

Impact of BNPL Services on Consumer's Impulsive Buying Behavior of Generation Z with Special Reference to the E-Commerce Platforms in Sri Lanka

W K H Jayarathne

Department of Marketing Management, University of Kelaniya, Sri Lanka
heshani921@gmail.com

U J Mirando

Department of Marketing Management, University of Kelaniya, Sri Lanka
mirandou@kln.ac.lk

Buy Now Pay Later (BNPL) Services have emerged as a transformative payment method in the e-commerce sector, enabling consumers to make instant purchases with differed payments often without interest, Despite global studies highlighting BNPL's impact on impulsive buying behavior, there is a lack of empirical studies examining how these services influences Generation Z consumers in Sri Lanka's unique socio-economic and cultural Context, creating a significant empirical derivation. Furthermore, while BNPL services consume convenience and e-commerce growth, many platforms fail to address the risks of overconsumption and financial strain among young users, representing a critical performance gap.

This study adopts a positive philosophy, emphasizing objective measurement and hypothesis testing to explore the relationship between BNPL services and impulsive buying behavior among Generation Z consumers. The study employs a deductive approach, beginning with established theories and frameworks to develop hypotheses, which are then tested using quantitative data. A cross-sectional research design is utilized, collecting data at a single point in time through a structured online questionnaire targeting individuals aware of or using BNPL services on Sri Lankan e-commerce platforms. The methodology ensures a systematic exploration of the phenomena within the defined timeframe providing insights into the behavioral patterns of the targeted demographics. The target population for this study comprises Generation Z consumers in Sri Lanka who are aware of or use BNPL services on e-commerce platforms. A non-probability convenience sampling technique was employed to gather data from respondents who were easily accessible and willing to participate. Using an online sample size calculator, the required sample size was determined to be 384 respondents. However, 369 responses were collected, and 354 valid responses were analyzed after

screening. Data was collected through self-administrated questionnaire designed to measure the influence of BNPL features such as convenient payment systems, flexible repayment options and accessible credit mechanisms on impulsive buying behavior. The questionnaire utilized a 5-point Likert scale to capture respondents' levels of agreement with various statements and was pre-tested to ensure clarity and reliability. The Collected data was analyzed using SPSS software to perform descriptive statistics, hypothesis testing and reliability checks ensuring robust insights into the relationships among the study variables .

The study reveals a significant positive relationship between BNPL service features, convenient payment systems, flexible repayment options, and accessible credit systems and impulsive buying behavior among Generation Z consumers Sri Lanka, Flexible repayment plans emerged as the most influential factor driving impulsive purchases, highlighting the psychological appeal of deferred payments without immediate financial burdens. Convenient payment systems also played a crucial role by simplifying transactions and reducing perceived purchasing barriers. Accessible credit mechanisms. Such as minimal credit checks and interest-free installments.

Empirically, the study addresses the gap in localized research by offering insights into the unique behavioral dynamics of Sri Lankan Gen Z consumers. These findings expand the global understanding of BNPL's impact in emerging markets, highlighting the interplay between socioeconomic conditions and digital consumer behavior. The study's insights are particularly relevant for policymakers aiming to regulate BNPL services in a way that balances consumer welfare with market growth.

The study's limitations provide avenues for further exploration. The cross-sectional design precludes insights into longitudinal changes in consumer behavior, such as evolving preferences or long-term financial impacts of BNPL usage. Additionally, the use of convenience sampling may limit the generalizability of findings to the broader Sri Lankan Gen Z population. Future studies could employ longitudinal designs and probabilistic sampling methods to capture more representative data.

Qualitative approaches, such as interviews or focus groups, could complement the quantitative finding by uncovering deeper psychological motivations behind impulsive buying. Furthermore, the future could explore how other variables, such as social media influence, marketing strategies, and individual financial literacy levels, interact with BNPL services to shape

impulsive purchasing behavior. Expanding the geographical scope to include other emerging markets could also provide comparative insights into cultural and economic influences on BNPL adoption

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