Commerce, YBN University, Namkum Ranchi, Jharkhand.

DOI : <https://doi.org/10.5281/zenodo.22083248>

ARTICLE DETAILS

Research Paper

Received: 28-06-2026

Accepted: 17-07-2026

Published: 20-08-2026

Keywords:

Digital payments; UPI; consumer buying behaviour; QR payments; Rourkela; Odisha; fintech; impulse buying; digital literacy; consumer trust.

ABSTRACT

Digital payments have moved from being an alternative channel of transaction to an everyday component of retail consumption in India. This article examines how the expansion of Unified Payments Interface (UPI), QR-code payments, mobile banking and app-based transactions is reshaping consumer buying behaviour, with particular contextual attention to Rourkela, Odisha. The study uses secondary evidence from the Reserve Bank of India (RBI), National Payments Corporation of India (NPCI), Government of India and the Open Government Data platform, together with established literature on technology acceptance, perceived risk, convenience, trust and consumer spending. Rather than fabricating primary survey findings, the article develops a Rourkela-focused analytical interpretation of publicly available evidence and identifies propositions that can be tested through a future field survey. The analysis suggests that digital payment availability can reduce transactional friction, increase the feasibility of low-value and spontaneous purchases, strengthen consumers' expectations of speed and convenience, and shift payment choice toward QR/UPI-based transactions. At the same time, perceived fraud risk, failed transactions,

Disclaimer: The opinions, interpretations, conclusions, recommendations, analyses, and statements expressed in this research article are solely those of the author(s) and do not reflect the views, policies, or positions of the Publisher, Chief Editor, Editors, Editorial Board, Reviewers, or their affiliated institutions. The author(s) are solely responsible for ensuring the originality, authenticity, and integrity of the manuscript and for ensuring that it is free from plagiarism, AI-generated content, copyright infringement, data falsification, and any other form of academic misconduct.

privacy concerns, digital literacy and unequal access to smartphones and reliable connectivity continue to influence behaviour. Rourkela's urban-industrial character, relatively high literacy and integration into modern retail and service networks make it a useful setting for studying the transition from cash-centric to digitally mediated consumption. The article concludes that digital payment adoption should not be understood merely as a change in the payment instrument; it is a behavioural transformation affecting purchase frequency, basket size, channel choice, price sensitivity, impulse buying and post-purchase expectations. Policy and business responses should therefore combine payment infrastructure with consumer protection, digital literacy and responsible spending tools.

1. Introduction

India's retail payment environment has undergone a profound transformation during the last decade. The spread of smartphones, inexpensive mobile data, bank-account penetration and interoperable payment infrastructure has made digital payment a routine part of everyday consumption. UPI, in particular, has simplified the movement from intention to purchase by allowing consumers to pay merchants directly from bank accounts through a mobile interface. The significance of this development extends beyond banking: when payment becomes faster, more convenient and less dependent on physical cash, the entire sequence of consumer decision-making can change. The scale of the transformation is visible in official statistics. NPCI reports that UPI processed 23,201.93 million transactions worth ₹29,90,424.21 crore in May 2026, with 720 banks live on the platform. In April 2026, the corresponding figures were 22,346.80 million transactions worth ₹29,02,988.05 crore and 713 live banks. These figures illustrate the extraordinary scale at which digital payment has become embedded in the Indian economy. The Reserve Bank of India's Digital Payments Index (RBI-DPI) provides another indicator. The index, based on March 2018 as the base period, increased from 100 in March 2018 to 465.33 in September 2024. It subsequently reached 493.22 in March 2025, reflecting continued improvements in payment infrastructure and performance. Such growth implies not simply a technical shift in payment systems but a widening environment in which consumers can complete purchases without cash. Rourkela provides an important urban context for examining this change. The city is a major industrial and commercial centre in Odisha and has an established banking, retail, education, transport and service ecosystem. Government open-data resources also identify Rourkela as a



Smart Cities Mission city. Census-based figures indicate a substantial urban population and a high literacy rate, conditions that can support the adoption of smartphone-mediated financial services. At the same time, a city such as Rourkela contains consumers with different ages, occupations, income levels and levels of digital confidence, making it inappropriate to treat adoption as uniform. The central argument of this article is that digital payment should be analysed as a behavioural technology rather than merely a financial technology. The act of paying influences the perceived effort and psychological salience of spending. Cash is physically tangible and requires consumers to hand over notes or coins. A digital transaction can be completed through a scan, tap or biometric/credential-based authentication. The lower physical friction may increase convenience, but it may also make small purchases easier to repeat and therefore alter spending patterns. Accordingly, the article asks: How is the expansion of digital payments changing consumer buying behaviour? Which mechanisms are most relevant in the Rourkela context? What benefits and risks accompany this behavioural transition? And what implications follow for retailers, consumers, banks, payment providers and public policy?

2. Background: Digital Payment Transformation in India

The Indian digital payment ecosystem is built around multiple instruments, including UPI, debit cards, credit cards, IMPS, NEFT, mobile banking and wallets. UPI is distinctive because it combines bank-account connectivity, interoperability and merchant-facing QR acceptance in a relatively simple consumer interface. Its growth has supported the movement of digital payments into low-value, high-frequency transactions such as groceries, food, local transport, utility payments and small retail purchases. NPCI's August 2025 ecosystem statistics illustrate the importance of merchant payments. UPI recorded 20,008.31 million transactions during the month, of which 12,705.16 million were person-to-merchant (P2M) transactions. P2M transactions were valued at ₹7,23,797.42 crore. This is especially relevant to consumer behaviour because merchant payments represent the point at which digital infrastructure directly enters the purchase process. National growth also interacts with a changing policy environment. Digital payment adoption has been supported by financial inclusion, QR acceptance, interoperability and public investment in payment infrastructure. The continued expansion of payment performance and infrastructure reflected in the RBI-DPI indicates that digital payment is becoming part of the basic commercial environment rather than a niche technology. However, high transaction volume should not be interpreted as complete behavioural substitution. Consumers often maintain multiple payment methods and choose between cash, UPI, cards and other instruments depending on merchant acceptance, transaction value, perceived security, rewards,



connectivity and personal habit. Digital payment adoption is therefore better understood as a process of payment diversification and gradual reconfiguration of consumer routines.

3. Rourkela as the Study Context

Rourkela is located in Sundargarh district of Odisha and has developed around industrial activity, education, healthcare, retail, transportation and a growing service economy. Its urban environment combines formal businesses with small neighbourhood retailers and informal sellers. This mix is particularly useful for studying digital payments because QR-based acceptance can be adopted by businesses of very different sizes.

The Government of India's Open Government Data platform hosts a Rourkela city profile under the Smart Cities Mission. The availability of city-level administrative and development information provides a useful institutional basis for contextual research. Census-based data for the 2011 population count report a population of approximately 320,040 for Rourkela and a literacy rate of about 86.6%. These figures are historical and should not be treated as current population estimates, but they provide evidence of the city's urban and educational context. Rourkela's consumer environment includes organised retail, supermarkets, restaurants, educational institutions, hospitals, fuel stations, transport services, street vendors and small shops. In such a setting, digital payments can influence not only how consumers pay but also where they shop. A consumer may select a merchant partly because the merchant accepts UPI, while a merchant may display a QR code because customers increasingly expect it. The Rourkela context also highlights the importance of heterogeneity. Younger consumers may be more comfortable with app-based payments, while older consumers may value cash familiarity. Salaried consumers may use digital payments for recurring expenses, whereas students may use them for small purchases and peer transfers. Low-income consumers may value convenience but remain sensitive to network failures or account-related problems. Hence, consumer behaviour must be analysed through demographic, technological and psychological variables rather than through a single adoption rate.

4. Review of Literature

Technology Acceptance Model (TAM) research argues that perceived usefulness and perceived ease of use are central to technology adoption. In digital payment contexts, usefulness can appear as faster checkout, easier record keeping and reduced dependence on cash. Ease of use can involve simple QR scanning, intuitive interfaces and quick authentication. These factors are likely to influence both initial adoption and continued usage. The Unified Theory of Acceptance and Use of Technology (UTAUT) extends technology



adoption analysis by considering performance expectancy, effort expectancy, social influence and facilitating conditions. For consumers in an urban Indian setting, social influence can be especially important because payment behaviour is visible at the point of sale. When friends, family members, colleagues and merchants routinely use UPI, non-users may experience pressure or encouragement to adopt the same method. Perceived risk and trust provide a complementary perspective. Digital payment involves concerns about fraud, privacy, mistaken transfers, account compromise and transaction failure. Trust in banks, payment apps and dispute-resolution mechanisms can therefore affect the willingness to use digital payment for larger purchases. A consumer may use UPI for ₹100 but prefer cash or a card for a much larger transaction if perceived risk rises with transaction value. Research on the psychological effects of payment methods also suggests that the 'pain of paying' can differ between cash and less tangible payment instruments. When consumers do not physically see money leaving their possession, expenditure may feel less salient. Recent research specifically examining UPI users found that a substantial proportion of surveyed participants perceived increased spending after adopting UPI, with convenience and reduced psychological friction among the explanations offered. This literature is useful for interpreting the possibility of increased purchase frequency or impulse buying. Indian evidence also shows that digital payment adoption is not simply an urban-versus-rural issue. RBI's nationwide survey of consumers and merchants found widespread awareness of digital payments, while also identifying differences in adoption and usage across locations and demographic groups. The implication for Rourkela is that access alone does not guarantee intensive use; skills, trust, habit and merchant acceptance also matter. A gap remains in connecting these macro-level developments to city-specific consumer behaviour. Public datasets generally provide national or state-level payment statistics rather than detailed Rourkela-level consumer spending patterns. This article therefore contributes a contextual analytical framework: it uses national and state evidence to explain mechanisms that can reasonably be expected to shape consumer behaviour in Rourkela while explicitly distinguishing public evidence from claims that would require primary field data.

5. Theoretical Framework

The proposed framework integrates four perspectives: technology acceptance, perceived risk and trust, consumer decision-making, and the psychological salience of payment. The dependent construct is changing consumer buying behaviour. This includes purchase frequency, average basket size, impulse purchase tendency, channel choice, merchant choice, price comparison, and post-purchase expectations.

First, convenience reduces transaction costs. When the payment process becomes faster, consumers may be willing to make smaller purchases more frequently. Second, perceived usefulness strengthens habitual use.

Third, trust and perceived security moderate the willingness to use digital payment for higher-value transactions. Fourth, payment transparency through transaction histories can increase consumers' ability to track spending, potentially producing a budgeting benefit. The same digital record, however, may be overlooked if transactions become too frequent or psychologically less salient. The framework therefore proposes that digital payment has two potentially opposing behavioural effects. The first is 'control through visibility': transaction histories, alerts and account statements can make spending easier to monitor. The second is 'frictionless spending': quick payments can reduce the psychological and practical barriers to purchase. The net effect depends on financial literacy, self-control, payment frequency, incentives and the consumer's use of budgeting tools.

Construct	Expected mechanism	Likely behavioural outcome
Perceived convenience	Reduces time and effort at checkout	Higher frequency of digital purchases
Perceived usefulness	Makes payment more efficient and accessible	Greater continued usage
Trust/security	Reduces perceived financial risk	Higher willingness for routine and higher-value payments
Merchant acceptance	Expands places where digital payment is possible	Greater channel/merchant choice
Rewards/promotions	Lowers perceived effective price	More trial and impulse purchases
Transaction visibility	Creates digital records and alerts	Potentially better spending monitoring
Low payment friction	Makes expenditure less physically salient	Potential increase in spontaneous spending
Digital literacy	Improves ability to use features safely	More confident and diversified usage

6. Objectives of the Study

- To examine the transformation of consumer buying behaviour associated with digital payment adoption.



- To identify the major factors encouraging consumers to use UPI, QR codes and other digital payment methods.
- To analyse how digital payment convenience may influence purchase frequency, impulse buying and merchant choice.
- To interpret the relevance of national digital-payment trends to the consumer environment of Rourkela, Odisha.
- To identify risks and barriers including fraud, privacy concerns, transaction failure and digital exclusion.
- To propose practical implications for consumers, retailers, financial institutions, payment providers and policymakers.

7. Research Questions

- RQ1: How has digital payment changed the way consumers in an urban setting approach routine purchases?
- RQ2: Does payment convenience encourage more frequent or spontaneous purchases?
- RQ3: How do trust, security and digital literacy affect continued digital payment usage?
- RQ4: How does merchant acceptance influence consumer choice in Rourkela?
- RQ5: What risks and inequalities may accompany the transition from cash to digital payments?

8. Methodology

This article adopts a secondary-evidence and contextual research design. The purpose is to interpret how national digital payment growth can affect consumer buying behaviour in Rourkela without presenting invented survey observations as empirical facts. The evidence base consists of official NPCI payment statistics, RBI publications and digital payment indicators, Government of India information, the Open Government Data platform's Rourkela city profile, and relevant academic literature. Data sources include: (i) NPCI's UPI monthly product statistics; (ii) NPCI's UPI ecosystem statistics, including P2M and state-level information; (iii) RBI's Digital Payments Index and publications on awareness and adoption; (iv) Government of India releases on UPI growth; and (v) publicly available Rourkela city information. The analysis is descriptive and interpretive rather than causal. The unit of contextual analysis is the urban consumer environment. The study examines mechanisms through which payment technology can influence consumer behaviour: transaction friction, payment convenience, merchant acceptance, perceived risk, spending visibility, incentives and digital literacy. These mechanisms are mapped onto likely consumer outcomes such as purchase frequency, impulse buying, merchant choice and payment-method substitution. A

future primary survey can extend this article. A suitable design would use a structured questionnaire with consumers aged 18 years and above in different Rourkela locations, including organised retail areas, neighbourhood markets, educational zones and transport/service clusters. Stratified or quota sampling could be used to ensure representation by age, gender, occupation and income. Likert-scale items could measure convenience, trust, perceived risk, social influence, digital literacy and behavioural change. Statistical tests could include descriptive statistics, chi-square tests, correlation and multiple regression or structural equation modelling. Because no primary questionnaire dataset was supplied for this article, the paper does not claim percentages such as 'X% of Rourkela consumers spend more after adopting UPI.' Any such percentage would require actual field data. This methodological limitation is important for academic integrity and should be preserved if the article is submitted for publication.

9. Evidence of the Digital Payment Shift

Table 2 summarises selected official indicators that demonstrate the scale of India's digital payment transformation.

Indicator	Period	Value	Interpretation
RBI-DPI	March 2018	100 (base)	Starting point of the index
RBI-DPI	September 2024	465.33	Strong expansion of digital payment ecosystem
RBI-DPI	March 2025	493.22	Continued growth in infrastructure and payment performance
UPI transactions	April 2026	22,346.80 million	Very high monthly transaction frequency
UPI transactions	May 2026	23,201.93 million	Further increase in monthly volume
UPI value	May 2026	₹29,90,424.21 crore	Large economic value processed digitally
Banks live on UPI	May 2026	720	Broad institutional participation
UPI P2M volume	August 2025	12,705.16 million	Strong merchant-payment orientation

The evidence indicates that UPI has moved well beyond occasional person-to-person transfers. Merchant payments constitute a large share of UPI activity, meaning that digital payment is directly integrated with



retail consumption. For Rourkela consumers, the significance lies in the increasing probability that a desired purchase can be completed immediately through a QR code or app.

10. Changing Dimensions of Consumer Buying Behaviour

10.1 Purchase Frequency and Convenience

Digital payments reduce the time required to complete many transactions. A consumer who has already authenticated a banking app can scan a QR code and complete a low-value purchase within seconds. This reduction in transaction friction can increase the feasibility of frequent small purchases. In Rourkela, this is relevant to groceries, snacks, local transport, cafés, pharmacies, educational services and other routine consumption categories.

10.2 Impulse Buying

Impulse buying refers to purchases made with limited prior planning. Digital payment can facilitate such behaviour because the consumer does not need to carry sufficient cash. Promotional notifications, cashback offers and app-based recommendations can reinforce the effect. The relationship should not be interpreted as deterministic: many consumers may use digital payment precisely because they are disciplined about budgeting. The behavioural outcome depends on self-control, financial literacy and how the payment interface presents spending information.

10.3 Price Sensitivity and Promotions

Digital payment ecosystems can make promotional pricing more visible. Cashback, coupons, loyalty points and limited-time offers can change the perceived price of goods and influence purchase timing. A consumer may choose one merchant over another because a payment app provides a discount or because the merchant offers a digital-only promotion. Thus, payment technology can become part of retail marketing strategy.

10.4 Merchant Choice

Acceptance of UPI and QR payments can influence where consumers shop. When consumers expect digital payment, merchants that do not accept it may appear less convenient. This creates a network effect: consumer demand encourages merchants to accept digital payments, while wider merchant acceptance encourages more consumers to use digital payment. In a mixed retail environment such as Rourkela, this feedback loop can accelerate adoption.



10.5 Spending Visibility and Financial Control

A major advantage of digital payment is the automatic creation of transaction records. Notifications and bank statements can help consumers identify where money is going. For financially literate users, this may improve budgeting and expense tracking. However, digital records are useful only if consumers review them. High-frequency low-value transactions can become difficult to interpret when spending is fragmented across multiple apps, accounts and merchants.

10.6 Trust, Risk and Security

Trust is central to digital payment behaviour. Consumers must trust the payment interface, bank, merchant and dispute-resolution process. Fraud, phishing, social engineering, mistaken transfers and failed transactions can weaken confidence. The consequence may be selective usage rather than complete rejection: consumers may continue using digital payment for small transactions but revert to cash or cards for larger purchases.

10.7 Social and Generational Effects

Payment behaviour is socially learned. Younger users may introduce older family members to QR scanning and app-based payments, while older consumers may influence household decisions about risk and security. Students and young workers can be important diffusion agents because they frequently use smartphones and make small-value transactions. In Rourkela, the interaction of educational institutions, industrial employment and urban retail provides multiple channels for such social learning.

11. Rourkela-Specific Interpretation

Rourkela's relevance lies in its combination of industrial employment, educational institutions, organised and informal retail, and urban service activity. Digital payment adoption in such a setting can affect consumers at multiple points in their daily routines. A salaried employee may pay for food or transport digitally; a student may make a small purchase through UPI; a family may use QR payment at a pharmacy or supermarket; and a small merchant may accept payments without maintaining large amounts of cash. The city's relatively high literacy environment can support digital financial adoption, but literacy should not be equated with digital financial literacy. Knowing how to read or use a smartphone does not automatically mean knowing how to identify fraudulent links, verify a QR code, protect a UPI PIN or resolve a disputed transaction. Consumer education therefore remains important even in digitally capable urban populations. Another Rourkela-specific issue is the coexistence of formal and informal retail. Digital

payment can lower the barrier for small sellers to participate in formal payment networks because QR acceptance can be implemented with limited physical infrastructure. For consumers, this can blur the traditional distinction between cash-only informal sellers and digitally enabled businesses. At the same time, payment failure can be more disruptive in settings where consumers have limited alternatives. Network problems, low battery, device malfunction or bank-side downtime may interrupt purchases. Therefore, a resilient digital ecosystem requires not only high adoption but also reliability, customer support and accessible dispute resolution.

12. Proposed Analytical Model for a Rourkela Field Survey

The following model can be used if the researcher subsequently collects primary data. It is included to make the article empirically extendable without inventing results.

Independent variable	Sample indicators	Dependent behaviour
Convenience	Speed; ease of scanning; availability	Frequency of digital purchases
Trust	Confidence in bank/app/merchant	Continued usage
Perceived risk	Fraud/privacy/failed transaction concerns	Avoidance or selective use
Social influence	Family/peer/merchant encouragement	Adoption intention
Promotional incentives	Cashback; discounts; rewards	Impulse/brand/merchant choice
Digital literacy	Security awareness; feature knowledge	Safe and diversified use
Merchant acceptance	QR availability; payment options	Choice of shopping outlet
Financial self-control	Budgeting; expense tracking	Spending increase/decrease

13. Discussion

The evidence supports a conceptual shift from 'cashless payment' to 'digitally mediated consumption'. Payment is no longer a final step that is independent of the buying process. The payment interface can shape



product discovery, promotional exposure, merchant selection and post-purchase record keeping. The strongest behavioural mechanism is convenience. When payment takes seconds and is accepted almost everywhere, the opportunity cost of making a small purchase declines. This can strengthen consumption frequency. The effect is particularly plausible for low-value purchases, where the inconvenience of obtaining cash previously acted as a natural constraint. A second mechanism is psychological. Physical cash provides a visible representation of expenditure, whereas digital payment abstracts money into numbers and notifications. This can reduce the salience of spending. However, the same digital system can produce stronger financial control through transaction histories and alerts. Thus, digital payment is behaviourally ambivalent: it can encourage spending and improve spending management at the same time. A third mechanism is the changing relationship between consumers and merchants. QR acceptance creates a shared expectation of instant settlement. Consumers may perceive non-acceptance of digital payment as inconvenience, while merchants may view digital acceptance as necessary for competitiveness. This creates a self-reinforcing adoption cycle. Finally, digital payment can contribute to inclusion while simultaneously creating new forms of exclusion. Consumers without smartphones, bank access, stable connectivity or sufficient digital literacy may be disadvantaged as cash acceptance declines. Responsible digital transformation must therefore preserve meaningful choice and strengthen accessibility.

14. Managerial Implications

- Retailers in Rourkela should maintain reliable QR acceptance and clearly display payment options at the point of sale.
- Merchants should provide transparent confirmation of successful transactions and retain basic procedures for handling failed or disputed payments.
- Retailers can use digital payment data responsibly for loyalty programmes, but they should avoid manipulative promotional designs that encourage financially harmful impulse spending.
- Payment providers should improve fraud warnings, multilingual support, transaction-status clarity and simple dispute-resolution mechanisms.
- Businesses should not assume that every customer prefers digital payment; maintaining an accessible cash/card alternative can improve inclusiveness.
- Consumer-facing businesses should use transaction receipts and digital records to improve transparency rather than simply increasing promotional pressure.

15. Policy Implications

- Digital financial literacy programmes should teach practical safety skills, not merely how to make a UPI payment.
- Public policy should strengthen consumer protection against fraud, phishing and social engineering while making dispute resolution fast and understandable.
- Digital payment infrastructure should prioritise reliability, redundancy and service recovery so that users are not stranded during transaction failures.
- Financial inclusion policy should continue supporting consumers who lack smartphones, stable connectivity or adequate digital literacy.
- Data governance should ensure that consumer payment data is protected and used transparently.
- Local urban policy and Smart City initiatives can integrate digital payment education with broader digital citizenship programmes.

16. Limitations of the Study

The most important limitation is the absence of a primary Rourkela consumer survey in the materials supplied for this article. Therefore, the paper does not claim city-level percentages or causal effects. Public UPI datasets do not generally provide a complete city-by-city breakdown of consumer demographics, product categories and purchase motives. Consequently, the Rourkela interpretation is contextual rather than a statistical estimate of the city's population. The available Rourkela population and literacy figures are based on historical Census 2011 information. They are used only to describe the city's background and should not be interpreted as current estimates. Digital payment behaviour changes rapidly as apps, regulations, incentives and consumer expectations evolve. Findings based on a single time period may therefore require periodic updating. Future primary research should include both consumers and merchants so that changes in buying behaviour can be compared with changes in merchant acceptance and business practices.

17. Conclusion

The digital payment era is changing consumer behaviour because it changes the conditions under which purchasing takes place. UPI and QR-based payments reduce transaction friction, expand merchant choice and integrate payment more closely with digital retail. India's rapid growth in UPI volume and the rise in the RBI-DPI demonstrate that the infrastructure supporting this transformation has become extensive. Rourkela offers a meaningful setting in which to understand these changes because its urban-industrial economy



combines formal retail, small merchants, education, services and digitally connected consumers. The likely behavioural consequences include more frequent low-value purchases, greater expectations of convenience, stronger responsiveness to digital promotions and a gradual decline in the necessity of carrying cash. Yet these effects coexist with concerns about fraud, privacy, failed transactions and unequal digital capability. The central implication is that digital payment should be studied as part of consumer psychology and market behaviour, not only as a banking innovation. A payment system can influence the timing, frequency and context of consumption. It can simultaneously strengthen financial control through transaction records and weaken spending restraint by making payment almost frictionless. For Rourkela and similar cities, the objective should not simply be to maximise digital-payment volume. A healthier digital economy would combine convenience with consumer protection, financial literacy, reliable infrastructure and responsible interface design. Future primary research in Rourkela should test the propositions developed in this article using a representative consumer survey and, ideally, a parallel merchant survey. Such research would provide direct evidence of how digital payments are reshaping the everyday economics and psychology of consumption in Odisha's urban centres.

References

- National Payments Corporation of India (NPCI). (2026). Unified Payments Interface (UPI) Product Statistics. NPCI.
- National Payments Corporation of India (NPCI). (2025). UPI Ecosystem Statistics. NPCI.
- Reserve Bank of India (RBI). (2025). RBI – Digital Payments Index for September 2024. Press Release, 29 January 2025.
- Reserve Bank of India (RBI). (2024). Annual Report / publications on awareness and adoption of digital payments in India.
- Government of India, Press Information Bureau. (2026). UPI growth and digital payments ecosystem updates.
- Government of India, Open Government Data Platform. (2025). City Profile: Rourkela. Ministry of Housing and Urban Affairs / Smart Cities Mission, Odisha.



Dev, H., Gupta, R., Dharmavaram, S., & Kumar, D. (2024). From Cash to Cashless: UPI's Impact on Spending Behavior Among Indian Users and Prototyping Financially Responsible Interfaces.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425–478.

Feinberg, R. A. (1986). Credit cards as spending facilitating stimuli: A conditioning interpretation. *Journal of Consumer Research*, 13(3), 348–356.

Prelec, D., & Simester, D. (2001). Always leave home without it: A further investigation of the credit-card effect on willingness to pay. *Marketing Letters*, 12, 5–12.

Raghubir, P., & Srivastava, J. (2008). Monopoly money: The effect of payment coupling and form on spending behavior. *Journal of Experimental Psychology: Applied*, 14(3), 213–225.