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### Consumers' Behavioral Experiences with Buy Now, Pay Later (BNPL) Financial Services

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	Abstract
<p><b>Faiz Ahmad</b> Lecturer At Malik Firoz Khan Noon Business School University Of Sargodha, Pakistan Email: <a href="mailto:faiz.ahmad@uos.edu.pk">faiz.ahmad@uos.edu.pk</a></p> <p><b>Hafiz Muhammad Ishaq</b> Assistant Professor at Department of Business Administration, Federal Urdu University of Science and Technology Islamabad, Pakistan Email: <a href="mailto:ishaq174nk@gmail.com">ishaq174nk@gmail.com</a></p> <p><b>Muhammad Sohail Sarwar</b> PhD Scholar, Department of Business Administration, Federal Urdu University of Arts, Science &amp; Technology, Islamabad, Pakistan Email: <a href="mailto:m.sohail6194@gmail.com">m.sohail6194@gmail.com</a></p>	<p>Digital payment solutions have experienced fast advancements which completely changed how customers conduct online shopping and handle their financial transactions. The Buy Now Pay Later (BNPL) service has emerged as the most sought-after option because it provides customers with the ability to make immediate purchases while delaying their payment obligations. The study examines how BNPL users make purchasing decisions and spend money and view their finances while considering their convenience needs and affordable options and their spending patterns and risk awareness level and their ability to handle repayments. The researchers conducted their qualitative research through ten semi-structured interviews with university students who attended International Islamic University Islamabad and Allama Iqbal Open University Islamabad and COMSATS University Islamabad and NUML and Bahria University. Thematic analysis was used to extract significant patterns and insights about BNPL adoption behavior. Users find value in BNPL because it provides them with instant product access and allows them to choose payment plans and helps them manage their financial obligations which results in more expensive and unplanned spending. The respondents showed concern about potential financial troubles resulting from their late payment and multi-repayment schedule management problems. The study found that users developed trust in the system through its transparent fee structure and its explicit repayment term communication. Proper repayment management together with financial literacy according to the research study leads to sustained long-term satisfaction. The research study presents new insights into how young consumers in developing markets adopt BNPL and how it impacts their spending habits and financial behavior. The findings enable BNPL providers and retailers and educators and policymakers to develop user-friendly services which increase financial literacy and enable responsible BNPL usage through sustainable methods while safeguarding users from potential risks.</p>
<p><b>Keywords:</b></p>	<p>Consumers' Behavioral Experiences, BNPL, Financial Services</p>



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### Introduction

The fast expansion of digital financial technologies has transformed how consumers make payments especially in e-commerce and online retail settings. The most significant advancement in this field is Buy Now Pay Later (BNPL) financial services which enable customers to buy products right away and pay for them over short-term periods with typically low or no interest rates (Cervellati, Filotto, Sgrulletti & Stella, 2026). Online checkout systems now provide BNPL services as a payment option which online shoppers can use to make their payments more flexible and convenient (Ahmad, 2025; Khan & Vilary Mbanyi, 2022). Customers can obtain BNPL services because providers present them as simpler alternatives to credit cards through their straightforward application process and immediate approval system and lower upfront payment requirements. The way clients perceive prices and affordability through this presentation method leads to a decrease in their experience of payment discomfort which promotes them to finalize their purchases (Mandell & Lawrence, 2023; Prelec & Loewenstein, 1998; Soman, 2001). BNPL services have gained appeal among younger customers who possess digital skills yet lack access to traditional credit options (FUNG, 2024).

BNPL services provide customers with better purchasing experiences while making products seem more affordable, but new studies show that these services affect customer behavior through financial and mental health outcomes (Raj, Jasrotia & Rai, 2025). The delayed payment system leads customers to spend money impulsively while they tend to buy more than they should and they fail to accurately assess their upcoming debt repayment requirements (Juita, Pujani, Rahim & Rahayu, 2023). Customers who buy products experience immediate happiness which turns into financial strain and stress when they need to make multiple installment payments. The behavioral experiences from this situation show that investigators need to study BNPL as both a financial resource and a psychological factor that affects how customers spend their money and how they understand their financial situation.

### Problem Statement

The adoption of Buy Now Pay Later services has grown quickly, but researchers know little about how customers interact with these payment options. Studies that exist now only examine factors that drive adoption and technological acceptance and regulatory hurdles while they miss the chance to explore how customers use and view BNPL systems (Ahmad, 2025; Cervellati et al., 2026).

Consumers see BNPL as a budgeting tool, which leads them to perceive lower financial risk and use the service again without understanding its long-term effects (FUNG, 2024). People who have financial problems will experience overspending because they cannot stop themselves from spending and they will have trouble paying back their debts. Consumers tend to buy impulsively because BNPL checkout systems do not require them to think about their buying decisions (Soman, 2001).

Marketers need behavioral information about customer decision processes because they want to know how BNPL handles customer details before buying and how BNPL handles customer emotions during buying and how BNPL handles customer financial awareness after buying. Financial service providers and policymakers face difficulties in creating responsible BU financial service frameworks which protect consumers while allowing business growth without proper understanding. This research shows how consumers interact with BU financial services through their spending patterns and product cost evaluation and financial outcomes after buying.

### Scope of the Study

The study investigates how customers behave when they use Buy Now Pay Later financial services during their online and in-store shopping activities. The study investigates how BNPL affects consumer purchasing decisions and their spending habits and their ability to repay debt. The study examines consumer behavior through psychological and behavioral lenses while it does not consider institutional or regulatory aspects. The study will focus on individual customers who have already used BNPL services. The study does not consider traditional credit cards or long-term loans or business financing options. The researchers found useful evidence about consumer behavior but the results depend on the specific study location and the participants' demographic and economic backgrounds.

### Research Objectives

The objectives of this study are:

To investigate how customers behave in their interactions with Buy Now Pay Later financial services.

To investigate how BNPL affects customer purchasing behavior and their spending patterns.

To investigate how customers assess financial risk and the ability to pay for items and the financial obligations they face after buying BNPL products.

### Research Questions

The study has established following research questions:

How do consumers behaviorally experience Buy Now, Pay Later financial services?

How does BNPL affect consumer purchasing choices and their spending patterns?

How do consumers perceive financial risk, affordability, and repayment responsibilities when using BNPL services?

### Literature Review

#### Buy Now, Pay Later (BNPL) as a Financial Innovation

The Buy Now Pay Later (BNPL) system which operates as a digital financial solution that combines features of consumer credit with fintech platforms and ecommerce systems shows a rapidly expanding market segment. The BNPL system enables customers to pay for their purchases through multiple short-term payment options which most of the time do not charge interest when customers make their payments on schedule (Cervellati et al., 2026). The BNPL system provides an easy way to access credit because it requires less effort at checkout through its built-in payment system which streamlines the customer experience of using credit. The system has achieved widespread use because of its smooth operation which especially attracts young consumers who shop online (FUNG, 2024).

The literature demonstrates that BNPL financial services have shifted from product-based financial services to experience-based financial services according to (Song, 2025). Consumers have their behavior patterns changed by fintech solutions which deliver fast services through user-friendly systems that enable customers to complete their tasks (Ahmad, 2025). BNPL providers use digital nudges with straightforward language and low entry barriers to promote BNPL as a payment option instead of a credit solution (Wortmann, Lippold & Kaufmann, 2023). Consumers show a tendency to classify BNPL as non-financial matters because they have been trained to believe that BNPL does not



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bring significant financial results. The ongoing growth of BNPL into fashion and electronics and travel industries requires researchers to study its impact on consumer behavior (Khan & Vilary Mbanyi, 2022).

### **Consumer Decision-Making and Payment Methods**

The way consumers choose products during their shopping process depends on which payment method they select at the time of making their purchases. Classical consumer behavior theories suggest that payment mechanisms affect spending through psychological processes such as mental accounting and perceived cost salience (Prelec & Loewenstein, 1998). People who pay through cash face a more painful experience which stops them from making more purchases because they must handle real money (Soman, 2001). People who use payment methods that do not require immediate payment face less spending pain which makes them more likely to buy products (Soman, 2001).

The BNPL system changes the way people think about payments because it breaks the connection between what people buy and how they pay for it. The option to obtain a product right away while delaying payment responsibilities makes customers more confident about buying products because they become less sensitive to prices (Ahmad, 2025). People who use BNPL payment method show higher purchase completion rates and product upgrades and cart additions than people who use standard payment methods (Juita et al., 2023). Customers who use BNPL payment method will face difficulties in managing their financial decisions because it will make them more vulnerable to spending beyond their budget at the time of purchase.

### **Perceived Affordability and Mental Accounting**

The way people perceive their ability to pay bills determines which BNPL services attract their interest the most. Mental accounting theory explains how people choose to spend money based on their personal mental budgets instead of actual financial situations (Prelec & Loewenstein, 1998). The BNPL system enables customers to pay through multiple small payments which create the illusion of making smaller payments instead of paying one lump sum.

People find it easier to pay for things through installment plans because they perceive it as more affordable even when the total cost stays the same (Soman, 2001). People make spending mistakes because they focus on single payment amounts instead of looking at their entire financial commitment (Ahmad, 2025). The cognitive bias leads to people continuing to use BNPL as they build multiple payment plans at different stores. The BNPL system creates an illusion of budgeting to customers but its broken payment system across various times leads to people losing track of their actual financial obligations which increases their risk of spending too much money while facing payment challenges.

### **Impulsive Buying and BNPL Usage**

Impulsive buying describes the process of making unplanned purchases because people want instant satisfaction without thinking through their decision (Rook, 1987). Digital shopping environments already heighten impulsive behavior through personalized recommendations and limited-time offers. The BNPL system allows people to buy things because it makes them feel like they can afford everything (Juita et al., 2023).

People who use BNPL payment method show higher impulsive buying tendencies than people who use debit cards or cash (Cervellati et al., 2026). The payment system which enables delayed payments makes it easier for people to spend money because they experience fewer financial limitations. The BNPL system presents checkout customers with an option to buy which helps them validate their purchase decisions about products they would avoid buying (Behera et al., 2024). The BNPL system functions as both a payment method and a tool which affects how people experience their emotional and cognitive states.

### **Financial Risk Perception and Consumer Awareness**

Consumers evaluate financial risks through their personal judgment about potential negative results from their financial choices. BNPL risk assessment gets reduced because consumers cannot see interest charges and approval processes are simple and BNPL functions as a payment method instead of a debt obligation (FUNG, 2024). Consumers of BNPL services tend to underestimate the financial dangers which include late fee costs and credit score damage and total repayment obligations (Ahmad, 2025). Young consumers who lack financial experience show higher levels of reduced risk awareness according to study results. BNPL providers need to show their customers all financial details yet customers find it impossible to handle their multiple installment plans which make it harder for them to manage their finances (Krause, 2025). People with low financial knowledge and strong buying desires especially get financially vulnerable due to BNPL.

### **Post-Purchase Experiences and Repayment Behavior**

Post-purchase experiences stand as essential factors which determine how customers develop their permanent attitudes about BNPL services. Consumers who buy products achieve satisfaction yet their feelings change when they face repayment deadlines (Juita et al., 2023). People face financial problems and develop regret and anxiety when they miss their payment dates because they have to pay multiple installment payments. Research shows that consumers who miss their payments or pay them late experience emotional harm which decreases their trust in BNPL services after they had good experiences (Cervellati et al., 2026). Customers show two different behavioral patterns after they buy products because they want to experience short-term pleasure but their actions lead to future financial problems. The analysis needs to include how consumers gain experiences over time because this affects both BNPL usage patterns and customer health (Schomburgk & Hoffmann, 2023).

### **Research Gap**

The current literature on BNPL delivers essential information about its adoption and spending patterns and financial risks yet several research areas need exploration. The existing research base relies too much on numerical surveys and transaction records which fail to show how consumers experience their personal connections with BNPL products. The research needs to investigate how consumers experience emotions and make cognitive decisions at every step of their journey with BNPL from purchasing through repayment.

The earlier studies about BNPL users treated them as a single group which failed to recognize how individual financial knowledge and shopping needs and emotional states affect their behavior. The study fills these research gaps through its behavioral approach which studies how customers interact with BNPL financial services. The research shows how BNPL impacts customer habits through its special adoption and usage metrics.



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### Methodology

#### Research Approach and Design

The study uses qualitative research methods to investigate how consumers behave when they use BNPL financial services. The qualitative approach gets used to study how people perceive and feel about financial decisions because these elements form the core of BNPL use (Creswell 2014). The study explores consumer financial behavior through digital shopping experiences and personal backgrounds which shape their understanding of finance and risk assessment and money management.

The study used exploratory research design because scientists had not yet studied BNPL from a behavioral perspective. This design allows flexibility and supports the emergence of themes directly from participants' lived experiences rather than imposing predefined constructs (Saunders, Lewis & Thornhill, 2019). The study examines customer behavior during three phases which include pre-purchase decision making and purchase stage emotions and post-purchase repayment attitude.

#### Data Collection Method

The study collected data through semi-structured interviews which maintained uniformity between participants while allowing them to provide detailed answers (Al-Saggaf & Williamson, 2004). The researchers created an interview guide which matched the study objectives and included questions which explored why people use BNPL and how it affects their buying behavior and spending pattern and how they view their financial abilities and repayment responsibilities. Interviews lasted between 25 and 40 minutes because they found most comfortable.

#### Sampling Technique and Participants

The researchers used purposive sampling to choose participants who had BNPL service experience because their insights would provide deeper understanding of the topic (Saunders et al. 2019). The sample included eight online shoppers who came from different cultural backgrounds who tended to shop online. The sample size reached enough volume to meet the research needs which matched the requirements of qualitative research (Guest, Bunce & Johnson, 2006).

#### Data Analysis Technique

The researchers conducted thematic analysis for their data examination according to the six-phase procedure (Nowell, Norris, White & Moules, 2017). The method enabled researchers to identify and interpret the patterns which repeated during BNPL user activities. The researcher used both inductive and deductive methods to establish themes from data while building on existing knowledge from consumer behavior literature.

#### Data Analysis

This study investigated how BNPL services affected online shopping patterns and financial views in Pakistan. The researchers conducted ten semi-structured interviews with university students from International Islamic University Islamabad, Allama Iqbal Open University Islamabad, COMSATS University Islamabad, National University of Modern Languages (NUML), and Bahria University. The researchers examined participants' motivations and spending behavior and risk perception together with their repayment experiences to uncover common patterns which demonstrated how people adopt BNPL and maintain long-term satisfaction.

#### Demographic Information of Respondents

The participants consisted of 6 male and 4 female university students who studied at different universities throughout Islamabad. The study showed different people explained their BNPL usage through behavioral and psychological and financial perspectives.

Table 4.1

Respondent	Gender	University
R1	Male	International Islamic University Islamabad
R2	Female	International Islamic University Islamabad
R3	Male	Allama Iqbal Open University Islamabad
R4	Male	COMSATS University Islamabad
R5	Female	COMSATS University Islamabad
R6	Male	National University of Modern Languages (NUML)
R7	Female	National University of Modern Languages (NUML)
R8	Male	Bahria University
R9	Female	Bahria University
R10	Male	International Islamic University Islamabad



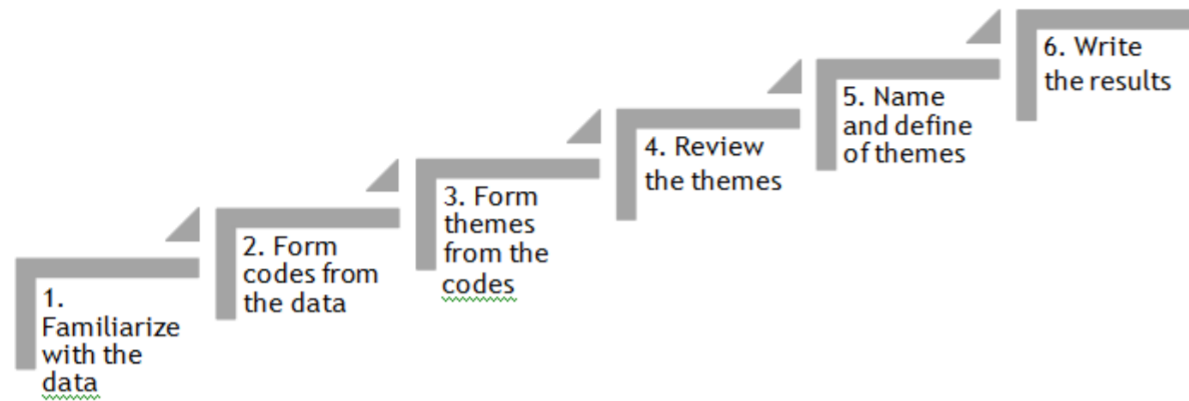
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### Phases of Thematic Analysis

Thematic analysis followed six phases which Nowell et al., (2017) established as familiarization and coding and developing themes and reviewing themes and defining themes and reporting. This research approach generated inductive insights through study participants' experiences while deductive reasoning was applied based on BNPL adoption theory which included risk perception and long-term satisfaction research and affordability standards.

Figure 4.1: Phases of thematic analysis (Nowell et al. 2017)



### Thematic Analysis Based on Interview Questions

Question 1: What motivated you to use Buy Now, Pay Later services?

Theme 1: Convenience and Immediate Access

Table 4.2

Respondents	Initial Code	Authentic Data Extract	Re-Coded As	Theme
R1, R3, R5	Ease of purchase	"BNPL allows me to buy items immediately without waiting to save money."	Instant access	Convenience & Access
R2, R4, R6	Flexible payments	"Splitting the payment makes high-cost items easier to afford."	Payment flexibility	
R7, R8, R9	Quick checkout	"I like that I don't have to enter full card details each time."	Seamless process	
R10, R1	Access high-value items	"BNPL makes expensive products feel attainable."	Product accessibility	

### Results:

Respondents stated their main reasons for using BNPL stemmed from three factors which were simple purchase processes and flexible payment methods and fast checkout systems. Customers could enjoy shopping ease because they could access products instantly without needing to pay upfront charges. Participants mentioned that BNPL permitted them to obtain expensive products which normally would have seemed impossible to buy. The data shows that BNPL service attracts young customers who purchase online because it satisfies their basic requirements and creates emotional reasons for them to keep using the service.

Question 2: How does BNPL influence your purchase decision at checkout?

Theme 2: Encouraged Spending

Table 4.3

Respondents	Initial Code	Authentic Data Extract	Re-Coded As	Theme
R2, R5, R7	Easier to buy now	"I tend to choose BNPL at checkout to get what I want immediately."	Immediate purchase	Encouraged Spending
R1, R4, R6	Reduces hesitation	"BNPL makes me more confident to complete the purchase."	Reduced decision friction	
R3, R8, R10	Encourages high-value purchases	"I am more likely to select expensive items with BNPL."	Upsized purchases	
R9	Minimizes decision stress	"BNPL reduces the anxiety of paying upfront."	Confidence boost	

### Results:

The respondents spent more money on items they had not planned to buy because BNPL created greater confidence in their purchasing decision. The deferred financial burden increased confidence at checkout and made expensive items more attainable. The results show that BNPL supports customers in making immediate purchases while it also alters their buying behavior by increasing their use of BNPL as a means to achieve both comfort and psychological fulfillment.

Question 3: How do you perceive affordability when using BNPL?

Theme 3: Perceived Financial Ease

Table 4.4

Respondents	Initial Code	Authentic Data Extract	Re-Coded As	Theme
R1, R3, R6	Payment in installments	"BNPL spreads costs, making items feel more affordable."	Installment comfort	Affordability Perception
R2, R4, R5	Budget management	"I can buy without affecting my monthly budget significantly."	Budget-friendly option	



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Respondents	Initial Code	Authentic Data Extract	Re-Coded As	Theme
R7, R8, R9, R10	Psychological ease	"Breaking payments reduces stress and makes me shop more confidently."	Reduced stress	

### Results:

Participants believed that BNPL made products cheaper because it enabled them to buy items which they normally would consider expensive. The combined effects of payment in installments and budget-friendly options together with reduced financial stress made shopping less stressful and easier for customers. Young customers who need to balance between discretionary spending and financial planning choose BNPL as their preferred payment method because this option creates an affordable perception which leads to repeat purchases.

### Question 4: Does BNPL affect your spending behavior compared to other payment methods?

#### Theme 4: Increased Spending Tendencies

Table 4.5

Respondents	Initial Code	Authentic Data Extract	Re-Coded As	Theme
R1, R4, R6	Higher purchase amounts	"I often buy more expensive items when using BNPL compared to cards."	Spending increase	Spending Behavior
R2, R3, R5	Impulse buying	"BNPL sometimes makes me buy things I hadn't planned."	Impulsive purchases	
R7, R8, R9, R10	Comparing payment methods	"I notice I spend differently with BNPL than with cash or cards."	Behavioral change	

### Results:

Respondents used BNPL to make bigger purchases than they would have done with other payment options because they tended to buy unplanned items and more expensive products. When customers use deferred payment it lets them buy things without feeling financial strain. Customers choose to buy products when they use BNPL because it makes shopping easier but forces them to control their finances to stay within their spending limits.

### Question 5: How do you perceive financial risk when using BNPL services?

#### Theme 5: Risk Awareness

Table 4.6

Respondents	Initial Code	Authentic Data Extract	Re-Coded As	Theme
R1, R3, R5	Concern over missed payments	"I worry about penalties if I miss BNPL deadlines."	Default risk	Financial Risk
R2, R4, R6	Confidence with responsible use	"As long as I track payments, BNPL feels safe."	Risk-managed	
R7, R8, R9, R10	Awareness of limits	"I am careful not to overcommit financially with BNPL."	Self-regulation	

### Results:

The respondents understood that they faced financial risks by using BNPL because missed payments would lead to penalties. Users who handle their financial risks carefully can succeed but they need to establish self-regulation together with monitoring systems for due dates. Users who need to manage their risks should select platforms which offer both predefined terms and reminder systems for responsible BNPL usage.

### Question 6: What challenges do you face in managing BNPL repayments?

#### Theme 6: Repayment Management Challenges

Table 4.7

Respondents	Initial Code	Authentic Data Extract	Re-Coded As	Theme
R1, R4, R6	Tracking multiple payments	"Keeping track of multiple BNPL plans can be confusing."	Payment tracking	Repayment Challenges
R2, R3, R5, R7	Risk of late fees	"Sometimes I forget a due date and face small penalties."	Late payment consequences	
R8, R9, R10	Coordination with other payments	"I need to ensure BNPL schedules don't clash with bills."	Scheduling conflict	

### Results:

The respondents experienced difficulties when they had to manage several BNPL payments which created confusion that led to late payments. User discipline together with platform assistance through reminders and clear schedules creates the foundation for successful repayment management. Users can use BNPL in a responsible way when they create a proper budget because the service lets them buy products at discounted rates.

### Question 7: How do you feel after using BNPL in the long term?

#### Theme 7: Satisfaction and Convenience

Table 4.8

Respondents	Initial Code	Authentic Data Extract	Re-Coded As	Theme
R1, R2, R5	Positive experience	"BNPL has made online shopping more convenient and enjoyable."	Convenience satisfaction	Long-term Experience



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Respondents	Initial Code	Authentic Data Extract	Re-Coded As	Theme
R3, R4, R7, R9	Mixed feelings	"I like BNPL, but sometimes worry about overspending."	Concerned satisfaction	
R6, R8, R10	Overall trust	"I feel confident using BNPL as long as I manage payments well."	Long-term confidence	

### Results:

The majority of respondents experienced overall satisfaction because they found the main advantages of BNPL to be convenient and it provided them with flexible payment choices and affordable prices. Some participants experienced mixed feelings because they believed their spending would exceed their financial limits. People achieved long-term satisfaction through their ability to balance convenient services with their need to handle their finances responsibly. Users who need to pay for their BNPL service create better assurance when they use platforms that provide payment tracking and reminders.

### Conclusion

This research study explored how university students in Islamabad, Pakistan, use Buy Now, Pay Later (BNPL) financial services while investigating their behavioral experiences and spending patterns and financial perceptions. The research study had three main goals which included evaluating how consumers behave with BNPL and studying the effects of BNPL on buying patterns and financial behavior and researching consumer opinions about financial risk and product pricing and post-purchase payment requirements. The researchers conducted ten semi-structured interviews for data collection which resulted in seven main themes from thematic analysis of the data: Thematic analysis revealed seven essential themes which included Convenience and Immediate Access and Encouraged Spending and Perceived Financial Ease and Increased Spending Tendencies and Risk Awareness and Repayment Management Challenges and Satisfaction and Convenience. The study results confirmed the findings of previous research on BNPL and digital payments (Bian, Cong & Ji, 2023; Kumar, Salo & Bezawada, 2024), which showed that people exhibit similar financial and behavioral patterns.

### Objective 1: Consumers' Behavioral Experiences with BNPL

The first objective explored students' behavioral experiences with BNPL. The theme of Convenience and Immediate Access explained how BNPL enabled customers to make immediate purchases while providing them access to high-value products which made shopping more enjoyable. The results show that consumers adopted BNPL because it provided them with immediate gratification and convenience, which is especially true for younger consumers according to previous studies (Halim, Salleh, Mustapa, Rozali & Khairi, 2024; Saleh & Terike, 2025). The participants preferred BNPL for its benefits for psychological welfare because they combined quick checkout with flexible payment options. The research shows that digital credit services need functional convenience together with users' perceived utility for their adoption.

### Objective 2: Influence on Purchasing Decisions and Spending Behavior

The second objective of the study assessed BNPL payment system effects on both shopping choice and financial spending habits. BNPL payment system proves that it makes customers more certain to buy items at checkout while it increases their tendency to spend more money on items they did not plan to buy and it boosts their tendency to buy things without planning. The research shows that deferred payment systems allow consumers to spend more money which results in bigger purchases than regular payment systems (Sengupta, Usmani, Vishwakarma, Anees & Singh, 2022). The study demonstrates that BNPL payment system enables users to complete their transactions across multiple platforms while limiting their spending capacity because this system ties their deferred payments to their purchasing behavior which controls how many transactions they make and how much money they spend.

### Objective 3: Perceptions of Financial Risk, Affordability, and Repayment Obligations

The third objective of the research examined how people perceive both financial risks and their ability to pay and their duty to repay debts. The Perceived Financial Ease theme established that installment payments decrease immediate financial strain while improving affordable payment options which confirms earlier studies showing how BNPL helps young customers manage their spending limits (Nassimov, 2025). The Risk Awareness theme demonstrated that participants understood the penalties associated with late payment while Repayment Management Challenges confirmed the earlier research finding that financial literacy and user vigilance are essential for managing multiple BNPL plans (Dunagan, 2024; Kusumaningtyas, Adiprasetyo, Heryntno, Daniel & Budi, 2024). The research results demonstrate that people should only use BNPL in a responsible manner because it makes their life easier while they need to keep track of their usage to decrease potential dangers which confirms the patterns discovered in earlier research.

### Overall Satisfaction with BNPL Services

The Satisfaction and Convenience theme showed that most participants were satisfied with BNPL services because they found it affordable and flexible and convenient but some participants expressed concerns about overspending. The findings support earlier studies which showed that BNPL causes higher customer satisfaction when customers use both repayment tracking tools and payment reminder services. Respondents emphasized that responsible usage and awareness of repayment obligations were crucial for maintaining trust and satisfaction. The findings show that BNPL users will continue their usage when both platform design and their financial literacy skills match their needs.

### Implications of the Study

The research results produce multiple practical applications:

The services offered by BNPL providers and retailers need to provide customers with simple access while supporting them to use their money in a responsible way. The user experience improves through features which include repayment tracking and transparent terms and reminders leading to better user satisfaction and financial risk management. Retailers can use BNPL to increase their sales while building customer loyalty among young buyers who prefer flexible buying options.

Theoretical implications indicate that BNPL adoption is influenced by both practical and psychological factors which include perceived affordability and convenience and reduced purchase hesitation. This research expands current knowledge about consumer behavior through its study of how people decide to use digital payment methods which confirms patterns shown in earlier studies.

Policy implications include promoting financial literacy to ensure consumers understand repayment obligations and risks. The regulatory body may establish new guidelines to promote business transparency and responsible lending and consumer protection according to previous BNPL study recommendations.



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Universities should create digital finance awareness programs which help students understand how to use BNPL in a responsible way while they maintain their financial discipline.

### Limitations of the Study

The research study has multiple constraints which limit its scope:

The research had a small subject pool of ten university students which prevents the study from making broader conclusions about the entire population.

Self-reported data may present spending and repayment behavior changes which happen due to two types of biases social desirability and recall bias.

The student-based research group does not represent the financial situations of older adults and working individuals who handle their money differently.

The research only examines Islamabad which does not include information about other regions that have different digital payment systems and economic conditions.

The study describes what happens with BNPL usage but it does not provide information about how often or intensely people use the system.

The researchers should use mixed methods research through which they will conduct surveys and analyze transaction data to confirm their findings and apply them to other contexts.

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