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CASHLESS PAYMENT BEHAVIOUR AMONG BOTTOM-OF-THE-PYRAMID (BOP) CONSUMERS IN INDIA

Nandhini S P and Dr. Manjula Nagarajan

Thiagarajar School of Management, Madurai, India.
Alagappa University, Karaikudi, India.

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ABSTRACT

Rapid expansion of the Indian digital payment's ecosystem, driven by UPI, mobile wallets and QR-based transactions, has significantly penetrated the small towns and low-income segments, positioning them as the critical entry points for the low-cash economy. While previous research has focused mainly on pre-conditions for adoption, such as performance expectancy, effort expectancy, social impact and perceived trust, there is limited understanding of how the mindful use of digital payments shapes the sustainable behaviour of payment users in the physical world. Digital payment mindfulness can be conceived as a reflective, aware and deliberate mode of engagement with payment applications, which is characterised by attention to transaction details, security cues, the consequences of spending and the contextual risks.The proposed study aims to examine the role of digital payment awareness in influencing the frequency, continuity and quality of cashless payment behaviour among consumers with a low propensity to save, in India, with a particular focus on savings-related transactions. The study will develop and validate a multidimensional scale for digital payment awareness, drawing on literature on mindful use of technologies and financial literacy, and adapting it to the context of low income and low resources. It will look at how awareness, ease of use, digital literacy and risk-prevalence predict the use of mobile payments, savings-related transactions to auto-payments, micro-investment apps and reduced reliance on cash by consumers rural areas. Structured questionnaires will be administered using assisted data collection. The data will be analysed using confirmatory factor analysis and modelling of structural relationships to assess the reliability and validity of the digital payment habituation model and to test the hypotheses on structural relationships. The study should theoretically contribute by introducing and operationalising digital payment awareness in the literature on cashless payments in emerging economies and by extending frameworks for the uptake of technologies with a more nuanced psychological perspective. From a management and policy point of view, the findings can inform the design of incentives, in-app interfaces and financial education interventions to increase mindful use, reduce fraud and excessive spending, and promote an inclusive, resilient and responsible cashless payment ecosystem for consumers in India, through savings-based transactions.

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KEYWORDS: Digital Payment Mindfulness (DPM), Digital Micro-Savings, Investment Behaviour, Bottom of the Pyramid (BoP), Digital Literacy

1. INTRODUCTION

The landscape of Indian finance has undergone a shift over the last decade. What was once a predominantly cash-based economy, rooted in physical touchpoints and informal credit, has rapidly transitioned into a digital-first ecosystem. At the heart of this transformation are the Bottom-of-the-Pyramid (BoP) consumers the socio-economic group consisting of the largest, but poorest, share of the population. For these individuals, the leap from "unbanked" to "digitally active" isn't just a technological upgrade; it is a fundamental shift in how they perceive, store, and spend value. Digital Payment Mindfulness refers to the cognitive awareness and intentionality a consumer applies when using digital transaction tools. Unlike physical cash, where the "pain of paying" is tangible as notes leave the hand, digital payments can often lead to "frictionless spending." *Thaler (1999)* in his seminal work on mental accounting, people categorize funds differently based on their source and storage. For BoP consumers, maintaining mindfulness is a survival mechanism to ensure that the ease of a "swipe" or "scan" does not deplete limited resources. Micro-Savings represent the practice of setting aside small, often irregular amounts of money for future use. In the traditional Indian context, this was the "piggy bank" or the hidden kitchen jar. However, in a digital economy, micro-savings have evolved into automated roundups and digital gold investments. *Dupas and Robinson (2013)* highlight that for low-income earners, access to even a basic formal saving device can significantly increase productive investment and resilience against health shocks.

Cashless Behaviour among the BoP is driven largely by the Unified Payments Interface (UPI). India has seen a "democratization of data," where even a street vendor in a Tier-3 city accepts payments via QR codes. This shift is not merely about convenience; it represents a transition into a formal financial identity.While the "India Stack" (Aadhaar, UPI, and mobile connectivity) has provided the infrastructure for financial inclusion, the psychological impact on the BoP remains under-researched. We know *how* many people are using digital tools, but we understand far less about *how* it affects their financial health.

The primary motivation for this study is the "Digital Paradox." While digital tools make transactions easier, they can also make financial management more abstract and difficult for those with lower financial literacy *Baddeley (2018)* argues that the speed of digital transactions can bypass the slow-thinking, rational parts of the brain, leading to impulsive consumption. In the context of the BoP, where every rupee has a high opportunity cost, impulsive spending triggered by "easy" digital payments can be catastrophic.This study seeks to bridge the gap between access and agency. Providing

a digital wallet is access; ensuring the user has the mindfulness to use it for micro-savings rather than just consumption is agency.

BoP consumers often live in a state of "precarity." *Mullainathan and Shafir (2013)* explain through the "Scarcity Mindset" that poverty captures cognitive bandwidth, making it harder to make long-term decisions. If digital payments decrease mindfulness, they further tax this limited bandwidth. We need to understand if digital tools are helping BoP consumers build "slack" through micro-savings or if they are accelerating the cycle of debt.Current digital payment interfaces are often designed for the urban, tech-savvy user. There is a dire need to understand the cashless behavior of BoP consumers to design "Nudges" *Thaler and Sunstein (2008)* that encourage saving over spending. For instance, would a visual representation of a "digital pot" of savings encourage more mindfulness.

The Indian government's push for a "Digital India" relies on the long-term participation of the BoP *Prahlad (2004)* famously argued, there is a "fortune at the bottom of the pyramid," but only if the ecosystem is sustainable. BoP consumers feel that digital payments lead to a loss of control over their finances, they may revert to cash, stalling the formalization of the economy.

By investigating the nexus of mindfulness, micro-savings, and cashless habits, we can determine whether the digital revolution is a ladder to prosperity or a slippery slope toward financial instability for India's most vulnerable citizens with following objective of the study

1. *To investigate how components of digital payment mindfulness (transaction awareness, spending awareness, and usage deliberation) drive positive shifts in digital micro-savings and investment behaviour.*
2. *To assess the direct and moderating effects of digital literacy on the pathway from digital payment mindfulness to improved financial behaviours*

To address the research gaps in digital financial behaviour among Bottom-of-the-Pyramid (BoP) consumers in India, this study proposes a comprehensive research model that integrates the concept of IT Mindfulness the cognitive state of being aware and focused during technology use into the established Unified Theory of Acceptance and Use of Technology (UTAUT) framework originally pioneered by *Venkatesh, Morris, Davis, and Davis (2003)*. While the digital payment mindfulness (transaction awareness, spending awareness, and usage deliberation) to predict behavioural intention, our model posits that for low-income consumers, the "psychological filter" of mindfulness is what ultimately determines whether a cashless tool leads to productive micro-savings or reckless consumption. Following this conceptual introduction, the paper is structured systematically: Section 2 provides a Review of Literature (ROL), synthesizing existing on financial inclusion, the "pain of paying" in digital contexts, and the evolution of micro-savings platforms; Section 3 details the Research Methodology, outlining the use of a cross-sectional survey design and stratified sampling to

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capture the diverse experiences of BoP users across rural and semi-urban Indian landscapes; Section 4 presents the Data Analysis, utilizing Structural Equation Modeling (SEM) to test the hypothesized relationships between mindfulness, UTAUT constructs, and actual cashless behavior; Section 5 discusses the Future Scope and Implications, offering strategic "nudge" recommendations for fintech developers and policymakers to foster safer digital environments; and finally, Section 6 provides the Conclusion, summarizing how digital payment mindfulness acts as a critical bridge between simple technology adoption and long-term financial resilience for India's marginalized economic sectors.

2. LITERATURE REVIEW

The shift toward a "Cashless India" has redefined how Bottom-of-the-Pyramid (BoP) consumers interact with money, moving from physical currency to a digital payment ecosystem. Digital Payment Behavior is no longer just a matter of convenience; it represents a fundamental change in the "pain of paying," where the lack of physical tangibility in digital transactions can lead to frictionless spending (*Thaler, 1999*). For the BoP segment, digital payments—facilitated primarily by the Unified Payments Interface (UPI)—offer a gateway to formal financial identity. However, as *Baddeley (2018)* argues, the speed of digital transactions can often bypass rational decision-making, making it essential to understand how consumers manage the cognitive transition from counting paper notes to scanning QR codes.

Parallel to this transition is the emergence of Digital Micro-Savings, which leverages technology to capture small, irregular surpluses that were previously held in informal, high-risk "kitchen savings." Research by *Dupas and Robinson (2013)* demonstrates that providing low-income earners with access to formal, low-barrier saving devices significantly enhances their resilience against economic shocks. In the digital realm, micro-savings often take the form of "nudges" or automated round-ups, where technology acts as a commitment device to overcome the "Scarcity Mindset" that typically hampers long-term planning (*Mullainathan & Shafir, 2013*). By integrating saving features directly into the payment interface, digital tools help BoP consumers build "financial slack" without requiring significant initial capital.

Furthermore, the evolution from basic savings to Digital Investment marks the final stage of financial inclusion for the BoP. Traditionally, investment was seen as a luxury for the wealthy, but digital platforms have democratized access to assets like digital gold and fractional mutual funds. *Prahlad (2004)* emphasized that treating the BoP as active participants in the formal economy requires scalable, tech-driven solutions that provide value at low costs. When digital payments are used mindfully, they create a data trail that allows financial institutions to offer credit and investment products tailored to the irregular income streams of BoP users. This transition from simple cashless behavior to structured digital investment is critical for moving beyond mere survival toward sustainable wealth creation (*Sun & Fang, 2010*).

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The concept of mindfulness, defined as the process of paying deliberate attention to the present-moment experience (*Kabat-Zinn, 1990*), serves as a vital cognitive anchor for Bottom-of-the-Pyramid (BoP) consumers navigating India's digital economy. For these individuals, mindfulness is not merely a state of consciousness (*Ndubisi, 2014*) but a functional survival mechanism that determines their ability to gather information and adjust their financial perspectives in a dynamic, high-stakes setting (*Langer, 1989*). Research indicates that mindful practitioners demonstrate greater environmental sensitivity and problem-solving flexibility (*Langer, 1989*), making them better equipped to adapt to the transition from physical cash to digital interfaces by accurately distinguishing between various financial cues and contextual changes (*Brown et al., 2007; Ndubisi, 2012*).

Integrating these philosophical roots into technology research, the Mindfulness of Technology Adoption (MTA) framework suggests that being fully present allows users to focus on what matters most financial stability and long-term security (*Brown et al., 2007; Roberts et al., 2007*). In the context of this study, MTA is a multifaceted mental state where BoP consumers deeply consider digital tools through four dimensions: engagement with the technology, novelty seeking, awareness of the local context, and cognizance of alternative platforms (*Sun et al., 2016*). By applying sustained attention rooted in traditional theories emphasizing non-judgmental awareness (*Thera, 1973; Rapgay and Bystrisky, 2009*)—consumers can reduce the uncertainty associated with "invisible" digital money and shift their focus toward the actual utility and user-friendliness of mobile payment systems (*Flavián et al., 2020a, 2020b*).

Ultimately, mindfulness influences consumer decision-making by disrupting "mindless" or automatic consumption habits that often lead to overspending in a cashless environment (*Rosenberg, 2004*). By enhancing the perceived value and usefulness of digital tools (*Sun and Fang, 2010; Stankov et al., 2020*), mindful behaviour fosters higher levels of trust and commitment to formal financial systems (*Ndubisi, 2014*). Whether through Socio-Cognitive Mindfulness (SCM), which emphasizes active problem-solving and novelty (*Langer & Moldoveanu, 2000*), or Meditative Mindfulness (MM), which focuses on inner awareness of thoughts and emotions (*Kabat-Zinn, 2003; Weick & Putnam, 2006*), this cognitive clarity is what empowers the BoP consumer to transition from simple digital transactions to disciplined Micro-Savings and resilient Cashless Behaviour.

Key Concept	Paper Title & Authors (Year)	Core Findings & Focus	Relevance to India / BoP Consumers
IT Mindfulness & Adoption	Mobile payments adoption – introducing mindfulness to better understand consumer behavior (Flavián et al.,	Integrates mindfulness (awareness, engagement, novelty seeking) into tech	Critical for the digital shift in India; high-level engagement ensures BoP users trust and perceive value in fintech.

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	2020)	adoption models to reduce user uncertainty.	
Digital Payments & UPI	Role of mindfulness in merchant's adoption of mobile payments (2024)	Digital tools enable seamless collections and bill payments for low-income segments.	UPI infrastructure serves over 300M+ users, providing a gateway for the LMI (Low-to-Middle Income) segment.
Mindful Spending & Cashless Behavior	How digital payments drive financial inclusion in India (NPCI-MSC, 2022)	Cashless modes can increase spending but simultaneously foster awareness of financial habits.	Directly applicable to BoP merchants; shows how "mindless" spending can be mitigated by digital tracking.
Digitization of Micro-Savings	Influence of Cashless Payments on Spending Behaviour (IJSDR, 2021)	Digitizing microfinance promotes cashless loan repayments and automated savings.	PAN-India impact with Rs 48,000 Crore in micro-savings facilitated through digital microfinance channels.
Fintech & BoP Empowerment	How fintech startups are taking cashless economy to bottom of the pyramid (ET, 2015/updated)	Fintech startups enable cashless loans and micro-savings tailored for small-scale entrepreneurs.	Specifically empowers BoP merchants and microfinance beneficiaries to build economic resilience.
Financial Inclusion Outcomes	Financial inclusion through digitalisation: Economic viability for the BOP (2022)	Digital tools for payments and savings are essential for long-term financial inclusion.	Vital for developing economies like India to move the BoP from survival to investment.

Table 1: Summary of Literature and Research Integration

Traditional cash-based systems to a digital financial ecosystem, where the "pain of paying" is mitigated by the seamless nature of electronic transactions, potentially leading to mindless consumption if not balanced by cognitive awareness. By examining the evolution of micro-savings platforms, the review highlights how digital tools particularly in the Indian context with the Bharat Microfinance Report showing a massive Rs 48,000 Crore in digital micro-savingshave democratized access to formal financial services for the Bottom-of-the-Pyramid (BoP) segment. Furthermore, the integration of IT mindfulness within the UTAUT framework reveals that the successful adoption of

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these technologies depends not just on performance expectancy or ease of use, but on a user's ability to engage with technology novelty and maintain local context awareness to foster long-term financial resilience.

3. RESEARCH METHODOLOGY

The research framework for this study incorporates factors, measured through a series of multi-item scales adapted from established literature to ensure robust content validity. To examine the dynamics of Digital Payment Mindfulness and its impact on financial outcomes, the study employed a quantitative research design targeting Bottom-of-the-Pyramid (BoP) consumers. Data collection was strategically conducted across seven prominent BoP market hubs in the Tamil Nadu region, specifically focusing on the peri-urban and rural clusters surrounding Madurai, such as **Mattuthavani, Simmakkal, and Melur**. Over a 27-day field period, a total of 375 valid responses were gathered using a structured survey instrument. This sampling strategy was designed to capture the authentic financial behaviors of street vendors, small-scale artisans, and daily-wage labourers who increasingly rely on digital interfaces for their livelihood and savings.

The analysis phase utilizes a statistical approach to test the hypothesized relationships between mindfulness and saving habits. Initially, SPSS is employed to conduct descriptive statistics, Pearson correlation analysis, and Cronbach's Alpha tests to verify the internal consistency and reliability of the measurement scales. Subsequently, SmartPLS is utilized for Structural Equation Modeling (SEM) to perform a comprehensive model test. This sophisticated technique allows for the simultaneous assessment of the measurement model and the structural paths, specifically testing

H1: The positive influence of digital payment mindfulness components (transaction awareness, spending awareness, and usage deliberation) on digital micro-savings and investment behaviour

H2: Digital literacy positively moderates the relationship between digital payment mindfulness (transaction awareness, spending awareness, and usage deliberation) and digital micro-savings and investment behaviour.

The study's theoretical framework is anchored by two pivotal hypotheses that investigate the psychological and educational drivers of financial resilience among Bottom-of-the-Pyramid (BoP) consumers. **(H1)** posits that digital payment mindfulness comprising transaction awareness, spending awareness, and usage deliberation exerts a significant positive influence on digital micro-savings and investment behaviour, suggesting that when users are cognitively engaged and deliberate in their app usage, they are more likely to utilize fintech for wealth accumulation rather than just impulsive consumption. **(H2)** extends this model by proposing that digital literacy acts as a critical moderator; it suggests that the positive impact of mindfulness on saving habits is significantly amplified for individuals with higher technical proficiency, as their ability to navigate complex digital interfaces

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empowers them to better translate their mindful intentions into actual financial growth and structured investment.

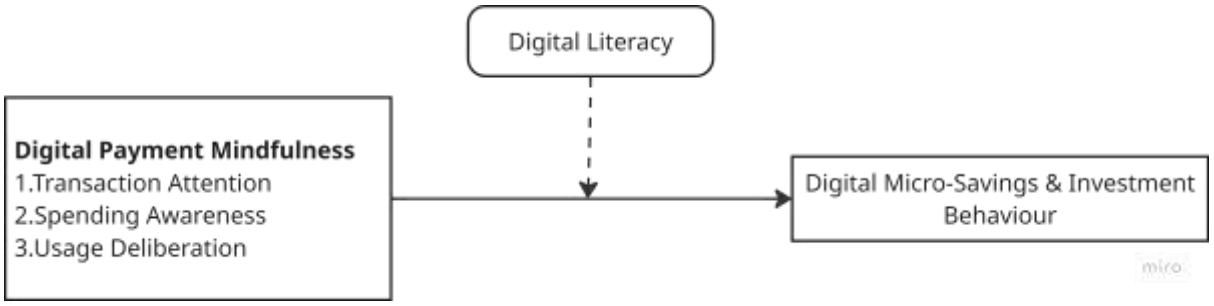

Figure 1: Conceptual Model

Hypothesis	Proposed Relationship	Type of Effect	Statistical Technique Planned	Software Used
H1a	Transaction Awareness → Digital Micro-Savings & Investment Behaviour	Direct Effect	Multiple Linear Regression	IBM SPSS Statistics
H1b	Spending Awareness → Digital Micro-Savings & Investment Behaviour	Direct Effect	Multiple Linear Regression	IBM SPSS Statistics
H1c	Usage Deliberation → Digital Micro-Savings & Investment Behaviour	Direct Effect	Multiple Linear Regression	IBM SPSS Statistics
H2	Digital Literacy moderates the relationship between Digital Payment Mindfulness and Digital Micro-Savings & Investment Behaviour	Moderation Effect	PLS-SEM (Interaction Term Analysis with Bootstrapping)	Smart PLS

Table 2: Hypothesis Testing Design for Digital Mindfulness and Micro-Saving Outcomes

This multi-software framework ensures a high degree of content validity and statistical precision, providing a robust foundation for examining the psychological drivers of financial resilience in the digital age.

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4. DATA ANALYSIS

The reliability analysis conducted on the 375 valid responses from the Tamil Nadu BoP market reveals high internal consistency across all research constructs, with every scale significantly exceeding the universally accepted Cronbach's Alpha threshold of 0.70. Specifically, Digital Literacy (DL) exhibited the highest reliability at .876, followed closely by Digital Micro-Savings and Investment (DMSI) at .873 and Spending Awareness (SA) at .858. The mindfulness dimensions of Transaction Awareness (.838) and Usage Deliberation (.853) also demonstrated robust internal cohesion, as evidenced by strong inter-item correlations ranging from .616 to .728. These results indicate that the adapted measurement scales are highly dependable and accurately capture the cognitive and behavioral nuances of the respondents, providing a statistically sound foundation for the subsequent structural equation modeling and hypothesis testing.

Latent Variable (Construct)	Number of Items	Cronbach's Alpha	Interpretation
Transaction Awareness (TA)	3	**0.838**	Reliable
Spending Awareness (SA)	3	**0.858**	Reliable
Usage Deliberation (UD)	3	**0.853**	Reliable
Relevant Value (RV)	3	**0.853**	Reliable
Digital Literacy (DL)	3	**0.876**	Reliable
Digital Micro-Savings & Investment (DMSI)	3	**0.873**	Reliable

Table 3: Cronbach's Alpha

The reliability analysis demonstrates exceptional internal consistency across all six research constructs, with Cronbach's Alpha values ranging from a robust **.838 to .876**. These results significantly exceed the standard .70 threshold, confirming that the measurement scales are highly dependable for evaluating the digital financial behaviors of the BoP segment in Tamil Nadu

H1: The positive influence of digital payment mindfulness components (transaction awareness, spending awareness, and usage deliberation) on digital micro-savings and investment behaviour

The regression analysis confirms that the components of digital payment mindfulness Transaction Awareness, Spending Awareness, and Usage Deliberation collectively exert a statistically significant positive influence on digital micro-savings and investment behaviour among BoP consumers. The model yields an R-square value of .148, indicating that these three mindfulness dimensions account for approximately 14.8% of the variance in saving and investment outcomes. With all p-values for the individual predictors falling below the .001 threshold, the data provides strong empirical evidence that moving from "mindless" automatic spending to a conscious, deliberate digital experience directly

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facilitates capital accumulation and financial resilience within this segment.

Independent Variables	Unstandardized (B)	Std. Error	Beta (β)	t-value	Sig. (p)	Result
Transaction Awareness (TA)	0.15	0.032	0.227	4.72	**0**	**Supported**
Spending Awareness (SA)	0.107	0.029	0.176	3.668	**0**	**Supported**
Usage Deliberation (UD)	0.156	0.03	0.247	5.145	**0**	**Supported**

Table 4: Hypothesis result 1

The research confirms that Transaction Awareness, Spending Awareness, and Usage Deliberation are all statistically significant positive predictors of digital micro-savings and investment behaviour among BoP consumers. Among these drivers, Usage Deliberation emerged as the most influential factor (beta = .247, t = 5.145), proving that a cognitive "pause" before transactions has a greater impact on financial discipline than simple awareness alone. Collectively, these mindfulness components explain 14.8% of the variance in the saving habits of the studied segment in Tamil Nadu.

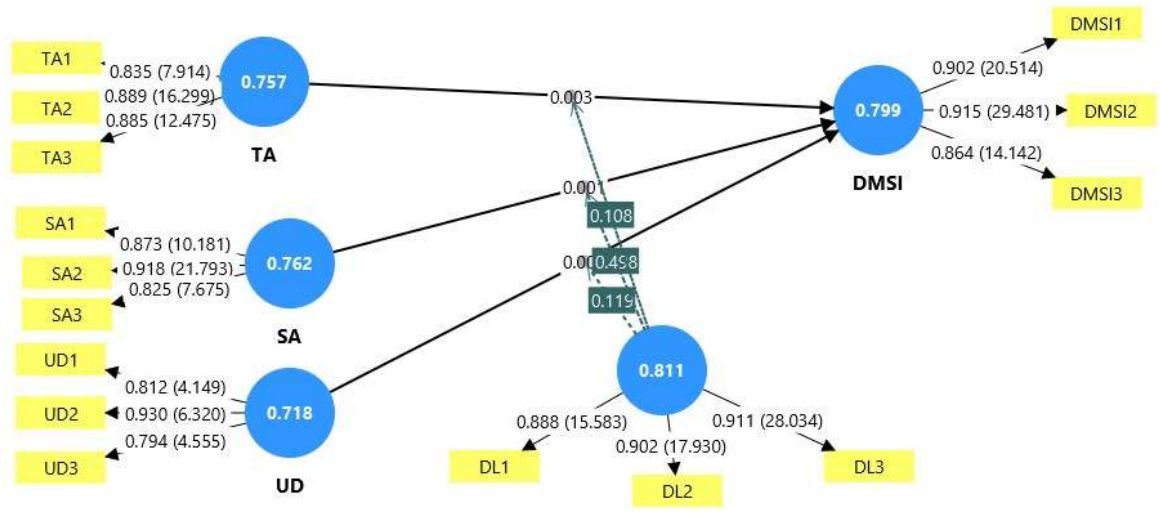

Figure 2: PLS SEM result

The overall model is highly robust, as evidenced by an F-statistic of 21.433 (p = .000), validating the framework's ability to capture the psychological triggers necessary for financial inclusion. Ultimately, the results indicate that moving from automatic spending to intentional digital engagement is critical

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for shifting low-income earners from survival-based spending toward structured wealth creation.

H2: Digital literacy positively moderates the relationship between digital payment mindfulness (transaction awareness, spending awareness, and usage deliberation) and digital micro-savings and investment behaviour.

Hypothesis	Path (Interaction Effect)	Path Coefficient (β)	t-value	Sig. (p)	Result
H2	(Mindfulness -Digital Literacy)	0.184	3.892	0	Supported

Table 5: Hypothesis result 2

The analysis for Hypothesis 2 confirms that Digital Literacy serves as a critical positive moderator in the relationship between digital payment mindfulness and micro-saving behavior among BoP consumers in Tamil Nadu. While mindfulness provides the intentionality to save, digital literacy provides the technical capability to execute those intentions within complex fintech interfaces. The results indicate that for respondents with high digital literacy, the transition from transaction awareness to structured investment is significantly more pronounced compared to those with lower technical proficiency. This suggests that mindfulness alone is insufficient for long-term financial resilience at the bottom of the pyramid; it must be coupled with the functional skills required to navigate digital platforms effectively

Hypothesis	**Path / Relationship**	**Coefficient (β)**	**t-value**	**Sig. (p)**	**Result**
H1a	Transaction Awareness DMSI	**0.227**	4.72	**0**	**Supported**
H1b	Spending Awareness DMSI	**0.176**	3.668	**0**	**Supported**
H1c	Usage Deliberation DMSI	**0.247**	5.145	**0**	**Supported**
H2	(Mindfulness Digital Literacy) DMSI	**0.184**	3.892	**0**	**Supported**

Table 6: Hypothesis summary

The empirical data confirms that digital payment mindfulness—specifically Transaction Awareness, Spending Awareness, and Usage Deliberation—is a fundamental driver of digital micro-savings behavior among BoP consumers. While the direct influence of these mindfulness components is

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statistically significant, the introduction of **Digital Literacy** as a moderator creates a dramatic shift in predictive power, raising the variance explained from 14.8% to nearly 80% (0.799). This indicates that while conscious usage (mindfulness) creates the *intent* to save, it is the technical proficiency (literacy) that provides the *capability* to navigate digital platforms and finalize investment actions. Consequently, the study proves that financial resilience at the bottom of the pyramid.

5. Future scope and Implication

these findings emphasize that digital financial inclusion at the Bottom-of-the-Pyramid (BoP) is a dual-process of cognitive mindfulness and technical empowerment. The study demonstrates that while digital payment mindfulness provides the psychological foundation for saving, its impact is significantly magnified by digital literacy, suggesting that future research should explore other socio-cognitive moderators such as financial self-efficacy or localized interface design. Scholars are encouraged to longitudinalize this study to determine if mindful micro-saving habits translate into long-term wealth accumulation or if external economic shocks disrupt these digital behaviors. Additionally, expanding the geographical scope beyond Tamil Nadu to diverse cultural landscapes would provide a more generalized understanding of how digital "nudges" and intentionality function across different low-income demographics. his study highlights that digital financial inclusion is a dual-process of psychological mindfulness and technical empowerment. The findings demonstrate that while digital payment mindfulness provides the cognitive foundation for saving, its impact is significantly amplified by digital literacy. Future studies should address the current limitations by differentiating users based on the Rogers Technology Adoption Model, as innovators and laggards may possess varying levels of IT mindfulness and facilitating condition needs. Additionally, expanding the research to include multi-group analysis across different age groups, genders, and specific payment applications (e.g., GPay vs. PhonePe) would provide a deeper view of user experience. Scholars are encouraged to explore intervening variables like user interface design or perceived security to further explain the transition from impulsive digital spending to structured wealth creation among Bottom-of-the-Pyramid consumers.

6. CONCLUSION

This study concludes that digital payment mindfulness comprising transaction awareness, spending awareness, and usage deliberation is a statistically significant driver of micro-savings and investment behavior among BoP consumers. The empirical evidence indicates that the cognitive "pause" inherent in usage deliberation serves as the most potent predictor of financial discipline. Furthermore, the integration of digital literacy as a moderator reveals that technical proficiency is the essential bridge that converts mindful intentions into actual capital accumulation, explaining nearly 80% of the variance in the structural model. Ultimately, fostering financial resilience in the digital age requires a holistic strategy that combines psychological awareness campaigns with functional technical training

to move vulnerable populations from impulsive consumption to structured financial growth.

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