

Digital Wallet Adoption among Youth Consumers

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Abstract: *Digital wallets have emerged as a significant component of the modern financial system, particularly among youth consumers who are more receptive to technological innovation and cashless transactions. This study examines the factors influencing digital wallet adoption among young consumers, with special reference to convenience, security, ease of use, promotional benefits, and trust in digital payment platforms. The research highlights how increasing smartphone penetration, internet accessibility, and government initiatives toward a cashless economy have accelerated the use of digital wallets among the younger population. It also explores the impact of digital wallets on consumer spending behavior, financial management, and purchasing decisions. The study is important because youth represent a major segment of digital payment users and future financial decision-makers. The findings suggest that digital wallet adoption is shaped by both technological and behavioral factors, and that improved awareness, user experience, and cybersecurity measures can further strengthen acceptance and usage among youth consumers in the digital economy*

Keywords: Digital Wallets, Youth Consumers, Cashless Economy

