

The Impact of Buy Now, Pay Later Services on the Impulsive Buying Behavior of Generation Z in Shah Alam, Malaysia

Hariz Ikmal Bin Izham¹, Karen Poon Yean Peng², Aw Yoke Cheng³, Chong Kim Loy⁴, Simranpreet Kaur Hansaram^{5*}

^{1,2}University of Wollongong, Australia

³Berjaya University College, 55100, Kuala Lumpur, Malaysia

^{4,5}UNITAR International University, 47301 Petaling Jaya, Malaysia

*Corresponding author

DOI: <https://dx.doi.org/10.47772/IJRISS.2025.909000769>

Received: 23 September 2025; Accepted: 30 September 2025; Published: 30 October 2025

ABSTRACT

This research investigates the relationship between Buy Now, Pay Later (BNPL) services and impulsive buying behaviour among Generation Z consumers in Shah Alam. The study focuses on three key factors of BNPL usage ease of use, deferred payment structure, and perception of affordability and examines how these elements may influence impulsive purchasing tendencies. This study employed quantitative research design using a structured questionnaire. Distributed among Generation Z respondents in Shah Alam. Data was analyzed to identify significant relationships between BNPL features and consumer behaviour. The findings reveal a significant influence of BNPL's ease of use and perceived affordability on impulsive purchasing, providing insights into the financial habits and short-term spending patterns of young consumers. This study contributes to the understanding of how emerging financial technologies impact consumer markets, with implications for businesses, financial service providers, and policymakers.

Keywords: Buy Now Pay Later (BNPL), impulsive buying behaviour, Generation Z, ease of use, deferred payment, affordability

INTRODUCTION

In recent times, buy now, pay later (BNPL) has emerged as the newest payment method for consumers. This payment method is viewed by many as a revolutionary approach in how consumers spend and financial management. BNPL services offers a deferred payment structure to consumers so that they could make postponed purchases usually in installments over a specific period of time. Most platforms generally provide interest-free installments with no additional fees, except in cases of late payments, thus, attracting consumers to make use of this service (Alieva & Sozinova, 2022).

Furthermore, with the rise of e-commerce and digital payment solutions. BNPL have gained significant traction especially among Generation Z (Podin et al., 2025). This is because they may have limited access to traditional credit cards due to strict eligibility requirements. Consequently, BNPL stands out as more convenient, accessible and seamless. This accessibility has allowed BNPL to enable them to purchase products and services that would otherwise be beyond their financial reach. This ease created by BNPL has led to a significant increase in its adoption.

The use of BNPL was rising in Malaysia since 2023 (Hishamudin, 2024). The rising trend continued in 2024, with 29 million transactions worth RM2.3 billion. Halim et al. (2024) found that the use of BNPL services increased by 35% in 2024. Also, many Financial Technology (FinTech) companies have also provided BNPL services to meet the ever-growing demands of consumers. Among notable companies in Malaysia are, Atome, Grab, Paylater, and ShoppeePayLater. For example, Atome has partners with retailers in numerous industries,

from fashion to electronics to travel and lifestyle products to provide BNPL services to consumers (Atome, 2025). While BNPL provides flexibility, its use also raises concerns about overspending and debt accumulation, making it crucial to examine its effects on Generation Z to promote financial literacy and consumer protection.

Problem Statement

The rapid adoption of BNPL services among Generation Z in Malaysia has transformed their purchasing behaviors, offering greater financial flexibility and accessibility. The adoption of BNPL is primarily influenced by factors such as ease of use, payment flexibility, and accessibility (Tamrin et al., 2023). While BNPL provides an attractive alternative to traditional credit, it is also concerning that an issue has emerged regarding its potential to encourage impulsive spending. According to Keil & Burg (2023), impulsive shopping visits are 13% more likely to result in purchases when BNPL is available. A demographic predominantly composed of Generation Z, often lack stable incomes and financial literacy, making them especially vulnerable. They are more likely to make impulsive purchases due to the appeal of deferred payments, increasing their risk of financial difficulties (Osman, 2024). Many are drawn into BNPL options by societal pressures to get expensive goods or keeping up with trends, leading them to buy items beyond their financial means (Tung, 2023). Furthermore, limited research and the call for regulatory and educational measures emphasize the urgency of studying BNPL's effects on these generations to promote responsible use and consumer protection (Podin et al., 2025; Ng, 2024; Central Bank of Malaysia, 2022;). Therefore, it is important to recognize that BNPL services significantly influence impulsive buying behavior these consumers.

The ability to defer payments while making instant purchases can create a sense of affordability, which may lead to unintended purchases. Given the rising popularity of BNPL in Malaysia, it is crucial to examine how this payment method is shaping the impulse-driven spending patterns of Generation Z. Without proper financial awareness, excessive reliance on BNPL could lead to increased spendings, increased debt burdens, and financial instability (Rashidi, 2024). Based on the above discussion, the following section state the research objectives and research questions in line with the topic of investigation.

Research Objectives (RO)

RO1: To analyze the relationship between perceived ease of use of BNPL and impulsive buying behavior

RO2: To analyze the relationship between deferred payment structure of BNPL and impulsive buying behavior

RO3: To analyze the relationship between psychological perception of affordability and impulsive buying behavior

Research Questions (RQ)

RQ1. Is there a relationship between perceived ease of use of BNPL and impulsive buying behavior?

RQ2. Is there a relationship between deferred payment structure of BNPL and impulsive buying behavior?

RQ3. Is there a relationship between psychological perception of affordability and impulsive buying behavior?

Significant of Study

This study is significant given the rise of BNPL services in Malaysia and the associated concerns regarding impulsive buying behavior among Generation Z, providing valuable insights into how they are influenced by BNPL. The insights will be useful for various parties such as consumers, businesses, financial institutions, and policymakers. For consumers, this study will be able to help them raise their awareness of the financial consequences that is associated with BNPL services. Many young Malaysians, especially students, and young professionals may not know the implications of using BNPL services. As noted by Rashidi (2024), there is a concerning trend of young adults using personal loans, credit cards, and BNPL schemes for essential goods, often without understanding the long-term financial implications of their impulsive purchases. By analysing

how ease of use, deferred payments, and perception of affordability influence impulsive behaviour when purchasing, this research will help Generation Z make more informed financial decisions and develop better money management skills.

For financial institutions, the findings of this study can be beneficial to banks, fintech companies, and BNPL service providers. Understanding the relationship between BNPL and impulsive buying behaviour can help these institutions to create more responsible lending policies and initiatives raises awareness of financial management. Furthermore, BNPL providers can utilize the findings of this study to explore and implement enhanced consumer protection measures, such as spending limits, financial literacy tools, or transparent repayment policies, to prevent excessive debt accumulation.

For policymakers, this study can also be a reference when shaping regulations that ensure consumer protection when using BNPL services. As BNPL continues to expand, it is important for policymakers to address concerns and financial harms such as hidden fees, debt accumulation, and financial risks for vulnerable consumers such as the Generation Z (Wang, 2025). The research findings may help in formulating relevant policies that advocates responsible BNPL usage while protecting them from potential financial pitfalls.

LITERATURE REVIEW

The increase of usage of Buy Now, Pay Later services and platforms have significantly changed consumer spending behaviors, especially among Generation Z. BNPL has given consumers the option to purchase goods and services with the postponement of payments through interest-free installments which makes it an increasingly popular alternative to traditional credit. In Malaysia, the rapid digitalization of financial services and the growing preference for cashless transactions have fueled the adoption of BNPL, especially among Generation Z. This generation is more susceptible to financial strain due to materialistic impulses and excessive spending, rendering BNPL a potential “debt trap,” as cautioned by Raj (2021). The method of payment has also become a popular alternative to traditional credit cards which has fueled the interest of Generation Z. Thus, this section will review the relevant literature on key factors that influences impulsive buying behaviour associated with the usage of BNPL services. Specifically, this research will explore the perceived ease of use, deferred payment structure and perception of affordability.

Identification and Conceptualization of Variables

Dependent Variable: Impulsive Buying Behaviour

Impulsive buying behavior is the tendency to make spontaneous, unplanned purchases that is driven by emotions, desires, or sudden urges (Saleh, 2025). It is found that there are a shift from rational to impulsive purchases due to the user-friendly nature of BNPL systems in online shopping and the ease of using BNPL can lead to less deliberation and more spontaneous buying decisions, raising concerns about the potential negative impacts of such impulsive behaviour (Nuraisyah et al., 2024). The convenience and flexibility that is offered by BNPL services could reduce the psychological barriers that is associated with spending, thus, making it easier for Generation Z to make immediate purchase decisions without fully understanding and considering the long-term financial impact of their spendings.

Furthermore, impulsive buying can lead to significant financial and also psychological consequences in modern society (Qureshi et al., 2024). Deferred payments, such as those offered by credit cards, encourage impulsive buying by providing consumers with convenience and ease of transaction (Secapramana et al., 2021). In brief, the findings of past research have shown correlation over how deferred payments, ease of use and perception of affordability influences impulsive buying behaviour.

Independent Variable 1: Ease of use

One of the factors that causes impulsive buying behaviour among young consumers is *ease of use* that the BNPL services provide. According to Wilson (2021), ease of use refers to how consumers evaluate whether a product or service will positively affect their activities or improve their life by making it easier and better.

BNPL services simplify the purchasing process by offering instant approval, flexible payment options, and interest-free installments. Research from Keil and Burg (2023) posit that the simplification encourages impulsive shopping visits, making them 13% more likely to result in purchases compared to other visits. The convenience provided by BNPL services is contributing to increased purchases from consumers. Moreover, a past study shows that ease of use of technology significantly influences impulsive buying behaviour by enhancing shopping pleasure. When users find technology easy to navigate, it positively affects their intention to shop impulsively, as they experience less effort and greater satisfaction during the purchasing process, (Fataron, 2019).

Therefore, in relation to this, the introduction of seamless and user-friendly design of BNPL platforms enhances this effect by making transactions quick and effortless, increasing the convenience in the buying process and influences impulsive purchases among consumers. Based on past research, there is a strong significant relationship between ease of use and impulsive buying behaviour.

Independent Variable 2: Deferred Payment

Another factor that influence impulsive buying behaviour is the ability to defer payments when making a purchase. A deferred payment is a financial arrangement between two parties consisting of the lender and borrower which allows the repayment to be postponed to a later date. It often includes splitting the total amount into several installments over an extended period (Mccareins, 2024). Research has demonstrated that BNPL's deferred payment feature encourages impulsive buying by reducing the perceived financial impact at the time of purchase. Keil & Burg (2023) found that impulsive consumers are 13% more likely to make hasty and potentially regrettable purchases when using BNPL.

This effect is particularly strong for hedonic products, such as fashion, electronics, and luxury items, where emotional gratification plays a key role in purchasing decisions (Choy, 2024). Since BNPL allows consumers to delay full payment, it creates a sense of affordability, increasing purchase intentions and making it easier to justify luxury spending. Based on study carried out by Wilshusen (2022), deferred payments could create long-term implications which include potential increased debt burdens and the need for ongoing support as many consumers still face financial challenges post-deferral. Conclusively, past research have provided evidence that deferred payment structure has a strong relationship with impulsive buying behaviour of consumers such as the Generation Z.

Independent Variable 3: Perception of Affordability

The perception of affordability is one of the main factors that drives impulsive buying behaviour of consumers. Perception of affordability is defined as the likelihood that people can perceive a certain affordance of product and service, (Cheng & Lu, 2013). Based on Abdelbary (2023), it is found that affordability significantly influences BNPL adoption, as it is one of the main factors driving consumer decisions. The perception of BNPL as a cost-effective financing option encourages increased spending, highlighting its role in shaping consumer financial behaviors in Egypt. Though this research had been studied in a different geographic region, addressing the gaps for this could provide more relevance to this research. It indicates that the sense of affordability from utilizing BNPL services could lead to a change in consumer purchasing decisions. Halim et al. (2024) have shown that perceptions of affordability significantly influence BNPL usage, leading to increased impulsive spending. This behaviour is particularly pronounced among Generation Z, contributing to financial difficulties despite the potential mitigating effects of financial literacy. This implies that they are most likely to be influenced by the sense of affordability when using BNPL services, which leads to a more impulsive decision rather than rational decisions. This in the end, create financial strains and implications to young consumers influenced. Based on all the previous research above, there is an indication that perception of affordability influences impulsive buying behaviour from young consumers.

Underpinning Theory

The appropriate theories to use for this research are the Technology Acceptance Model (TAM) and Consumer Decision-Making Theory. This theory has been widely used studies related to purchasing related to technology

(Hansaram et al., 2022). However, Technology Acceptance Model (TAM) is more suitable as it forecasts the behavior of individuals in adoption and use of new technologies, especially in work-related or professional context. It implies that the process of adopting new technology is based on two major factors the first one is the perceived ease of use and the second, the perceived usefulness (Innovation Acceptance Lab, 2020). This renders this theory very applicable in this research. To correlate with this theory, recent related studies have established how ease of use of BNPL services as perceived has an impact on its utilization, therefore, making the applicability of TAM relevant. According to Fataron (2019), the easier technology is to use, the more users tend to make spontaneous purchases. The specified technology might be associated with the technology of BNPL as a new seamless, ease of use payment method. In addition, TAM can provide a framework on how the perceived usefulness of deferred payment method relate to impulsive buying behaviour of consumers. Perceived usefulness provided by deferring payment structure attracts consumers as they are convenient and provides financial flexibility.

Other research has also found that perceived usefulness directly influences behavioural intentions, which could predict more usage of the convenient payment method (Harnida & Mardah, 2023). Within the context of perception of affordability, TAM provides a framework that relates the perception with perceived usefulness. BNPL services, which provides an installment structure, creates an illusion of affordability, where consumers perceive that the purchases are feasible even when the total cost remain unchanged, (Förster, 2024). In this case, consumers perceive BNPL as a tool that provides financial flexibility. Thus, TAM is a highly suitable theoretical framework to gauge the perceived ease of use and the perceived usefulness of the factors that leads to impulsive buying behaviour.

Theoretical Framework

Based on the literature review and underpinning theory, the following is the theoretical framework for this study.

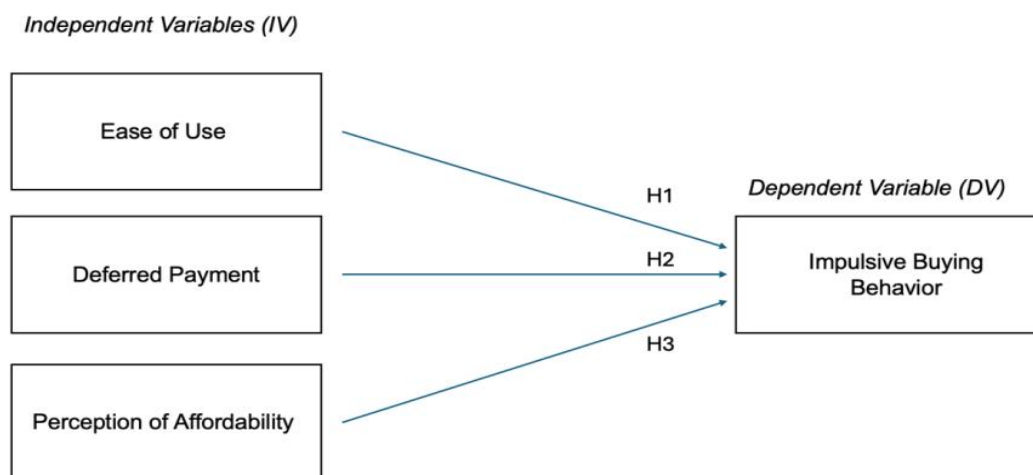


Figure 2: The Impact of Buy Now, Pay Later Services on the Impulsive Buying Behavior

Hypothesis Development

Ease of use and Impulsive Buying Behaviour

The ease of use of BNPL plays a crucial role in influencing impulsive buying behaviour among young consumers. When a payment system is simple, quick, and hassle-free, it reduces the cognitive effort required to complete a transaction. The simplification of the payment process creates a seamless experience that contributes to impulsive purchase (Keil & Burg 2023).

Hypothesis 1: There is a positive relationship between ease of use of BNPL services and impulsive buying behaviour.

Deferred Payment and Impulsive Buying Behaviour

Since there is no immediate outflow of cash, young consumers may feel less restrained when making unplanned purchases, leading to a higher likelihood of impulsive buying behaviour (Wilshusen, 2022). The ability to defer payments is the main service provided by BNPL services, hence plays a crucial role in its popular usage reason.

Hypothesis 2: There is a positive relationship between deferred payment and impulsive buying behaviour.

Perception of affordability and impulsive buying behaviour

When an item is viewed as affordable by the customer, it will be easier to buy it without putting into consideration long-term financial implications. The impact of BNPL services on this perception is by dividing the payments into small amounts, and this is what makes the expensive items appear cheap (Abdelbary, 2023). These perceptions lead to the impulsive purchasing behaviour of young consumers.

Hypothesis 3: There is a positive relationship between perception of affordability and impulsive buying behaviour.

METHODOLOGY

Research Design

Research design is the framework for executing a research project (Singh, 2024). It emphasizes the methodology and procedures for gathering and analysing data to address research questions or test research hypotheses. This study will utilize a quantitative approach in the collection and processing of data. It is possible to use quantitative study to determine patterns, test casual relationships, and predict based on them thus it may produce results that would apply to larger populations (Hansaram et al., 2022; Bhandari, 2020). The quantitative study will be based on the use of the platform, Google Forms which will be shared to the major social media platforms including WhatsApp, Instagram, Telegram, and other more pertinent social media platforms. Data obtained will then be analyzed to determine the relationship between independent variables and the dependent variable. These being ease of use, deferred payment structure and perception of affordability as the independent variables. Dependent variable is impulsive buying behaviour among Generation Z in Malaysia.

Sampling and Measurement Instruments

The target population is Generation Z, aged 13-28 years old in Shah Alam who have experience in using any BNPL services. To align with the objective of this research, the sampling size of this research will focus on numbers of Generation Z in Shah Alam. Hence, this research will look to have 350 online questionnaires sample size. Questionnaires will be handed via online or in persons to respondents in Shah Alam that meets the sampling criteria of this research. For the purpose of this research, simple random probability sampling will be utilised to collect samples which means that individuals from the target population will have an equal chance of selection as respondents. Thus, the data collected from Generation Z in Shah Alam is unbiased and more representative from its random selection.

Respondents will complete a series of closed ended and open-ended questions which examines the relationship between ease of use, deferred payment structure, and perception of affordability with impulsive buying behavior. In this research, The data collection process will occur in two phases, first phase is, survey distribution and secondly, data inspection. The questionnaire will be shared on social media platforms through an online Google Form link, the social media platform include WhatsApp, Instagram, Facebook, X, Threads, Telegram and Reddit to reach a diverse group of Gen Z respondents. This method increases engagement and

ensures broader participation. The questionnaire will also be distributed to universities located in Shah Alam, among them being UOW Malaysia, UITM Shah Alam, and relevant Shah Alam based universities to further reach target respondents. There are two sections in the questionnaire. Section A will consist of the demographic information about the respondents. Demographic information include Gender, Age, Income, and frequency of BNPL use. For section A, a nominal and ordinal scale will be utilised. For section B, both the independent variables and dependent variable will be the essence of the questionnaire. Unlike section A's utilization of nominal and ordinal scale, section B will utilize a 5-point Likert scale. This approach helps in minimizing bias in questionnaire data by ensuring a broader reach. Upon the completion of survey distribution and satisfactory responses collection, data inspection phase will begin. In this step, responses will be reviewed for completeness and consistency. Any irrelevant or incomplete responses will be excluded from the final dataset.

Data Analysis Method

Data analysis involves breaking down information that is collected into its core components and then examining their relationship to the study's hypothesis. This process helps to determine whether the hypothesis is supported or contradicted, ultimately validating or challenging the research findings. This means that the data collected will be analyzed so that a conclusion can be derived from a study. Statistical Package for the Social Sciences (SPSS) will be implemented as the necessary tool which analyses the collected data from respondents.

The analysis of this research includes descriptive analysis, which summarizes and organizes the characteristics of the data set using measures of central tendency (mean, median, mode) and variability (range, variance, standard deviation). This is followed by inferential analysis, which uses the data to draw conclusions and make predictions about a larger population, ultimately testing the research hypothesis. To ensure the validity and reliability of the findings, several key tests are performed. The Cronbach's alpha coefficient is used to assess the internal consistency of survey items, with a value of 0.7 or above generally considered acceptable. Additionally, Pearson's correlation analysis measures the strength and direction of the relationship between two variables, with a coefficient ranging from -1 to 1. A positive value indicates that variables move in the same direction, a negative value shows they move in opposite directions, and a value of 0 signifies no correlation. Finally, multiple linear regression is employed to analyze the relationship between multiple independent variables and a single dependent variable, which helps explain how changes in the independent variables affect the dependent one.

Beyond these methods, ethical considerations such as voluntary participation, informed consent, and confidentiality are crucial for ensuring the integrity and credibility of the research. Ethical considerations consists of principles which is used to guide research designs and its relevant practices (Bhandari, 2021). The principles mentioned include voluntary participation, informed consent, anonymity, and confidentiality, and potential for harm and result communication. In quantitative study, ethical considerations carries a crucial role that ensures the study's credibility and validity. Researchers must first get informed consent from participants, which ensures that they fully understand the study's purpose, methodology, and any potential risks that is involved. Confidentiality and anonymity is an important aspect for participant's privacy.

RESULTS AND DISCUSSIONS

This section presents the detailed findings obtained from the survey questionnaire. A total of 350 complete responses were collected through an online Google Form. The data was processed and analyzed using the Statistical Package for the Social Sciences (SPSS), covering several key tests including the reliability test, demographic analysis, descriptive analysis, Pearson's correlation, and multiple linear regression. The results are presented in the form of tables, figures, and written explanations to provide a clear understanding of the outcomes. Finally, conclusions are drawn at the end of the chapter based on the results of each hypothesis tested.

Frequency Analysis of Demographic Details

The demographic characteristics of the sample are presented in Table 1.

Table 1 Summary of Respondents' Demographic Profile

Characteristic	Frequency	Percentage (%)
Gender		
Male	180	51.4
Female	170	48.6
Age		
Under 18 years	62	17.7
18 - 21 years	112	32.0
22 - 28 years	118	33.7
Above 28 years	0	0.0
Occupation		
Employed	41	11.7
Unemployed	17	4.9
Student	144	41.1
Working Part-time	148	42.3
BNPL Service Usage		
Yes	350	100.0
No	0	0.0

Note. N = 350. BNPL = Buy Now, Pay Later. Percentages may not sum to 100 due to rounding.

Table 4.1 gives an insight about the profile of the respondents; the people involved in the survey. The sample represents a balanced combination of genders, ages, and occupational backgrounds of the participants, which will help in the study. Every participant indicated experiencing the using the Buy Now Pay Later (BNPL) services, thus the accountability of the findings on suitably related user experiences. Diversities in demographic characteristics assist in offering a wider picture in the interpretation of the tackled trends and associations in further analysis.

Descriptive Analysis

Table 2 provides information on measurement of variables central tendency and dispersion.

Table 2: Measurement of Variables' Central Tendency and Dispersion

	Descriptive Statistics				
	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic
Ease of Use	350	1.40	4.60	3.1846	.96214
Deferred Payment Structure	350	1.40	4.60	3.1440	.96010
Perception of Affordability	350	1.40	4.60	3.2040	.95172
Impulsive Buying Behavior	350	1.40	4.60	3.1960	.97633
Valid N (listwise)	350				

From Table 2, Ease of Use recorded a mean score of 3.18 (SD = 0.96), which suggests that the respondents generally find BNPL services easy to use, with slight varying perceptions. Deferred Payment Structure with the lowest mean score of 3.14 (SD = 0.96) was reported to be a more neutral attitude to the extent of flexibility of BNPL payment plans. Perception of Affordability scored an average of 3.20 (SD = 0.95), indicating that many respondents view BNPL as a way to make purchases more manageable financially. The average value of the Impulsive Buying Behaviour was 3.20 (SD = 0.98), which means moderate tendencies to make impulsive purchases with BNPL services.

The standard deviations are less than 1.00 in all constructs. It means that there was no significant difference in the opinions depending on the sample, and responses were similar. On the whole, these findings demonstrate that respondents have quite moderate opinions in all presented constructs, which allows them to be considered as stable starting points to continue the analysis by using correlation and regression in the next sections.

Reliability Test

The reliability of the questionnaire was greatest on Impulsive Buying Behaviour with a Cronbach Alpha of 0.786. This implies that its five items measure one thing well. Ease of Use, Deferred Payment Structure, and Perception of Affordability had slightly lower values: 0.759, 0.764, and 0.754. Perception of Affordability was the weakest of the three, but it still scored above 0.7 which is the dividing line many researchers use, so its items are still reliable.

Correlation Analysis

The following table demonstrates Pearson's Correlation Coefficient of the Study Variables.

Table 3: Pearson's Correlation Coefficient of the Study Variables

		Correlations			
		Ease of Use	Deferred Payment Structure	Perception of Affordability	Impulsive Buying Behavior
Ease of Use	Pearson Correlation	1	.817**	.798**	.805**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	350	350	350	350
Deferred Payment Structure	Pearson Correlation	.817**	1	.834**	.825**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	350	350	350	350
Perception of Affordability	Pearson Correlation	.798**	.834**	1	.814**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	350	350	350	350
Impulsive Buying Behavior	Pearson Correlation	.805**	.825**	.814**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	350	350	350	350

** . Correlation is significant at the 0.01 level (2-tailed).

The purpose of the correlation analysis in this study is to examine the strength and direction of the relationships between the independent variables, Ease of Use, Deferred Payment Structure, and Perception of Affordability and the dependent variable, Impulsive Buying Behaviour. By applying Pearson's correlation coefficient, the analysis aims to determine whether these variables are significantly associated and whether the relationship can be positive or negative. This is an essential step to identifying preliminary connections between constructs before going into to regression analysis, which further explores the predictive influence of each independent variable on impulsive buying behaviour

Ease of Use

Table 4a: Hypothesis Testing of Ease of Use

Hypothesis	P-Value	Outcome
H1: There is a positive relationship between ease of use of BNPL services and impulsive buying behaviour.	<.001	Positive relationship, Hypothesis 1 is accepted;

Correlation test of Hypothesis 1 provided a p-value of less than 0.001 and this implies that the relationship is statistically significant at 1 percent level. The correlation coefficient is 46 positives, so when the ease of use of buy now, pay later (BNPL) services grows, impulsive buying also tends to grow. This finding is in favor of the hypothesis. Hypothesis 1 is therefore accepted.

Deferred Payment Structure

Table 4b: Hypothesis Testing of Deferred Payment

Hypothesis	P-Value	Outcome
H2: There is a positive relationship between deferred payment and impulsive buying behaviour.	<.001	Positive relationship, Hypothesis 2 is accepted;

Based on table 4b, the results for Hypothesis 2 reveal a p-value of less than 0.001, indicating that the relationship is statistically significant at the 1% significance level. The Pearson correlation coefficient of 0.825 demonstrates a strong positive relationship between deferred payment and impulsive buying behaviour. This means that as deferred payment options become more accessible or attractive, consumers are more likely to engage in spontaneous purchases. The high correlation value suggests that deferred payment is one of the key factors influencing impulsive buying tendencies among BNPL users. Consequently, Hypothesis 2 is accepted.

Perception of Affordability

Table 4c: Hypothesis Testing of Perception of Affordability

Hypothesis	P-Value	Outcome
H3: There is a positive relationship between perception of affordability and impulsive buying behaviour.	<.001	Positive relationship, Hypothesis 3 is accepted;

Table 4c illustrates the outcomes of the correlation analysis of hypothesis 3. The p-value is less than 0.001, the correlation is therefore significant at the 1 % level. The Pearson correlation coefficient is 0.814, which means there is a strong positive relationship between perception of affordability and impulsive buying behaviour. Consumers will tend to buy impulsively when they perceive that BNPL purchases are cheaper. The fact that the

value of correlation is high indicates that the perception of affordability is a very powerful impulse buying factor. Thus, hypothesis 3 is validated.

Multiple Linear Regression Analysis

Model Summary

Table 5: Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.870 ^a	.756	.754	.48400	1.871

a. Predictors: (Constant), Perception of Affordability, Ease of Use, Deferred Payment Structure

b. Dependent Variable: Impulsive Buying Behavior

The results show a clear link between Impulsive Buying Behaviour and the three independent variables: Ease of Use, Deferred Payment Structure, and Perceived Affordability. A combination of these variables would account to approximately 75.6 per cent of the variations in impulsive buying. The adjusted R Square of 0.754 indicates that the model will be strong even when the number of predictors is considered.

The standard error of the estimate- 0.48400 is quite small which implies that the model is accurate in terms of predicting the actual measured values. Durbin Watson statistic of 1.871 is in an acceptable range and therefore the assumption that residuals are independent is met. On the whole, these results indicate that the chosen predictors are capable of explaining the impulsive buying behaviour. They provide a firm background of continuation of discussion and interpretation of the study hypotheses.

Analysis of Variance (ANOVA)

Table 6: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	251.623	3	83.874	358.052	<.001 ^b
	Residual	81.051	346	.234		
	Total	332.674	349			

a. Dependent Variable: Impulsive Buying Behavior

b. Predictors: (Constant), Perception of Affordability, Ease of Use, Deferred Payment Structure

The ANOVA output indicates that the regression model can explain impulsive buying behaviour very well. With an F-value of 358.052 and a p-value below 0.001, it is clear that Perception of Affordability, Ease of Use, and Deferred Payment Structure together have a strong impact on predicting impulsive buying behaviour. 49 The regression sum of squares (251.623) is far greater than the residual sum of squares (81.051), which implies that the predictors explain most of the variance in impulsive buying behaviour (total sum of squares: 332.674).

The regression mean squares (83.874) is larger and statistically significant as compared to the residual mean squares (0.234) thus the model is a good predictor variable. Concisely, the results validate the notion that the three variables in combination make a sound and statistically significant explanation of impulsive buying behaviour and thus the model is both reliable and valid

Coefficients

Table 7: Coefficient

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.193	.095		2.017
	Ease of Use	.290	.050	.286	5.784
	Deferred Payment Structure	.344	.055	.338	6.260
	Perception of Affordability	.311	.053	.304	5.864

a. Dependent Variable: Impulsive Buying Behavior

The regression results indicate that ease of use, deferred payment structure, and perception of affordability all have a significant positive relationship with impulsive buying behavior. Each of the variables has small p-values ($p < .001$) that each implies that the effects are very unlikely to be the result of chance. The deferred payment structure has the most influence of the three with a standardized beta of .338. This implies that provision of delayed payment option is the most influential cause 50 of impulsive purchases than the other reasons. Perception of affordability comes next ($\beta = .304$), indicating that when consumers feel a product is financially within reach, they are more prone to buy on impulse. Ease of use, while slightly less influential ($\beta = .286$), still plays a substantial role—a simpler, more user-friendly purchase process can noticeably increase spontaneous buying decisions. The constant ($B = .193$, $p = .044$) shows the baseline level of impulsive buying behavior even when all predictors are at zero. Nonetheless, the somewhat higher values of betas of the predictors indicate that the model is predominantly motivated by the existence of the specified BNPL-related factors. The multiple linear equation is represented as below.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Impulsive Buying Behavior: $0.193 + 0.286 + 0.338 + 0.304$ Y= Impulsive Buying Behavior ! = $0.193 .1 = 0.286 .2 = 0.338 .3 = 0.304$ 01 = Ease of Use 02 = Deferred Payment Structure

In conclusion, this section has presented the results of the analysis based on the responses from 350 participants. The data collected through the survey was carefully processed and examined through several statistical tests to uncover meaningful patterns and relationships. Beginning with a reliability check, the analysis confirmed that the questionnaire were consistent and dependable. The demographics from the survey gave a clear overview of the respondents' background, while the descriptive findings provided an understanding of how each variable was perceived. Then, correlation tests revealed significant positive relationships between the key factors and impulsive buying behaviour, and the multiple regression analysis further confirmed that these factors all play a role in influencing such behaviour.

CONCLUSIONS

The section summarizes the research and takes a closer look at the findings discussed in the prior chapter. The findings are associated with the objectives of the study, existing literature, and theories. The key patterns and relationships are discussed as to why they are important. The possible factors which could have contributed to the findings are also indicated. Lastly, the recommendations are given on the direction that future research will take the subject.

This research explores how Buy Now Pay Later (BNPL) services are affecting impulsive buying behaviour amongst the youths in Malaysia. As BNPL has become a common way to pay online, it is worth knowing how it influences consumer choice, particularly among the younger age groups, which adopt new financial technologies faster. The research concentrated on three variables that are ease of use, deferred payment structure, and perceived affordability and how they influence the propensity to make impulsive purchases. The research design of this study was quantitative with the online questionnaire that received 350 responses. The Statistical Package for the Social Sciences (SPSS) was used to analyze the data in order to quantify the strength and nature of associations among variables. In addition to determining these connections, the research was intended to provide information that may be useful to policymakers, BNPL providers, and consumer advocacy organizations. In revisiting the objectives of the study here, this chapter preconditions the discussion of what the findings imply in a broader context of consumer behaviour, how they compare with past research and why they are important to future financial practice.

DISCUSSION OF RESULT

Relationship between Ease of Use and Impulsive Buying Behavior Hypothesis 1

There is a positive relationship between ease of use of BNPL services and impulsive buying behaviour. The researchers discovered a close connection between the ease of using BNPL services and the propensity towards impulse purchases by young consumers. The Pearson correlation and regression indicate that the faster BNPL platforms are, the easier to navigate, comprehend, and the less effort it takes, the more people will buy impulsively ($p < 0.001$). That is, when the payment process is convenient, a person is more likely to do something on the fly rather than reason it out.

This trend corresponds with the Technology Acceptance Model (TAM) that proposes that when individuals perceive a system as easy to use, then they are more inclined to use and adopt the system (Davis, 1989; Venkatesh & Bala, 2008). This is supported by more recent research (Hoo, W. C., et al., 2024). The study conducted by Ofori et al. (2022) showed that the ease and convenience of mobile payment procedures are likely to induce more impulsive purchases, particularly in younger shoppers who feel confident about online instruments. Pham and Ahammad (2017) also remarked that people are likely to forego deeper thinking and proceed to purchase when transactions are fast and easy. The same is pointed out in other studies. According to Sharma and Aggarwal (2019), convenient payment systems make individuals make purchases that they had not initially intended on making. Chen and Li (2021) further stated that the ease of checkout removes friction, which increases the impulsive spending even more, in the case of BNPL, payment is not made immediately, and the initial payment hurts less.

These findings are also consistent with the claims of Mortimer et al. (2020) and Hashmi et al. (2020) who discovered that convenience tends to win over thoughtful budgeting in the real-life purchase decisions. In simple terms, the simpler and quicker the process of making payment, the more probable people are to yield to the moment. Practically speaking, that implies that the same characteristics that make BNPL attractive, speed, simplicity, and convenience, make it more dangerous to those consumers who have a problem with impulsive purchases. This poses a challenge to policymakers and financial educators to ensure that the consumers are taught how to identify and control these triggers so as to experience the convenience without having to lose control of their spending. Concisely, the findings are clear that ease of use is a strong impulsive buying behaviour driver. As BNPL continues to gain currency, the question will be how to maintain convenience and at the same time build in safeguards so that people can learn to spend responsibly.

Relationship between Financial Behavior and Financial Literacy Hypothesis 2

There is a positive relationship between deferred payment and impulsive buying behaviour. This research indicates that there is a positive, significant correlation between the deferred payment method, including Buy Now Pay Later (BNPL) services, and impulsive buying behaviour. The regression analysis and Pearson correlation coefficients indicate that consumers that utilize deferred payment methods purchase more impulsively. This implies that the possibility to postpone payments will lessen the psychological pain of spending money at the moment, which makes one more likely to make impulsive choices.

These results are in line with those provided by Pettersson and Moller Dahlberg (2025) who discovered that BNPL services eliminate the short-term cost of buying, particularly among younger customers and those with a lower disposable income. The delay in the payment makes consumers feel that they are paying less now and thereby they make impulsive purchases. Deferred payment thereby becomes a psychological enabler to the impulse action, in that, it becomes easier to follow the short-term gratification than to plan on long-term financial goals. Consumer decision-making has an emotional component which is particularly high in the case of deferred payment. Dewanto and Dahesihsari (2025) emphasize that the tendency of emerging adults to impulsive purchases is very high when using pay-later services on e-commerce sites. Cognitive evaluation of necessity or affordability is less effective than the influence of affective factors (excitement, novelty or convenience).

This highlights that deferred payment options are more than just a matter of financial flexibility; they also appeal to the emotion which leads to impulsive behaviour. In practical terms, these results have significant implications on consumers, as well as the providers of financial services. Learning more about the association between impulsive purchases and deferred payment can facilitate the development of specific financial literacy initiatives. As another example, the introduction of financial education into the BNPL platforms might make users more purposeful and responsible in their financial decisions. According to the World Economic Forum (2025), it is possible to empower consumers by integrating basic, user-friendly reminders about the repayment schedule, financial stability, and risk exposure prior to making a purchase confirmation. Also, financial literacy programmes have been proved to improve financial literacy and independence in students, resulting in wiser financial behaviors (World Economic Forum, 2025). In addition, financial education can significantly decrease the risks of using BNPL.

According to a study by Jamilakhon et al. (2024), financial education contributes to the positive impact of a positive financial attitude on the financial behaviour related to pay-later services. Users who have good financial attitudes and education exhibit sensible spending and smart financial planning. Hence, the role of financial education is gaining more and more significance as the financial services landscape is changing.

To sum up, this research paper validates the hypothesis that deferred payment options have a significant effect on impulsive buying behaviour. These services enhance the chances of impulsive buying in the sense that they reduce the face value cost and target the emotional and psychological rewards. It is necessary to create financial awareness and responsible usage strategies to reduce the possible adverse effects but still enable consumers to enjoy the benefits of deferred payment systems in terms of convenience and flexibility.

Relationship between Perception of Affordability and Impulsive Buying Behavior Hypothesis 3

There is a positive relationship between perception of affordability and impulsive buying behaviour. This research demonstrates that there is a definite connection between the way customers believe that a product is priced and their chances of making impulsive purchases. Both the regression analysis and the Pearson correlation coefficients have shown that individuals who perceive that a product is affordable are more prone to unplanned purchases. This observation implies that, in case consumers believe that an item is affordable, they are prone to impulse buying rather than considering their actions before purchasing. Such findings are comparable to those of Teo et al. (2022), which established that personal and external influences, such as price perception, have a strong influence on impulsive purchases in Malaysian consumers. It was also stated by Chaurasia et al. (2023) that perceived affordability is among the most influential factors contributing to online indirect purchases, which reduce the mental cost of spending money.

When consumers perceive a product to be good value at an acceptable price they are in a psychological state to purchase at that point in time. These results have a definite practical application to the business. Marketers and retailers can come up with smarter pricing and promotion strategies knowing that affordability determines impulsive buying. Short-term price reductions, package deals, and value-oriented promotions are ways to increase the perceived affordability and prompt impulse buying.

This effect can be reinforced by transparent pricing and clear communication regarding the benefits of the products. These tactics are backed up by recent research. Hermawan and Dermawan (2023) demonstrated that

price perception and shopping lifestyle have a positive effect on impulse buying by Generation Z consumers on TikTok Shop, which is why it is important to align pricing strategies with the expectations of such buyers. The authors continued to state that the convenience of mobile commerce sites influences impulsive buying behaviour, and it is true that making the purchasing process simple and straightforward supplements the work of increasing the perceived affordability (Soomro and Habeeb, 2024).

In a nutshell, the paper is confirmation that the perception of affordability by consumers has a firm influence on impulsive buying behaviour. Cheap products pose a weaker mental block to spending, and thus, there will be more impulsive buying. This relationship can be exploited by the marketers and the retailers through the development of pricing and promotional strategies that emphasize on value and affordability, which will encourage impulsive purchasing without becoming irresponsible.

Research Contributions and Implications

Theoretical Implications

Technology Acceptance Model (TAM) forecasts the behavior of individuals in adoption and use of new technologies, especially in work-related or professional context (Wen, E. C. Y., 2023). It implies that the process of adopting new technology is based on two major factors the first one is the 58 perceived ease of use and the second, the perceived usefulness (Innovation Acceptance Lab, 2020). This renders this theory very applicable in this research.

To correlate with this theory, recent related studies have established how ease of use of BNPL services as perceived has an impact on its utilization, therefore, making the applicability of TAM relevant. According to Fataron (2019), the easier technology is to use, the more users tend to make spontaneous purchases. The specified technology might be associated with the technology of BNPL as a new seamless, ease of use payment method. In practice, the results imply that providers of BNPL and online retailers should consider cognitive, behavioral, and emotional dimensions of decision-making. In this way, they will be able to estimate and prevent impulsivity as well as maintain the interest of the users and accountability.

In brief, the study will add value to the literature about impulsive buying by connecting the aspects of technology usability, affordability perception, and deferred payment to the theories of consumer behavior. Based on Behavioral Economics, TAM, and Consumer Decision-Making Theory, it demonstrates the effect of digital payment innovations on spontaneous purchasing behaviors, providing a strong basis on which future studies of technology-based financial behavior can be based.

Managerial Implications

The article offers informative information to managers in the e-commerce and financial services industry especially Buy Now, Pay Later (BNPL) services. It demonstrates that the perception of consumers that something is affordable and the usability of a BNPL platform have an extremely strong impact on impulse buying. These results imply that managers can structure their platforms and marketing in such a way that they will keep users engaged and stimulate responsible financial behavior.

The problem is price. Since BNPL allows individuals to pay in the future, an item will seem more accessible, and the psychological hurdle to purchase will be reduced. This makes it more likely that an individual will buy something and buy it more often (Pettersson & Dahlberg, 2024). Managers can take advantage of it by emphasizing the cheap and convenient options in their advertisements or by including offers to package products and demonstrate additional value. Increasing sales has increased risk too. BNPL can promote overspending, especially among younger people. When one buys something on credit, he or she does not consider the reimbursement carefully. It can lead to spending too much and going into debt (Investopedia, 2025). Marketing should make sure that the managers explain payment terms, late charges, and possible financial costs.

Even they have an opportunity to incorporate mini lessons on budgeting and smart spending into the very platform. The second option is collaboration with banks or BNPL providers. E-commerce websites can collaborate to verify the purchasing power of a buyer before making the purchase. This helps in the minimization of debt. These types of collaborations also comply with the legal regulations and safeguard consumers, which makes BNPL look more reliable. Data analytics can also be used by the managers to monitor the buying patterns and alert those groups that purchase out of impulse. In the case of these shoppers, they are able to send notifications or budgeting tips to ensure shoppers use BNPL in an intelligent manner.

In short, these tactics involve user-friendly, low-cost designs, straightforward, truthful communication and education of consumers. This trade-off of these goals may allow managers to raise sales, retain users, and enable fair and sustainable shopping on BNPL services.

Research Limitations

Despite the valuable insights generated by this study, several limitations should be acknowledged. First, this research specifically focuses on the influence of Buy Now, Pay Later (BNPL) services on impulsive buying behavior among young consumers, particularly those belonging to Generation Z. The target age group spans from 13 to 28 years old, corresponding to birth years between 1997 and 2012.

Consequently, the findings may not be generalizable to other age groups, as purchasing habits and financial attitudes may differ across generations. Second, the study is geographically limited to Shah Alam, Malaysia. While this allows for an in-depth examination of the local BNPL market and its effects on young consumers within this context, the results may not represent consumer behavior in other cities or countries with different economic conditions, cultural norms, or access to digital financial services. Cross-cultural differences and variations in BNPL adoption rates may limit the broader applicability of the findings. Another limitation concerns the data collection method. This study relies on self-reported survey data, which may not always accurately reflect respondents' actual behavior or attitudes. Participants may provide responses that align with socially desirable behavior, particularly regarding financial habits and attitudes, potentially introducing bias into the results.

To improve reliability, future research could integrate observational data or third-party assessments alongside self-reports to provide a more objective understanding of impulsive buying behavior. Finally, this study focuses exclusively on Generation Z consumers' perspectives and does not deeply examine other demographic factors such as income level, education, or employment status, which could also influence impulsive buying tendencies and BNPL usage patterns.

This indicates that the study provides a partial view of the determinants of impulsive buying behavior. Overall, these limitations suggest caution when generalizing the findings beyond Generation Z consumers in Shah Alam. Future research could expand the scope to other age groups, geographic regions, and demographic variables, and employ longitudinal or mixed-method designs to gain a more comprehensive understanding of BNPL's impact on impulsive buying behavior.

Recommendation for Future Studies

The article offers informative information to managers in the e-commerce and financial services industry especially Buy Now, Pay Later (BNPL) services. It demonstrates that the perception of consumers that something is affordable and the usability of a BNPL platform have an extremely strong impact on impulse buying. These results imply that managers can structure their platforms and marketing in such a way that they will keep users engaged and stimulate responsible financial behavior. The problem is price. Since BNPL allows individuals to pay in the future, an item will seem more accessible, and the psychological hurdle to purchase will be reduced. This makes it more likely that an individual will buy something and buy it more often (Pettersson & Dahlberg, 2024).

Managers can take advantage of it by emphasizing the cheap and convenient options in their advertisements or by including offers to package products and demonstrate additional value. Increasing sales has increased risk

too. BNPL can promote overspending, especially among younger people. When one buys something on credit, he or she does not consider the reimbursement carefully. It can lead to spending too much and going into debt (Investopedia, 2025). Marketing should make sure that the managers explain payment terms, late charges, and possible financial costs. Even they have an opportunity to incorporate mini lessons on budgeting and smart spending into the very platform. The second option is collaboration with banks or BNPL providers. E-commerce websites can collaborate to verify the purchasing power of a buyer before making the purchase. This helps in the minimization of debt. These types of collaborations also comply with the legal regulations and safeguard consumers, which makes BNPL look more reliable.

Data analytics can also be used by the managers to monitor the buying patterns and alert those groups that purchase out of impulse. In the case of these shoppers, they are able to send notifications or budgeting tips to ensure shoppers use BNPL in an intelligent manner. In short, these tactics involve user-friendly, low-cost designs, straightforward, truthful communication and education of consumers. This trade-off of these goals may allow managers to raise sales, retain users, and enable fair and sustainable shopping on BNPL services

ACKNOWLEDGEMENTS

We sincerely extend our gratitude to the respondents who participated in the validation survey for this study. Their enthusiastic involvement and valuable input were instrumental in its successful completion. We also would like to express our appreciation to UNITAR International University for its unwavering support to complete this research.

Conflict Of Interest

The authors declare no conflicts of interest.

REFERENCES

1. Abdelbary, I. (2023). «Decoding Buy Now, Pay Later in Egypt: A Dive into Adoption Drivers and Financial Behaviors». Deleted Journal, 32(87), 29–63.
2. <https://doi.org/10.21608/asfer.2023.320991>
3. Badrolhisam, N. I., Omar, N., & Achim, N. (2022). Perceived traits for future women academic leaders in Malaysian higher education institutions. International Journal of Academic Research in Economics and Management Sciences, 11(1). <https://doi.org/10.6007/ijarems/v11-i1/11692>
4. Berg, T., Burg, V., Keil, J., & Puri, M. (2023). On the Rise of “Buy Now, Pay Later.” SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.4448715>
5. Bevans, R. (2021). Multiple Linear Regression | A Quick Guide (Examples). Scribbr. <https://www.scribbr.com/statistics/multiple-linear-regression>
6. Bhandari, P. (2020, June 12). What Is Quantitative Research? | Definition, Uses & Methods. Scribbr. <https://www.scribbr.com/methodology/quantitative-research/>
7. Bhandari, P. (2021). Questionnaire Design | Methods, Question Types & Examples. Scribbr. <https://www.scribbr.com/methodology/questionnaire/>
8. Bhardwaj, P. (2019). Types of sampling in research. Journal of the Practice of Cardiovascular Sciences, 5(3), 157. https://doi.org/10.4103/jpcs.jpcs_62_19
9. Birigazzi, L., Gregoire, T. G., Finegold, Y., Golec, R. D. C., Sandker, M., Donegan, E., & Gamarra, J. G. (2019). Data quality reporting: Good practice for transparent estimates from forest and land cover surveys. Environmental Science & Policy, 96, 85–94.
10. <https://doi.org/10.1016/j.envsci.2019.02.009>
11. Chaurasia, A., Kumar, S., & Poudyal, A. (2024). Online Impulsive Buying Behaviour: A Systematic Review. Colombo Business Journal, 15(2), 115–141.
12. <https://www.researchgate.net/publication/387558776>
13. Chen, M., & Li, S. (2021). The effect of payment convenience on impulsive consumption: Evidence from mobile payment platforms. Journal of Retailing and Consumer Services, 59, 102390. <https://doi.org/10.1016/j.jretconser.2020.102390>

14. Choy, M. (2024). The effect of payment delay on consumer purchase intention. *Administrative Sciences*, 14(9), 226. <https://doi.org/10.3390/admsci14090226>
15. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
16. Deeprasertkul, P., & Sarinnapakorn, K. (2023). A water level forecast of Pattani River in the southern of Thailand by deep learning. *Journal of Computer and Communications*, 11(08), 14–28. <https://doi.org/10.4236/jcc.2023.118002>
17. Dewanto, P., & Dahesihsari, R. (2025). Impulsive Buying Tendency among Emerging Adults Using Pay Later on E-Commerce Platforms. *International Journal of Business, Economics and Social Development*, 6(1), 146–158. <https://journal.rescollacomm.com/index.php/ijbesd/article/view/75816>
18. Di Maggio, M., Katz, J., & Williams, E. (2022). Buy Now, Pay Later Credit: User characteristics and effects on spending patterns. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4198320>
19. Fataron, Z. A. (2019). Online Impulse Buying behaviour: case study on users of Tokopedia. *Journal of Digital Marketing and Halal Industry*, 1(1), 47–60. <https://doi.org/10.21580/jdmhi.2019.1.1.4762>
20. Fook, L. A., & McNeill, L. (2020). Click to Buy: The Impact of Retail Credit on OverConsumption in the Online Environment. *Sustainability*, 12(18), 7322. <https://doi.org/10.3390/su12187322>
21. Förster, K. (2024). Extending the technology acceptance model and empirically testing the conceptualized consumer goods acceptance model. *Heliyon*, 10(6), e27823. <https://doi.org/10.1016/j.heliyon.2024.e27823>
22. Frost, J. (2025). Cronbach's Alpha: Definition, Calculations & Example. *Statistics by Jim*. <https://statisticsbyjim.com/basics/cronbachs-alpha/>
23. Hansaram, S. K., Hansaram, R., Loy, C. K., & Pradhaa, S. (2022). Factors Influencing Online Purchasing Intention In Klang Valley, Malaysia. *Asian Journal of Social Science Research*, 4(1), 17-32. DOI: <https://doi.org/10.5281/zenodo.8062394>
24. Hansaram, S. K., Hansaram, R., Loy, C. K., Xin, L. Q., Siau, C., Hwee, N. A. M., & May, M. Y. Z. (2022). Examining Social Media Marketing and Brand Engagement Among Pre-School Parents In Malaysia. *Asian Journal of Social Science Research* 4(2), 10-25. DOI: <https://doi.org/10.5281/zenodo.8062754>
25. Halim, N. A., Salleh, S. M., Mustapa, S. N. S., Rozali, N., & Khairi, S. M. M. (2024). From instant gratification to long-term consequences: How buy now, pay later influences consumer behavior and financial stability. *International Journal of Research and Innovation in Social Science*, VIII(IX), 403–411. <https://doi.org/10.47772/ijriss.2024.809035>
26. Harnida, M., & Mardah, S.-. (2023). Penerapan Technology Acceptance Model terhadap perilaku pengguna uang elektronik. *Al-Kalam Jurnal Komunikasi Bisnis dan Manajemen*, 10 (1), 53. <https://doi.org/10.31602/al-kalam.v10i1.9019>
27. Hashmi, H., Attiq, S., & Rasheed, F. (2020). Impact of consumer decision-making styles on online impulse buying behaviour: Moderating role of positive and negative emotions.
28. Hermawan, T., & Dermawan, R. (2023). The Effect of Price Perception and Shopping Lifestyle on Impulse Buying at TikTok Shop among Generation Z in Surabaya City.
29. Indonesian Journal of Business Analytics, 3(6), 2141–2152. <https://doi.org/10.55927/ijba.v3i6.5933>
30. Halim, N.A., Salleh, S.M., Mustapa, S. N. S., Rozali, N., & Khairi, S. M. M. (2024). “From instant gratification to long-term consequences: How buy now, pay later influences consumer behavior and financial stability.” *International Journal of Research and Innovation in Social Science*, 8(9), 403–411. <https://doi.org/10.47772/IJRISS.2024.809035>
31. Hishamudin, S. (2024). Buy Now, Pay Later: A New Form of Financial Lifeline for Consumers? *Khazanah Research Institute*.
32. Hoo, W. C., Aw, Y. C., Ng, A. H. H., & Syed Abu Bakar, S. M. (2024). Factors influencing consumer behaviour towards online purchase intention on popular shopping platforms in Malaysia. *WSEAS Transactions on Business and Economics*, 21, 45–54. <https://doi.org/10.37394/23207.2024.21.45>

39. International Journal of Retail & Distribution Management, 48(4), 356–375. <https://doi.org/10.1108/IJRDM-04-2019-0136>
40. Innovation Acceptance Lab. (2020, May 23). Technology Acceptance Model (TAM). Technology Acceptance Lab. <https://acceptancelab.com/technology-acceptance-model-tam> 66
41. Investopedia. (2025). The Hidden Dangers of 'Buy Now, Pay Later': Why Nearly 1 in 4 Users Are at Risk. <https://www.investopedia.com/the-hidden-dangers-of-buy-now-pay-later-why-nearly-1-in-4-americans-are-at-risk-11789074>
42. Jamilakhon, S., Salas-Velasco, M., & Zhang, Y. (2024). Unlocking the Impact of Financial Education in Paylater Services: Investigating the Moderating Effect on Student Financial Behavior. Migration Letters.
43. <https://migrationletters.com/index.php/ml/article/download/5482/3769/15274>
44. Jundi, A., & Ridanasti, E. (2024). Understanding the influence of perceived usefulness, perceived ease of use, and perceived enjoyment on attitude and buying intention using buy now pay later service. COSTING: Journal of Economic, Business and Accounting, 7.
45. <https://dspace.uui.ac.id/handle/123456789/54699>
46. Keil, J., & Burg, V. (2023). “Buy now, pay later” and impulse shopping. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.4629415>
47. Lu, J., & Cheng, L. (2012). Perceiving and Interacting Affordances: A new model of Human–Affordance Interactions. Integrative Psychological and Behavioral Science, 47(1), 142–155.
48. <https://doi.org/10.1007/s12124-012-9202-2>
49. McCareins, M. (2024, November 21). What Is a Deferred Payment and How Does it Work? altLINE. <https://altline.sobanco.com/what-is-a-deferred-payment/>
50. Monroe, K. B. (2012). Pricing: Making Profitable Decisions (3rd ed.). McGraw-Hill Education.
51. Mortimer, G., Fazal-E-Hasan, S. M., Andrews, L., & Martin, J. (2020). Online impulse buying: A test of the retail environment. Journal of Retailing and Consumer Services, 54, 102035. <https://doi.org/10.1016/j.jretconser.2019.102035>
52. Ng, F. (2024). Regulate now, live easy later. The Star. <https://www.thestar.com.my/business/business-news/2024/08/26/regulate-now-live-easy-later>
53. Nuraisyah, N., Azmi, N., Hazrini, N., Zahari, M., Mohsin, F., & Md, N. (2024). Buy Now Pay Later Mechanism Trigger Impulsive Purchase Behaviour among Malaysian Millennials generation. International Journal of Business and Technology Management.
54. <https://doi.org/10.55057/ijbtm.2024.6.1.4> 67
55. Ofori, K. S., Boateng, H., & Okoe, A. F. (2022). The influence of mobile payment ease of use on impulse buying: The moderating role of gender. Journal of Retailing and Consumer Services, 66, 102892. <https://doi.org/10.1016/j.jretconser.2022.102892>
56. Osman, I., Ariffin, N. A. M., Yuraimie, M. F. N. B. M., Ali, M. F. B., & Akbar, M. A. F. B. N. (2024). How Buy Now, Pay Later (BNPL) is Shaping Gen Z's Spending Spree in Malaysia. Information Management and Business Review, 16(3(I)S), 657–674.
57. [https://doi.org/10.22610/imbr.v16i3\(i\)s.4092](https://doi.org/10.22610/imbr.v16i3(i)s.4092)
58. Palmer, W. (2013). American Psychological Association. Study Participants and Informed Consent, 46(8), 62. <https://www.apa.org/monitor/2015/09/ethics>
59. Pettersson, L., & Möller Dahlberg, M. (2025). BNPL Made Me Do It: The Influence of Buy Now Pay Later on Impulsive Buying in Sweden. Karlstad Business School. <https://www.divaportal.org/smash/get/diva2%3A1943166>
60. Pham, T., & Ahammad, M. F. (2017). Antecedents and consequences of online customer satisfaction: A holistic process perspective. Technological Forecasting and Social Change, 124, 332–342. <https://doi.org/10.1016/j.techfore.2017.04.003>
61. Podin, N., Yusoff, N. T. I., Jie, N. R., Halim, S. N. A., Amran, N. F. A., & Fakhrudin, F. M. (2025). Exploring the Impacts of Buy Now, Pay Later (BNPL) Payment Method among Millennials and Generation Z in Malaysia. International Journal of Research and Innovation in Social Science, 9(6), 6488–6503.
62. Qureshi, F. H., Sokic, K., & Khawaja, S. (2024). Impulsive Buying Tendencies and Personality. Cognitive and Affective Aspects. <https://doi.org/10.20944/preprints202409.2097.v1>
63. Raj, A. P. (2021). ‘Buy now, pay later’ a growing force in e-commerce. The Edge Malaysia. <https://theedgemaalaysia.com/article/buy-now-pay-later-growing-force-ecommerce>

64. Rashidi, Q. (2024, April 10). 'Buy now pay later schemes put youth at risk of debt.' The Sun. <https://thesun.my/malaysia-news/buy-now-pay-later-schemes-put-youth-at-risk-of-debtHF13079439>
65. Razack, N., & Dr. Jayarajan, T. (2024). How Equated Monthly Instalment (EMI) Schemes and Buy Now, Pay Later (BNPL) Services Fuel Impulsive Buying: A Closer Look at Consumer Behaviour. *International Education and Research Journal*, 10(8).
66. <https://doi.org/10.21276/ierj24012317973305>
67. Research Guides: Public Health Research Guide: Primary & Secondary Data Definitions. (2025). <https://researchguides.ben.edu/c.php?g=282050&p=403658168>
68. Saleh, K., & Saleh, K. (2025, January 4). The State of Impulse Buying (Statistics & Trends 2025). Invesp - Conversion Rate Optimization Blog. <https://www.invespcro.com/blog/impulse-buying>
69. Sampling methods: types, techniques & best practices. (2024, November 4). Qualtrics. <https://www.qualtrics.com/en-au/experience-management/research/sampling-methods>
70. Schiffman, L. G., & Kanuk, L. L. (2014). *Consumer Behavior* (11th ed.). Pearson.
71. Secapramana, L. V. H., Magdalena, G. J., & Yuwanto, L. (2021). Impulsive buying, post purchase regret, and credit card. *Advances in Economics, Business and Management Research*. <https://doi.org/10.2991/aebmr.k.210510.002>
72. Sharma, A., & Aggarwal, A. G. (2019). Mobile wallet adoption in India: An analysis of user's perspective. *International Journal of Bank Marketing*, 37(7), 1590–1611.
73. <https://doi.org/10.1108/IJBM-11-2018-0315>
74. Singh, S. (2024, December 17). What is Research Design? Types, Elements and Examples. Researcher.Life. <https://researcher.life/blog/article/what-is-research-design-types-examples>
75. Soomro, S. A., & Habeeb, Y. O. (2024). Impact of Perceived Ease of Use on Impulsive Buying Behaviour through Mobile Commerce with Hedonic and Utilitarian Effects. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2024.103456>
76. Stewart, L. (2025, February 11). Understanding informed consent in research. ATLAS.ti. <https://atlasti.com/research-hub/informed-consent-in-research>
77. Sullivan, O. (2024, July 12). The illusion of affordability: How 'Buy now, pay Later' schemes influence our spending decisions. Lawyer Monthly. <https://www.lawyermonthly.com/2024/04/the-illusion-of-affordability-how-buy-now-pay-later-schemesinfluence-our-spending-decisions>
78. Tamrin, S. N. A., Shad, M. K., Mukhtar, B., Fong, W. L. & Jalil, N. A. (2023). A proposed framework for assessing BNPL (Buy Now, Pay Later) adoption and its impact on consumers' buying behavior. *International Conference on Environmental, Social and Governance, KnE Social Sciences*, 804-812. DOI 10.18502/kss.v8i20.14639
79. Teo, S. C., Lee, C. J., & Oh, T. H. (2022). Factors Affecting Impulsive Buying Behaviour–Evidence from Malaysia. *Global Business and Management Research: An International Journal*, 12(2), 1–20. <https://www.researchgate.net/publication/344992144>
80. Thaler, R. H. (1985). Mental accounting and consumer choice. *Marketing Science*, 4(3), 199–214. <https://doi.org/10.1287/mksc.4.3.19969>
81. Tjissen, J. (2021, December 9). Assessing BNPL's benefits and challenges. Bain. <https://www.bain.com/insights/assessing-benefits-and-challenges-bnpl-report-2021>
82. Tung, T. C. (2023, October 17). Financial literacy key amid growth of 'buy now, pay later' schemes. Free Malaysia Today.
83. <https://www.freemalaysiatoday.com/category/nation/2023/10/17/financial-literacy-key-amidgrowth-of-buy-now-pay-later-schemes>
84. Turney, S. (2022). Pearson Correlation Coefficient (r) | Guide & Examples. Scribbr. <https://www.scribbr.com/statistics/pearson-correlation-coefficient>
85. Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences*, 39(2), 273–315. <https://doi.org/10.1111/j.1540-5915.2008.00192.x>
86. Wang, Z. (2025, January 14). Buy Now, Pay Later: Market impact and policy Considerations. Richmond Fed.
87. Wen, E. C. Y., Hoo, W. C., Lee, A., & Aw, Y. C. (2023). Mobile banking application (app) adoption behaviour amongst Malaysian consumers. *WSEAS Transactions on Business and Economics*, 20, 70–80.

-
- https://doi.org/10.37394/23207.2023.20.70https://www.richmondfed.org/publications/research/economic_brief/2025/eb_25-03
90. Wilshusen, S. (2022). Consumer credit card payment deferrals during the COVID-19 pandemic. Discussion Paper. <https://doi.org/10.21799/frbp.dp.2022.01>
91. Wilson, N., Keni, K., & Tan, P. H. P. (2021). The Role of Perceived Usefulness and Perceived Ease-of-Use toward Satisfaction and Trust which Influence Computer Consumers' Loyalty in China. *Gadjah Mada International Journal of Business*, 23(3), 262.
92. <https://doi.org/10.22146/gamaijb.32106>
93. World Economic Forum. (2025). Buy now, pay later: How financial education can break the debt trap. <https://www.weforum.org/stories/2025/06/buy-now-pay-later-financial-education-debt>
94. Ye, Z. (2025). The impact of negative emotions on consumer behaviors. *Advances in Economics Management and Political Sciences*, 145(1), 141–145. <https://doi.org/10.54254/2754-1169/2024.ld19037>