International Journal of Web of Multidisciplinary Studies
(Peer-Reviewed, Open Access, Fully Refereed International Journal)
website: http://ijwos.com
Vol.02 No.12.
OPEN ACCESS
E-ISSN : 3049-2424
DOI: https://doi.org/10.71366/ijwos02120541902

A Study on Stress Behind the Swipe: Managing Post-Purchase Financial Burden

Ms. C Sushma Sree[1], Ms. K. Hari Chandana Devi[2]
[1] *MBA Student, Department of Management studies, Vardhaman College of Engineering, Shamshabad, Hyderabad. Telangana*
[2]*Associate Professor, Department of Management studies, Vardhaman College of Engineering, Shamshabad, Hyderabad. Telangana.*

Article Info

Article History:

Published:25 Dec 2025

Publication Issue:
Volume 2, Issue 12
December-2025

Page Number:
581-591

Corresponding Author:
Ms. C Sushma Sree

Abstract:

The rapid growth of digital payment systems and easy access to credit have revolutionized the way people make purchases. As paying by card or other quick methods is so convenient, most shoppers give in to impulsive buying, without considering the after-effects it may have on their finances in the long run. This study examines how impulsive, swipe-based buying results in financial stress after the purchases. It also investigates whether over-desire for credit mediates this relationship and whether good household budgeting moderates this link.This model suggests that impulsive swipe spending increases credit dependence, which in turn fuels post-purchase financial stress manifested as repayment pressure, worry, and financial insecurity. It is also hypothesized that sound budgeting at home-re-prepared planning of expenses, saving regularly, and watching debt-may reduce the impact of credit dependence on financial stress. Data will be obtained from a structured questionnaire, and analysis will test direct effects, the mediating role of credit dependence, and the moderating role of budgeting.The study contributes to consumer finance and behavioural economics by providing a richer understanding of the psychological effects of credit-driven buying. By detailing how budgeting protects against stress, the research also provides some useful ideas for shoppers, financial educators, and policymakers interested in promoting responsible spending and financial well-being in a cashless world.

Keywords: Impulsive Spending, Swipe-Based Payments, Credit Dependence, Post-Purchase Financial Stress, Consumer Financial Behaviour, Household Financial Budgeting, Digital Payments, Financial Well-Being

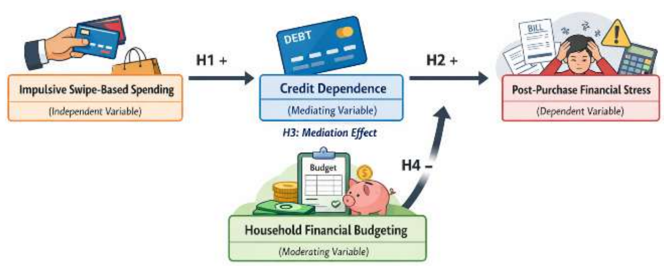
1. INTRODUCTION

The rising reliance on digital payments and easy credit has reformed the way in which purchases are made. Swipe payments, credit cards, BNPL, and easy installment plans make it easy to complete purchases very quickly and with minimal immediate thinking about money. While convenient, these options can also make impulse purchases more possible, along with eventual financial problems. The faster buying feels less real, the more the spending habit may weaken; hence, many people rely more on credit for normal and discretionary buys.

This increased utilization of credit awakens apprehensions of post-purchase financial stress. The financial stress in this context is the emotional, mental, and money pressure experienced in the post-purchase period. It manifests as anxiety over repayments, difficulty paying monthly bills on time, reduced savings, and a psychological sense of financial insecurity. The use of credit in itself is not detrimental, but excessive or unplanned utilization of credit tools can be damaging to the financial stability of a household when spending is impulse-driven rather than planned.

While most studies in consumer finance focus on spending or the use of credit alone and fail to show how impulsive spending adds to financial stress, the role of budgeting as a protective factor has also been understudied in the context of swipe-based shopping. Budgeting practices, such as planned expense allocation, tracking income and expenses, and watching debt, might provide leverage for decreasing the negative impact of credit use on financial well-being.

This present study provides a straightforward model wherein impulsive, swipe-based spending instigates credit dependence, leading to subsequent post-purchase financial stress. Further, it examines household budgeting as a moderating influence that can reduce the magnitude of financial stress emanating from credit dependence. By integrating behavioural and financial concepts, this study endeavors to provide a richer understanding of credit-driven buying and its consequences within a rapidly digitizing economy.



"Conceptual Model of Swipe-Based Spending and Financial Stress"

2. REVIEW OF LITERATURE

1) Nicole M. Glenn, Lisa Allen Scott, Teree Hokanson, Karla Gustafson, Melissa A. Stoops, Brynn Day, and Candace I. J. Nykiforuk (2021): Community intervention strategies to reduce the impact of financial strain and promote financial well-being: a comprehensive rapid review (Published in *Global Health Promotion*). This rapid review examines strategies led by communities to mitigate financial strain and enhance financial well-being, focusing on the global economic fallout following the COVID-19 pandemic. Financial well-being is defined as feeling financially secure and capable of meeting obligations, while financial strain involves the inability to pay bills, leading to money-related stress. The research identified eight types of interventions, including financial literacy training, systems navigation, emergency financial aid, and employment support, A critical finding was the existence of significant gaps in evidence, notably methodological limitations and a lack of reporting on the long-term impact or mechanisms leading to desired outcomes.

2)Jinhee Kim, E. Thomas Garman, and Benoit Sorhaindo (2003): Relationships Among Credit Counseling Clients' Financial Well-being, Financial Behaviors, Financial Stressor Events, and Health (Published in Financial Counseling and Planning). This study evaluates the effectiveness of credit counseling and Debt Management Programs (DMPs) by tracking clients' financial behaviors, financial stress, well-being, and health over an 18-month period. Active participation in DMPs led to a significant decrease in financial stressor events, which in turn had a positive, indirect effect on clients perceived financial well-being and overall health. Although both active and inactive clients showed some financial improvement, only the group actively remaining in the DMP experienced a statistically significant improvement in their health status. The conclusions highlight that the major benefit of counseling lies in mitigating financial stress, which then sustains indirect improvements in well-being and health.

3. **J. Jeffrey Inman and Marcel Zeelenberg (2002**. Regret in Repeat Purchase versus Switching Decisions: The Attenuating Role of Decision Justifiability (Published in Journal of Consumer Research). This study tests the classic "status quo effect," which posits that switching decisions result in more regret than repeating decisions. The central argument is that the status quo bias disappears or even reverses if the consumer perceives a justifiable reason for making a change. Specifically, if a consumer has a negative prior experience, providing a strong reason to switch, they will feel less regret for switching and significantly more regret for repeating the purchase, should the subsequent outcome also be poor. This reduced regret occurs because the existence of a strong reason validates the choice, inoculating the consumer against the typical post-decision regret.

4. Hal E. Hershfield, Abigail B. Sussman, Rourke L. O'Brien, and Christopher J. Bryan (2015):

Utilizing Psychological Principles to Promote Responsible Consumer Debt Usage (Featured in Perspectives on Psychological Science). This piece discusses psychological barriers that cause consumers to accumulate revolving debt, such as undervaluing future costs, depending too much on recommended minimum payments (anchoring bias), and psychologically disconnecting debt from savings. The authors suggest various policy measures based on behavioural economics to encourage responsible debt usage. These suggestions involve combining government financial aid with improved budgeting resources that monitor unusual expenditures, dispersing tax refunds in smaller sums, modifying or eliminating the possibly deceptive 3-year payoff alerts on credit card bills, and implementing tax credits or direct payment methods for debt settlements

.

5. Randy Hodson, Rachel Dwyer, and Lisa Neilson (2014):
This study examines the effects of unsecured consumer debt on young adults' mental health, specific

ally focusing on theimpact of social class dynamics on anxiety and sadnessthe key conclusion is that middleclass borrowers, who frequently rely on credit to maintain their standard of living in the face of financial hardship, suffer the most detrimental effects on their mental health from having debt. While lowerincome borrowers endure significant stress when debt is incurred despite having lower total debt levels due to limited availability, affluent folks have less emotional consequences and use debt primarily for convenience.
According to the study, after the Great Recession began, everyone saw an increase in mental discomf ort due to debt.

6. Stephen A. Atlas, Jialing Lu, P. Dorin Micu, and Nilton Porto (2019): Financial Literacy, Assurance, Credit Utilization, and Financial Contentment (Published in Journal of Financial Counselling and Planning). This study examines how subjective confidence and objective knowledge (literacy) mutually affect consumers' credit card habits and their resulting financial satisfaction. The analysis verifies a positive link between elevated confidence and responsible use of credit cards, a relationship that becomes notably stronger as the person's actual financial knowledge improves. This favourable behavioural result (responsible credit usage) serves as a connector, associating the joint effects of elevated confidence and understanding with enhanced overall financial contentment.

.

7. Reena Saxena, Dr. Preeti Naik, and Dr. Mahadev Pandagre (2024): Confidence and objective understanding (literacy) in influencing consumers' credit card practices and ensuing consumer actions regarding credit card usage (Published in International Journal of Advanced Academic Studies). This research investigates how credit cards influence consumer behaviour and provide advantages in Hyderabad, India. Utilizing feedback from consumers and experts, the analysis revealed a positive connection between demographic information of consumers and the credit card usage trends noted. Key findings show that most participants (71%) use their credit cards for transactions both online and offline
8)Hersh Shefrin and Christina M. Nicols (2011): Credit Card Usage, Financial Habits, and Cognitive Shortcuts. This study categorizes credit card users and presents "fast and frugal heuristics"—basic decision-making principles—to aid consumers in making improved budgeting choices, especially supporting those who feel uncertain in handling finances digitally. Four different financial styles were recognized: "Low Control Minimum Payers" (the most at-risk group), "High Control Minimum Payers," "Full Balance Paying Multiple Card Holders" (who use mental accounting), and "Full Balance Paying Single Card Holders." These styles relate to aspects of the Chase Blueprint initiative (e.g., Full Pay and Finish It) to offer targeted, standard financial advice.

9)Mirjana Pejić Bach, Jovana Zoroja, and Marjana Merkac Skok (2014): This study employs a system dynamics model to explore how the magnitude of a credit card limit affects a consumer's budget for spending in the long run. Experiments mimicking user behaviour showed that increasing the credit limit ultimately decreases the long-term budget available for expenditures. This decline happens as people typically use up their entire authorized limit, leading to higher interest fees that diminish their future cash purchases and overall financial plan. The results highlight that although credit provides a short-term monetary uplift, it invariably results in prolonged financial deterioration if the incurred debt is not properly handled.

10) Weng Marc Lim, Woo Kan Ng, Jin How Chin, and Alexander Wei-Xiang Boo (2014 Grasping Young Consumers' Views on Credit Card Usage: Consequences for Responsible Spending (Featured in Contemporary Management Research). This exploratory research sought to comprehend the views of young consumers on credit card usage and the reasons behind their frequent overspending, especially as nearly 50% of credit card-related bankruptcy cases include individuals aged 30 or below. Results show a cultural change favouring impulse purchases, embracing the "buy now, consider later" mentality. Reasons for utilizing credit cards encompass aiming for a cashless society for safety and demonstrating increased social standing. The main reasons for overspending noted were appealing promotional incentives and the few restrictions imposed on spending limits

11. Patrick Payne, Charlene M. Kalenkoski, and Christopher Browning (2019): This study examines how a person's readiness to accept financial risks affects their contentment with credit card use, especially in cases of mismanagement. Utilizing data on individuals aged 50 and above, the research finds that inadequate credit card handling decreases financial contentment in users recognized as possessing lower risk tolerance. The results also indicate that the discontent associated with credit card usage arises mainly from psychological expenses, like stress and anxiety, instead of tangible financial costs such as interest rates and fees. This suggests that those who are risk-tolerant feel a smaller decrease in utility when confronted with future financial unpredictability.

12.Antony Jaishu (2018): An Investigation into the Stress from Consumer Debt Due to Credit Cards (Published in Arabian J Bus Manag Review). This research examined the elements leading to financial strain caused by credit card debt among users in the UAE, acknowledging that improper use of credit can result in overwhelming debt loads and serious repercussions. The study indicates that most credit card holders face considerable stress as a result of their debts. It found a significant relationship between elevated stress levels and age (notably among users over 35 years) and lower income (under 10,000), though no connection was identified related to gender. Main unhealthy behaviours found in high-stress users consist of possessing various credit cards, regularly paying just the minimum, sharing cards, taking out cash advances, and neglecting monthly statements.

13) Paul Harrison and Carolyn Bond (Undated

This study examines the psychological strategies employed in unsolicited credit card limit increase o ffers (UCCLIOs) aimed at encouraging consumers to accept additional debt. Examination of promoti onal content showed a strong focus on uplifting phrases like "freedom," "peace of mind," and "choic e," while practical financial terms such as "debt" or "repayment" were mostly missing. The visual de sign elements, suchas striking fonts and vibrant colors, are intended to sidestep logical assessment, w hile essential disclosure details are frequently hidden in tiny text.

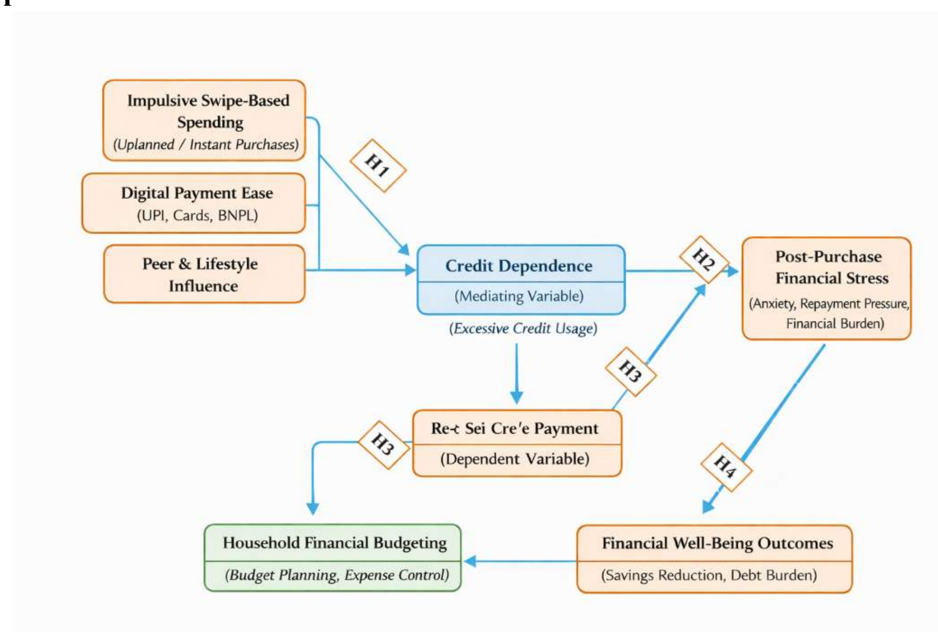
The authors argue that existing consumer policy does not tackle these psychological tactics, which pl ay a major role in rising consumer debt.

14 Keith Wilcox, Lauren G. Block, and Eric M. Eisenstein (Undated] Depart Home Without It? The Impact of Credit Card Debt and Accessible Credit on Expenditure. This study reveals the unexpected result that individuals with strong self-control often raise their expenditures after accumulating a credit card debt. This conduct corresponds with the "what-the-hell" effect, which occurs when a person does not meet a self-control objective, like avoiding debt. Significantly, this heightened urge to spend is noted solely when the accessible credit limit is limited, intensifying the psychological effects of the setback. The research indicates that raising the accessible credit alleviates the emotional distress linked to failure (such as guilt and regret), thus effectively reinstating the spending control of the highly disciplined consumer

15.Stefano Cosma and Francesco Pattarin (2011): Psychological factors influencing consumer credit: the impact of attitudes. This study examined the impact of psychological factors, specifically an individual's attitude towards credit, on financial consumption decisions in Italian households. The researchers evaluated attitude through three dimensions: cognitive, behavioural, and emotional aspects. The main discovery is that a positive credit mindset greatly increases the likelihood of a person utilizing consumer credit, even when considering external economic factors such as income and anticipated future earnings. This optimistic mindset influences the motivations for obtaining credit and determines preferences for various borrowing options, like opting for credit cards instead of conventional direct

3. RESEARCH METHODOLOGY

- **Conceptual Model:**



- **Statement of the Problem:**
  The increased use of digital payments and easy credit has led people to spend more on impulse with just a swipe. This makes them rely more on credit and thus feel more financial stress following the purchases, including pressure to repay and anxiety. However, how impulsive buying results in financial stress is not fully comprehended, neither has enough research been conducted on how household budgeting helps reduce this stress**.**

- **Research Gap:**

Most existing studies analyze impulsive spending behavior or credit usage independently, without clearly explaining how swipe-based spending leads to post-purchase financial stress. The mediating role of credit dependence in this relationship has received limited empirical attention. Additionally, the moderating influence of household financial budgeting on financial stress remains underexplored, particularly in the context of digital and swipe-based payments.

Objectives of the Study:

- To examine the effect of impulsive swipe-based spending on credit dependence.
- To analyse the impact of credit dependence on post-purchase financial stress.
- To study the mediating role of credit dependence between impulsive spending and financial stress.
- To assess the moderating effect of household financial budgeting on post-purchase financial stress.

Hypothesis of the Study:

H1: Impulsive swipe-based spending has a significant positive effect on credit dependence**.**
H2: Credit dependence has a significant positive effect on post-purchase financial stress.
H3: Credit dependence mediates the relationship between impulsive swipe-based spending and post-purchase financial stress.
H4: Household financial budgeting moderates the relationship between credit dependence and post-purchase financial stress.

4. RESULT & DISCUSSION

Correlation

Correlations

		CUG 1	CUG 2	CUG 3	CUG 4	CUG 5
CUG 1	Pearson Correlation	1	.799**	.598**	.497**	.454**
	Sig. (2-tailed)		0	0	0	0
	Sum of Squares and Cross-products	144.713	106.115	84.517	67.69	70.299
	Covariance	1.683	1.234	0.983	0.787	0.817
	N	87	87	87	87	87
CUG 2	Pearson Correlation	.799**	1	.777**	.725**	.648**

	Sig. (2-tailed)	0		0	0	0
	Sum of Squares and Cross-products	106.115	121.954	100.793	90.724	92.08
	Covariance	1.234	1.418	1.172	1.055	1.071
	N	87	87	87	87	87
CUG 3	Pearson Correlation	.598**	.777**	1	.697**	.693**
	Sig. (2-tailed)	0	0		0	0
	Sum of Squares and Cross-products	84.517	100.793	138.069	92.759	104.862
	Covariance	0.983	1.172	1.605	1.079	1.219
	N	87	87	87	87	87
CUG 4	Pearson Correlation	.497**	.725**	.697**	1	.751**
	Sig. (2-tailed)	0	0	0		0
	Sum of Squares and Cross-products	67.69	90.724	92.759	128.345	109.483
	Covariance	0.787	1.055	1.079	1.492	1.273
	N	87	87	87	87	87
CUG 5	Pearson Correlation	.454**	.648**	.693**	.751**	1
	Sig. (2-tailed)	0	0	0	0	
	Sum of Squares and Cross-products	70.299	92.08	104.862	109.483	165.609
	Covariance	0.817	1.071	1.219	1.273	1.926
	N	87	87	87	87	87

Interpretation:
The correlation matrix presents the interrelationships among the five CUG items (CUG 1 to CUG 5) based on data collected from 87 respondents. All the Pearson correlation coefficients are positive and

statistically significant at the 0.01 level ($p < 0.001$), indicating strong and meaningful associations among the variables.
CUG 1 shows a very strong positive correlation with CUG 2 ($r = 0.799$), suggesting that both items are closely related and likely capture similar aspects of the CUG construct. It also demonstrates moderate positive correlations with CUG 3 ($r = 0.598$), CUG 4 ($r = 0.497$), and CUG 5 ($r = 0.454$), indicating consistency across the scale while reflecting slightly varied dimensions.
CUG 2 is strongly correlated with CUG 3 ($r = 0.777$), CUG 4 ($r = 0.725$), and CUG 5 ($r = 0.648$), highlighting its strong association with other CUG dimensions and its importance within the overall construct.
CUG 3 exhibits strong positive relationships with CUG 4 ($r = 0.697$) and CUG 5 ($r = 0.693$), showing that these items move together and reflect closely related perceptions.
CUG 4 and CUG 5 record one of the strongest correlations in the matrix ($r = 0.751$), indicating a high degree of similarity and shared meaning between these two items.

Regression

Model Summary[b]									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change			
1	.926[a]	0.858	0.851	0.45896	0.858	123.863			

Interpretation:
The model summary shows a robust correlation between the dependent variable and the predictors, reflected by an R value of 0.926. The R Square value of 0.858 indicates that 85.8% of the variation in the dependent variable is accounted for by the independent variables present in the model. The Adjusted R Square (0.851) is still elevated, indicating that the model maintains significant explanatory strength despite the adjustment for the number of predictors. The standard error of the estimate (0.45896) reflects a reasonable degree of prediction accuracy. The notable R Square change (0.858) in conjunction with a substantial F change value (123.863) validates the strength of the model.

5. Conclusion

The findings of this study, *"The Stress Behind the Swipe: Managing Post-Purchase Financial Burden,"* reveal a strong and meaningful relationship between impulsive swipe-based spending, digital payment ease, peer and lifestyle influences, and post-purchase financial stress. The correlation results demonstrate that all independent variables are positively and significantly interrelated, indicating that ease of digital payments, impulsive spending behaviour, and social-lifestyle pressures tend to reinforce one another. The regression analysis further confirms the strength of these relationships, with the model explaining a substantial 85.8% of the variance in post-purchase financial stress. This suggests that increased convenience of digital payments, combined with impulsive purchasing habits and peer-driven lifestyle expectations, significantly contributes to heightened financial stress after purchases. Overall, the results highlight that while digital payment systems enhance convenience, they may also amplify impulsive financial decisions, ultimately intensifying post-purchase financial burden if not managed carefully.

Limitations:

1. The study is based on a relatively small sample size of 87 respondents, which may limit the generalizability of the findings to a larger population.
2. Data were collected using self-reported responses, which may be affected by response bias and may not accurately reflect actual spending behavior or financial stress.
3. The cross-sectional research design restricts the ability to establish cause-and-effect relationships among the study variables.
4. The study does not account for external factors such as income variability, financial literacy, or economic conditions that may influence spending behavior and financial stress.
5. The findings are context-specific and may not be applicable across different demographic groups or regions.

Further Research:

Further research can extend this study by using a larger and more diverse sample to improve the generalizability of the findings. Longitudinal research designs may help in understanding the long-term impact of impulsive swipe-based spending, digital payment ease, and peer and lifestyle influences on post-purchase financial stress. Additionally, future studies could examine the role of financial literacy, self-control, and income levels as moderating factors, as well as compare different digital payment methods to gain deeper insights into consumer financial stress in an increasingly cashless economy.

References

1. Shefrin, H., & Nicols, C. M. (2011). *Credit card behaviour, financial styles, and heuristics*. Santa Clara University; Ketchum Public Relations.,
2. Kim, J., Garman, E. T., & Sorhaindo, B. (2003). Relationships among credit counselling clients' financial well-being, financial behaviours, financial stressor events, and health. *Financial Counselling and Planning*, *14*(2), 75–87.
3. Inman, J. J., & Zeelenberg, M. (2002). Regret in repeat purchase versus switching decisions: The attenuating role of decision justifiability. *Journal of Consumer Research*, *29*(1), 116–128.
4. Hershfield, H. E., Sussman, A. B., O'Brien, R. L., & Bryan, C. J. (2015). Leveraging psychological insights to encourage the responsible use of consumer debt. *Perspectives on Psychological Science*, *10*(6), 749–752. https://doi.org/10.1177/1745691615598514
5. Hodson, R., Dwyer, R., & Neilson, L. (2014). Credit card blues: The middle class and the hidden costs of easy credit. *The Sociological Quarterly*, *55*(2), 315–340. https://doi.org/10.1111/tsq.12059
6. Atlas, S. A., Lu, J., Micu, P. D., & Porto, N. (2019). Financial knowledge, confidence, credit use, and financial satisfaction. *Journal of Financial Counselling and Planning*, *30*(2), 175–190.
7. Saxena, R., Naik, P., & Pandagre, M. (2024). Consumer behaviour toward the use of credit cards. *International Journal of Advanced Academic Studies*, *6*(5), 124–128. https://doi.org/10.33545/27068919.2024.v6.i5b.1185
8. Shefrin, H., & Nicols, C. M. (2011). Credit card behaviour, financial styles, and heuristics. Santa Clara University & Ketchum Public Relations

9. Pejić Bach, M., Zoroja, J., & Merkač Skok, M. (2014). Credit card spending limit and personal finance: System dynamics approach. *Croatian Operational Research Review*, *5*(1), 35–47.
10. Lim, W. M., Ng, W. K., Chin, J. H., & Boo, A. W.-X. (2014). Understanding young consumer perceptions on credit card usage: Implications for responsible consumption. *Contemporary Management Research*, *10*(4), 287–302. https://doi.org/10.7903/cmr.11657
11. Payne, P., Kalenkoski, C. M., & Browning, C. (2019). Risk tolerance and the financial satisfaction of credit card users. *Journal of Financial Counselling and Planning*, *30*(1), 110–120.
12. Jaishu, A. (2018). A study on consumer debt stress caused by credit cards. *Arabian Journal of Business and Management Review*, *8*(1), 336.,
13. Harrison, P., & Bond, C. (n.d.). No limits: Exploring the psychology of unsolicited credit card limit increase offers.
14. Wilcox, K., Block, L. G., & Eisenstein, E. M. (2011). Leave home without it? The effects of credit card debt and available credit on spending. (Note: Source identifies Keith Wilcox at Babson College and focuses on the "what-the-hell" effect).
15. Cosma, S., & Pattarin, F. (2011). Psychological determinants of consumer credit: The role of attitudes. Università di Modena e Reggio Emilia.