

Major Research Project

**Convenience or Debt Trap? A Comparative
Analysis of BNPL Perception and Usage**

Submitted By

Akansha Negi

2K23/DMBA/08

Under The Guidance

Dr Yashdeep Singh

Assistant Professor



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

Miss Akansha Negi, Roll No. 2K23/DMBA/08, has submitted the Major Research Project titled “Convenience or Debt Trap? A Comparative Analysis of BNPL Perception and Usage” in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) from the Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2024–25.

The research work has been successfully completed under the supervision of Dr. Yashdeep Singh, Assistant Professor, Delhi School of Management. The research undertaken by the student is an original and independent work, reflecting her understanding of the subject matter and research capabilities. The findings, analysis, and conclusions presented in the report are based on her sincere efforts and academic diligence.

We hereby acknowledge the successful completion of the research work and commend the efforts of the student.

Dr. Yashdeep Singh

Assistant Professor

DECLARATION

I, Akansha Negi, MBA (2023-2025) student of Delhi School of Management, Delhi Technological University, hereby declare that the project report titled “Convenience or Debt Trap? A Comparative Analysis of BNPL Perception and Usage” is the result of my independent research work carried out under the guidance of Dr. Yashdeep Singh, Assistant Professor, Delhi School of Management.

The data, analysis, and findings presented in this report are original and have not been submitted previously to any other institution or university for the award of any degree, diploma, or certificate. Wherever references from existing literature or secondary data have been used, they have been duly acknowledged.

This report is submitted in partial fulfilment of the requirements of the Master of Business Administration (MBA) program at Delhi Technological University.

Akansha Negi

2K23/DMBA/08

Date:

Place:

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who have supported and contributed to the completion of this research project. First and foremost, I would like to thank my research supervisor, Dr. Yashdeep Singh, for his invaluable guidance, encouragement, and expertise throughout the course of this study. His insights and constructive feedback were instrumental in shaping the direction of my work.

I am also grateful to the participants of this study, whose time and willingness to share their perspectives made this research possible. Without their cooperation, this project would not have been able to come to fruition.

Additionally, I would like to acknowledge my peers, faculty members, and the administration of Delhi School of Management, Delhi Technological University, for their support and encouragement. Their help in refining my ideas and providing valuable resources has been deeply appreciated.

Lastly, I would like to extend my thanks to my family and friends for their unwavering support and belief in me throughout this journey.

EXECUTIVE SUMMARY

This research explores the growing use of Buy Now, Pay Later (BNPL) services in India, focusing on their adoption, perception, and behavioral impact among college students in Delhi and the NCR region. As BNPL gains popularity for its convenience and flexibility, concerns arise around impulsive spending, debt risks, and regulatory gaps. The study aims to assess whether BNPL serves as a financial tool or a debt trap, based on a survey of 114 students aged 19–28. It analyzes awareness, usage patterns, and financial literacy using descriptive statistics, correlation tests, and logistic regression in SPSS.

Key variables studied include:

- BNPL usage frequency and platform preference
- Perception of BNPL (as a convenience or a debt trap)
- Influence of financial literacy and credit card usage
- Association with financial stress, overspending tendencies, and peer influence

Key Findings

1. Low Usage, Moderate Awareness: While only 26.3% of respondents reported using BNPL, awareness levels were relatively high (mean rating: 3.61/5). Among non-users, awareness significantly increased the likelihood of future consideration.
2. Perception Divide:
 - 70% of BNPL users perceive the service as a financial convenience.
 - 51.2% of non-users view it as a potential debt trap.
 - Higher awareness was correlated with more informed and neutral perceptions.
3. Financial Literacy as a Protective Factor: Students with higher financial literacy were significantly more likely to see BNPL as a convenient tool, while those with lower literacy and higher spending levels tended to view it as risky.

4. Credit Card Users More Likely to Use BNPL: The odds of using BNPL were six times higher among credit card users, suggesting an overall openness to digital credit tools.
5. Strong Correlation with Financial Stress: A very strong positive correlation ($r = 0.925$) was found between BNPL usage and financial stress, emphasizing the need for responsible usage frameworks.
6. Satisfaction Among Current Users: BNPL users reported high intent to continue using and recommend BNPL, reflecting a positive experience despite associated risks.

Implications for Stakeholders

- For BNPL Providers: Transparent communication, usage safeguards, and consumer education are essential to maintain trust and reduce default risks.
- For Regulators and Policymakers: The findings highlight the urgent need for specific BNPL regulations that ensure responsible lending, disclosures, and data protection.
- For Educators: Introducing financial literacy programs into higher education curricula can empower students to make informed decisions about credit products like BNPL.

The study finds that BNPL services are at once empowering and potentially harmful. Their appeal to young, tech-savvy users is undeniable—but so is the risk of financial overextension without adequate awareness or regulation. With financial literacy and awareness emerging as key determinants of safe usage, educational and regulatory initiatives are critical to ensure that BNPL remains a tool for inclusion rather than a gateway to indebtedness.

TABLE OF CONTENT

Title	Page no.
Introduction	1
Literature Review	7
Research Methodology	13
Analysis	20
Conclusion	29
References	32
Annexures	33

INTRODUCTION

1.1 Background

The financial services sector in India has seen tremendous transition, owing to the growing use of digital technologies. Among the different developments, the Buy Now, Pay Later (BNPL) model has emerged as a viable alternative to traditional credit systems. With BNPL, customers can buy purchases and postpone payments for a predetermined amount of time, frequently without incurring interest. Because of its accessibility and ease of use, this approach has become very popular, especially with younger audiences.

BNPL services have become very popular in India for a number of reasons. Flexible payment methods have become necessary due to the increase in e-commerce, particularly during the COVID-19 epidemic. By bridging the gap between consumers' urgent purchasing demands and financial limits, BNPL helps them better control their spending. Furthermore, the adoption of BNPL services has been expedited by the integration of these services by fintech companies and large e-commerce platforms.

However, the rapid expansion of BNPL services also raises concerns. The ease of access to deferred payment options may lead to impulsive buying behaviors, potentially resulting in financial stress for consumers. The lack of stringent regulatory frameworks governing BNPL services in India exacerbates these concerns, highlighting the need for comprehensive research to understand the implications of BNPL adoption, especially among vulnerable groups like college students.

- Growth and Market Dynamics

In recent years, the BNPL market in India has grown at an exponential rate. Verified Market Research estimates that the India BNPL market will grow at a compound annual growth rate (CAGR) of 36.1% from 2024 to 2031, from its 2023 valuation of USD 2.79 billion to USD 36.81 billion. Growing consumer preference for online purchasing and a rise in the need for short-term loans are the main drivers of this expansion.

Urban regions are not the only places where BNPL services are being adopted. Increased internet penetration and smartphone usage are driving a notable

surge in Tier II and Tier III cities. Customers of all income levels find BNPL services' flexibility appealing, especially those without access to conventional credit facilities.

- **Demographic Shifts and Consumer Behavior**

The primary users of BNPL services in India are millennials and Generation Z. These digital-native cohorts are more inclined towards adopting innovative financial solutions that offer convenience and flexibility. The lack of stringent credit checks and the ease of onboarding make BNPL an attractive option for young consumers who may not have established credit histories.

However, this demographic is also more susceptible to impulsive purchasing behaviors, which can lead to financial overextension. The allure of deferred payments may encourage spending beyond one's means, resulting in a cycle of debt accumulation. This is particularly concerning for college students who may lack the financial literacy to navigate such credit mechanisms responsibly.

- **Regulatory Landscape**

In India, the swift expansion of BNPL services has surpassed the advancement of regulatory structures. Because BNPL providers are currently unregulated, there are worries over responsible lending methods and consumer protection. The Reserve Bank of India (RBI) has recognized the necessity of supervision and is investigating ways to guarantee that BNPL services function in a way that protects the interests of customers. In the absence of clear regulations, there is a risk of predatory lending practices and inadequate disclosure of terms and conditions. This regulatory vacuum necessitates a closer examination of BNPL services, particularly their impact on financially inexperienced users like college students.

- **Financial Literacy and Education**

Financial literacy remains a critical issue in India. A significant portion of the population lacks a basic understanding of financial concepts, which hampers their ability to make informed decisions. For college students, the introduction of BNPL services presents both opportunities and challenges. While these services can provide financial flexibility, they also require a level of financial acumen to manage responsibly.

Educational institutions have a role to play in enhancing financial literacy among students. Incorporating financial education into curricula can equip students with the knowledge to assess the risks and benefits of credit products like BNPL. This proactive approach can mitigate the potential negative consequences associated with uninformed usage.

- Implications for Stakeholders

The BNPL phenomenon presents a complex landscape for various stakeholders:

- Consumers benefit from increased purchasing power and convenience but face the risk of debt accumulation and financial stress.
- BNPL Providers have the opportunity to tap into a vast market but must navigate the challenges of responsible lending and potential regulatory scrutiny.
- Regulators are tasked with developing frameworks that balance innovation with consumer protection.
- Educational Institutions have the responsibility to prepare students for the financial realities of modern credit systems.

The rise of BNPL services in India marks a shift in youth consumer credit behavior. While offering ease and accessibility, these services also carry financial risks, especially amid limited regulation and varying financial literacy. This study explores the awareness, usage, and financial impact of BNPL among Indian college students. It aims to identify key adoption drivers and behavioral outcomes to guide stakeholders in encouraging responsible BNPL use.

1.2 Problem Statement

The financial landscape has been profoundly altered by the emergence of Buy Now, Pay Later (BNPL) services, especially among younger, tech-savvy consumers like college students. Although BNPL services are convenient, there is continuous discussion over whether they are a good financial tool or a possible debt trap. The purpose of this study is to investigate how college students in Delhi and the Delhi NCR area embrace, use, and perceive BNPL services.

While BNPL services promise ease and flexibility, their implications on financial behavior remain unclear. Specifically, there is a need to assess whether BNPL is perceived as a convenient financial solution or as a risky financial mechanism leading to overspending and debt accumulation. The main study topics center on comprehending the financial and demographic factors that influence BNPL use, how financial awareness and literacy affect user perception, and how BNPL use and student financial stress are related. Based on customer happiness and recommendations, the study also seeks to assess the intention of continuous use and possible market expansion.

This study addresses this gap by analyzing the awareness levels, perceptions, and behavioral responses of college students in Delhi and the NCR region toward BNPL services. It also investigates the relationship between financial awareness and the intent to use BNPL, helping to highlight potential risks and opportunities in promoting responsible digital credit usage among youth.

1.3 Objective of the Study

The major goal of this research is to investigate college students' acceptance, perceptions, and behavioural patterns regarding Buy Now, Pay Later (BNPL) services.

The study aims to:

- Understand demographic and financial characteristics of students that influence BNPL usage.
- Identify key predictors that drive or deter the adoption of BNPL services.
- Assess students' perception of BNPL as a financial convenience versus a debt trap.
- Analyze the relationship between BNPL usage and financial stress, spending behavior, and awareness levels.
- Evaluate the intention to continue using and recommend BNPL, thereby gauging user satisfaction and potential market growth.
- To assess whether awareness of BNPL influences students' willingness to consider using such services in the future.

By achieving these objectives, the study seeks to provide actionable insights for BNPL providers and financial educators to better cater to the needs of young, digitally active consumers.

1.4 Scope of Study

This study focuses on assessing the adoption, perception, and behavioral impact of Buy Now, Pay Later (BNPL) services among college students based in Delhi and the Delhi NCR region. The research sample comprises 114 respondents, ensuring representation from diverse academic institutions within the target geography.

Quantitative data was collected through a structured questionnaire and analyzed using SPSS (Statistical Package for the Social Sciences). The analysis includes descriptive statistics, binary logistic regression, and correlation tests (Pearson and Spearman) to derive meaningful insights into students' financial behavior, awareness levels, and usage patterns of BNPL services.

The scope of the study is limited to:

- **Geographical Region:** Students from colleges located in Delhi and Delhi NCR.
- **Target Group:** Undergraduate and postgraduate students aged between 19 and 28 years.
- **Tools Used:** Statistical analysis conducted using SPSS to ensure accurate and reliable findings.
- **BNPL Focus:** Emphasis on evaluating awareness, perception (convenience vs. debt trap), financial stress, and intent to continue using BNPL services.
- **Service-Specific Insights:** While the study does not focus on any specific BNPL brand, it offers insights into general user behavior, satisfaction, financial impact, and adoption potential across platforms.

This research serves as a foundation for understanding how digital financial products like BNPL are perceived by the younger generation and provides strategic insights for fintech companies and policymakers aiming to enhance financial inclusion responsibly.

LITERATURE REVIEW

2.1 The relationship between responsible financial behaviours and financial wellbeing: The case of buy- now-pay-later

Powell et al. (2023) explore the relationship between responsible financial behaviors (RFRBs) and financial wellbeing, particularly in the context of Buy Now, Pay Later (BNPL) services. Their study emphasizes the importance of behaviors like budgeting, reading terms and conditions, and controlling impulsive purchases to protect financial wellbeing. The research also highlights the lack of a universal definition for financial wellbeing but references Australian models that combine objective and subjective indicators.

The literature links financial wellbeing to various factors, including financial literacy, income, and psychological aspects like self-control. Financial literacy is shown to improve financial decision-making, while impulsive buying tendencies contribute to poorer financial outcomes. Powell et al. also point out that although BNPL's interest-free model appeals to many, particularly young adults, the lack of regulatory oversight exposes users to financial risks, as many are unaware of the implications of defaulting.

Powell et al. note a significant gap in research focused specifically on BNPL, with much of the existing literature drawn from studies on traditional credit products. Their study aims to fill this gap, particularly in the Asia-Pacific region, through survey-based methods. By doing so, it contributes to a better understanding of BNPL users' behaviors and enriches the field of qualitative finance research.

2.2 When Consumption Benefits Precede Costs: Towards an Understanding of 'Buy Now, Pay Later' Transaction

Siemens (2007) investigates the psychological effects of deferred payment systems like Buy Now, Pay Later (BNPL), focusing on how the temporal ordering of consumption and cost influences consumer satisfaction, fairness perceptions, and behavioral intentions. Drawing from prospect theory and mental accounting, Siemens explores the psychological coupling of payments and benefits, emphasizing that breaking this connection—such as in deferred payments—alters consumer decision-making. Her study shifts the focus from the traditional "pay now, consume later" model to the "consume now, pay later" scenario, examining how delayed payments affect consumer experiences.

Siemens confirms the concept of benefit depreciation, where the enjoyment or hedonic value of consumption fades over time, making later payments feel more painful. Her experiments show that as the delay between receiving a benefit and incurring a cost increases, consumer satisfaction decreases, willingness to repeat the transaction drops, and fairness perceptions diminish. These effects are most pronounced with longer delays, highlighting the psychological disconnection between the initial benefit and subsequent cost.

The study's findings suggest important implications for BNPL and credit-based systems. Although these models encourage immediate consumption, they can lead to lower long-term satisfaction and engagement due to the psychological decoupling of benefits and costs. Siemens' research provides a new perspective on consumer finance, underscoring the need to consider the timing of payments in financial products to avoid diminishing consumer satisfaction over time.

2.3 Buy Now, Pay Later Loans, Social Norms, and Consumer Indebtedness

The rise of Buy Now, Pay Later (BNPL) products has sparked significant research into consumer behavior, particularly among young adults. Ackert, Khayati, and Kelani (2024) extend the existing literature by integrating social norm theory to explore how peer influence shapes financial choices. While previous studies emphasized financial literacy and self-control as key factors in consumer debt, Ackert et al. argue that social norms—such as perceived peer behaviors and beliefs—play a crucial role in decisions around BNPL and credit card use.

Their study demonstrates that social influence significantly affects BNPL choices, with participants more likely to opt for BNPL over traditional credit cards, even when both options involve debt. The research reveals that perceived peer approval and the belief that others in their social networks use BNPL create a strong social norm, influencing individuals' financial decisions. This highlights the psychological appeal of BNPL, where immediate gratification and present bias are reinforced by social pressure.

Ackert et al.'s findings align with broader behavioral economics discussions and emphasize the importance of addressing collective norms in policy interventions. They argue that simply providing financial education is insufficient to curb BNPL usage, as long as the social acceptance of this behavior persists. Effective regulation should focus not only on individual financial literacy but also on reshaping social norms around BNPL use to prevent consumers from falling into debt traps.

2.4 Buy Now, Pay Later: Impact of Installment Payments on Customer Purchases

Maesen and Ang (2024) provide a detailed analysis of how Buy Now, Pay Later (BNPL) installment schemes affect consumer purchase behavior. Drawing from temporal reframing theory and mental accounting, the study explores how breaking down payments into smaller installments influences spending patterns and psychological perceptions of affordability.

Using a difference-in-differences analysis with real-world data from a major U.S. retailer, the authors find that the introduction of BNPL significantly increases both the likelihood of purchase and the amount spent. This effect is strongest among consumers who previously made smaller purchases and relied more on credit cards—indicating that BNPL appeals to those feeling financially constrained.

To support these findings, the authors conduct preregistered experiments showing that BNPL installments reduce perceived financial stress by making costs feel more manageable. Even when consumers are aware of the total cost, the segregation of payments allows them to disassociate the full price, enhancing their willingness to spend.

While the study acknowledges concerns about overconsumption and debt cycles, it reframes BNPL as a potentially effective retail tool—if implemented responsibly. It concludes with a call for more research on the long-term financial impacts, especially for younger or financially vulnerable users.

2.5 How mindfulness reduces BNPL usage and how that relates to overall well-being

Schomburgk and Hoffmann (2023) explore how mindfulness can help mitigate the psychological drivers behind excessive Buy Now, Pay Later (BNPL) use, offering a fresh perspective on consumer protection and financial wellbeing.

BNPL services, which provide instant access to goods without immediate payment or traditional credit checks, appeal to younger consumers but often lead to overconsumption, debt, and financial stress. Previous studies highlight that many users underestimate associated costs and lack awareness of the financial implications, resulting in reduced long-term financial wellbeing.

Using Brüggen et al.'s (2017) framework on financial wellbeing, the authors propose that mindfulness—defined as present-moment awareness—can counteract impulsive spending and enhance self-control. Their structural equation modeling, based on a representative Australian sample, shows that individuals with higher mindfulness levels are less likely to engage in BNPL usage due to lower impulsivity and better financial self-regulation.

Findings also show that high BNPL usage correlates with greater money management stress and lower future financial security, both of which negatively affect overall life satisfaction. These results support broader psychological theories linking financial stress with reduced wellbeing.

The study breaks new ground by linking mindfulness to financial behavior, suggesting that app-based interventions and behavioral nudges could improve financial decision-making. It also recommends that regulators and BNPL providers introduce safeguards to help users avoid impulsive financial decisions, particularly in vulnerable groups.

2.6 Buy what you want, today! Platform ecologies of ‘buy now, pay later’ services in Singapore

Tan (2022) offers a novel perspective on Buy Now, Pay Later (BNPL) services by framing them within the concept of platform ecologies, with a specific focus on Singapore’s fintech landscape. Unlike traditional credit systems, BNPL operates through algorithmic governance and real-time data processing, targeting digitally savvy, often credit-invisible consumers. These services not only facilitate consumption but also subtly reshape user identities into new financial subjects, deeply embedded in emerging digital debt structures.

The article emphasizes that BNPL is more than a payment tool—it is a socio-technical system that manages financial risk in opaque and emotionally manipulative ways. Tan draws on Deville’s concept of the “lure for feeling” to explain how BNPL marketing uses emotional appeals to normalize impulsive buying, while the platforms simultaneously track user behavior to manage repayment through automated prompts and penalties. This seamless yet insidious design blurs the lines between convenience and debt entrapment.

Tan also raises important concerns about regulatory gaps and data transparency, noting that BNPL firms often avoid the scrutiny of traditional lenders despite their credit-like operations. The lack of disclosure around credit limits and assessment methods exacerbates consumer vulnerability, especially as platforms commodify user data without clear consent. Overall, the study positions BNPL within a broader ecosystem of digital capitalism, calling for more critical attention to its socio-economic and emotional impacts.

RESEARCH METHDOLOGY

3.1 Research Design

This research follows an exploratory research design, aimed at gaining insights into the usage and perception of BNPL (Buy Now, Pay Later) services among Indian college students. The research seeks to explore the factors influencing BNPL adoption, including demographic, financial, and behavioral elements. The study does not seek to predict future outcomes but focuses on understanding current usage patterns and the motivations driving BNPL adoption.

3.2 Population and Sample

The study's target population is Indian college students aged 18 to 28, as they are the key demographic that uses BNPL services. Data was collected from 114 respondents using convenience sampling, which allowed access to a diverse group of students through online platforms such as WhatsApp, Telegram, and LinkedIn.

- Sample Size: 114 valid responses
- Sampling Method: Non-probability – Convenience Sampling
- Demographic Focus: Indian college students aged 18–28 years

3.3 Data Collection Methods

Primary data was gathered via a standardized Google Form questionnaire given to students via multiple online venues. The form was designed to gather data on several key areas, including demographic characteristics, BNPL awareness, usage patterns, motivational drivers, and financial literacy. The form was circulated across student groups on platforms such as WhatsApp and university mailing lists.

The questionnaire was divided into the following sections:

- Demographics: Age, gender, academic level, income/allowance
- BNPL Awareness: Awareness level of BNPL services, known platforms, and sources of information

- Usage Patterns: Frequency of BNPL usage, preferred platforms, repayment habits
- Motivational Drivers: Factors influencing BNPL usage, such as peer pressure, convenience, advertisements
- Financial Literacy: Budgeting skills, awareness of interest rates, and late fees

3.4 Research Instrument

To collect organized, quantifiable data, a self-administered Google Form was used, including a mix of multiple-choice, Likert-scale, and rating-based items.

3.5 Tools and Techniques for Analysis

The acquired data was examined using SPSS (Statistical Package for the Social Sciences). Data cleansing, descriptive analysis, and hypothesis testing were all done with this software. The analysis was performed using the following tools:

- Descriptive Statistics: To summarize the demographic characteristics and BNPL usage patterns among respondents.
- Correlation Analysis: To identify relationships between financial literacy and BNPL usage.
- Regression Analysis: If applicable, regression models were used to explore how various factors influence BNPL adoption.

3.6 Demographic and Behavioral Overview

This study analyzed data collected from a total of 114 respondents, primarily Indian college students, to explore their perceptions and use of Buy Now, Pay Later (BNPL) services.

- Age Distribution
The respondents ranged in age from 19 to 28 years, with the highest concentration in the 23 (23.7%) and 24 (26.3%) age groups, representing over

half of the sample. This reflects a youthful demographic, consistent with the college student population targeted for this study.

- Gender Distribution

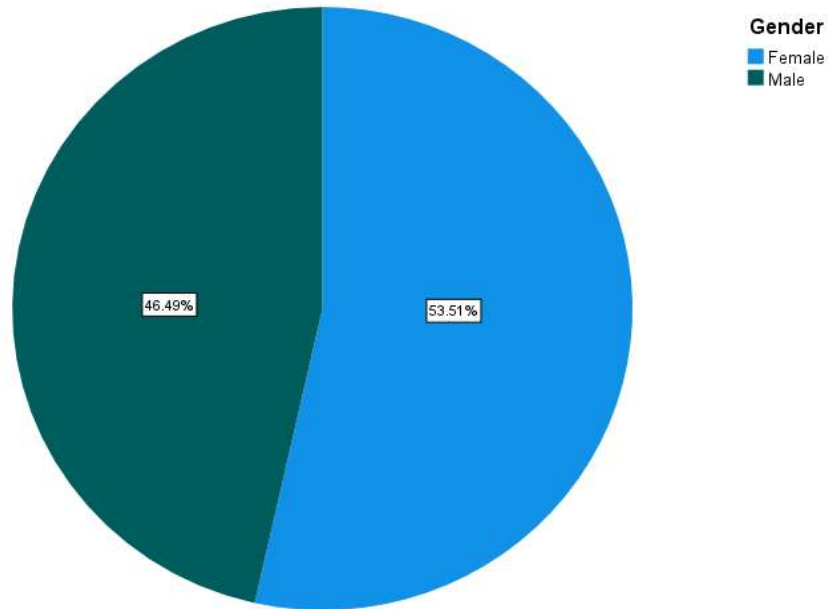


Figure 3.1 (Own Analysis)

Out of 114 participants:

- Female respondents make up 53.51% of the sample (n = 61)
- Male respondents account for 46.49% of the sample (n = 53)

This relatively balanced gender distribution provides a fair basis to analyze gender differences in BNPL perception and usage.

- Monthly Income

The monthly income distribution is as follows:

- 37.7% earn less than ₹5,000
- 29.8% earn more than ₹20,000
- 21.1% earn between ₹5,000 and ₹10,000

- 11.4% earn between ₹10,000 and ₹20,000

This reflects a diverse range of financial backgrounds, which may influence their attitudes toward financial tools like BNPL.

- Monthly Spending

Respondents' monthly spending patterns are as follows:

- 34.2% spend less than ₹5,000
- 28.1% spend between ₹10,000 and ₹20,000
- 26.3% spend between ₹5,000 and ₹10,000
- 11.4% spend more than ₹20,000

These figures suggest that a significant portion of students manage modest spending habits, which may impact their adoption of services like BNPL.

- Financial Literacy

The financial literacy rating distribution is:

- 33.3% rated their financial literacy as 4 (on a 5-point scale)
- 27.2% rated it as 3
- 21.1% rated it as 5
- 10.5% rated it as 1
- 7.9% rated it as 2

Most of the respondents have a moderate to higher level of financial literacy, indicating that they may be more informed about financial products and their implications.

- BNPL Usage

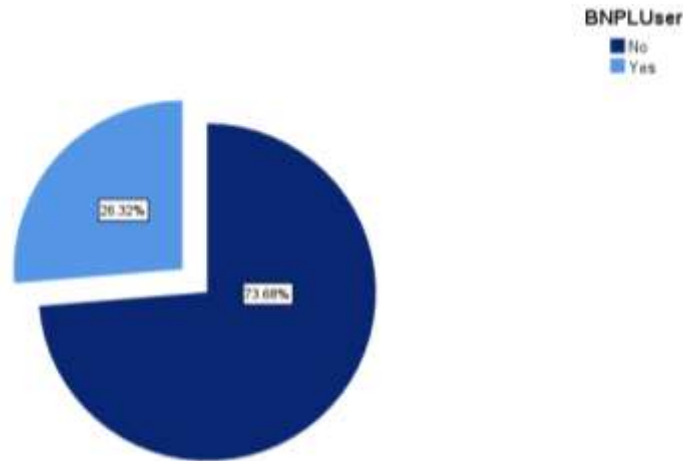


Figure 3.2 (Own Analysis)

Only 26.3% of respondents (30 out of 114) reported using BNPL services, while 73.7% (84 respondents) do not use them. This indicates that BNPL is still emerging among college students and might face barriers related to awareness, trust, or access.

- Credit Card Usage

BNPL_User * Credit_Card_User
Crosstabulation

		Credit_Card_User		Total
		No	Yes	
BNPL_User	No	64	20	84
	Yes	16	14	30
Total		80	34	114

Figure 3.3 (Own Analysis)

70.2% of respondents (80 out of 114) do not use credit cards, while 29.8% (34 out of 114) are credit card users.

- Among BNPL users, 46.7% are credit card users, and 53.3% are not.
- Among non-BNPL users, 80.9% do not use credit cards, while only 23.8% are credit card users.

This suggests that credit card usage and BNPL usage are somewhat related, with those more likely to use one type of financial product also being more likely to use the other.

- Perception of BNPL: Convenience vs. Debt Trap

To examine how perception of BNPL differs between users and non-users, a crosstabulation was conducted between BNPL usage and the perceived nature of BNPL as either a financial convenience or a debt trap.

BNPL_User *
BNPL_FinancialConvenience_DebtTrap
Crosstabulation

Count

		BNPL_FinancialConvenience_DebtTrap		
		Debt Trap	Financial Convenience	Total
BNPL_User	No	43	41	84
	Yes	9	21	30
Total		52	62	114

Figure 3.4 (Own Analysis)

- Among BNPL users (n = 30):
 - 21 individuals (70%) view BNPL as a financial convenience
 - 9 individuals (30%) consider it a debt trap
- Among non-users (n = 84):
 - 41 individuals (48.8%) view BNPL as a financial convenience
 - 43 individuals (51.2%) consider it a debt trap

This suggest that BNPL users are more prone to perceive BNPL positively, as a tool for financial convenience, whereas non-users are more sceptical, with a slight majority viewing it as a potential debt trap.

3.6 Ethical Considerations

- **Voluntary Participation:** Respondents were made aware of the nature and goal of the study prior to starting the survey, and participation was entirely voluntary.
- **Anonymity and Confidentiality:** Respondents' identities were kept confidential, and no personally identifiable information was collected.
- **Data Usage:** The data gathered was utilized solely for educational and research purposes and will not be disclosed with third parties.
- **Informed Consent:** Participants were given clear instructions and consented to the terms of participation before proceeding with the survey.

3.7 Limitations of Study

- **Sampling Bias:** The use of convenience sampling limits the representativeness of the sample, as it may not reflect the broader population of college students across India.
- **Self-Reported Data:** Since data was self-reported, there is a potential for bias in responses, particularly in sensitive areas such as financial behavior and literacy.
- **Online Distribution:** As the survey was distributed online, students without internet access or those in regions with limited connectivity may have been excluded, potentially skewing the results.
- **Cross-sectional Data:** The analysis uses cross-sectional data, which means it covers a single point in time rather than tracking changes over time.

ANALYSIS

4.1 Descriptive Statistics

The dataset includes 114 respondents, primarily aged 19 to 28 years (mean = 23.39, mode = 24). Gender distribution was fairly even, with 53.5% female and 46.5% male.

- Monthly Income: Average income was ₹5,478.57, with most earning between ₹5,000–₹10,000 (median = ₹5,000).
- Monthly Spending: Mean spending was ₹3,976.63, with the majority spending less than ₹5,000.
- Financial Literacy: Average rating was 3.46/5 (mode = 4), suggesting moderate literacy.
- Credit Card Usage: Reported by 29.8%, with common usage ratings around 4.
- BNPL Usage: About 26.3% had used BNPL services (mean usage rating = 2.75; mode = 3).
- BNPL Perceptions: Respondents rated BNPL slightly more as a convenience (mean = 2.95) than a debt trap (mean = 2.75), with neutral views most common.
- Awareness & Frequency: BNPL awareness was moderate (mean = 3.61), with occasional usage (mean = 3.12).
- Financial Impact: Users reported moderate financial stress (mean = 2.95) and some missed repayments (mean = 3.12). Concerns about overspending were also present (mean = 3.12).

4.2 BNPL: Credit Cards and Overspending Perception

Test Used: Binary Logistic Regression

Model Summary:

- Chi-square (χ^2) = 50.304, df = 11, $p < 0.001$
- The model was statistically significant, indicating that it performs significantly better than the constant-only model.
- Nagelkerke $R^2 = 0.521 \rightarrow$ Explains 52.1% of the variance in BNPL usage.
- Classification Accuracy: Improved from 73.7% (null model) to 82.5% after including predictors.

Key Predictors:

Variable	Coefficient (B)	p-value	Exp(B)	Interpretation
Credit Card User	1.779	0.008	5.922	Credit card users are ~6 times more likely to use BNPL.
BNPL Encourages Overspending	-0.92	0.007	0.399	Those who believe BNPL leads to overspending are less likely to use it.

Table 4.1 (Own Analysis)

Other variables such as age, monthly income, and financial literacy were not statistically significant.

The model confirms that individual factors—particularly credit card ownership and attitudes toward overspending—are significantly associated with BNPL adoption among college students

4.3 BNPL Perception (Convenience vs. Debt Trap)

Test Used: Binary Logistic Regression

Model Summary:

- Chi-square (χ^2) = 55.844, df = 10, $p < 0.001$
- Nagelkerke R^2 = 0.518
- Classification Accuracy:
 - Debt Trap: 80.8%
 - Financial Convenience: 79.0%
 - Overall: 79.8%

Variable	B	p-value	Exp(B)	Interpretation
Age	0.468	0.006	1.596	Older students more likely to view BNPL as a convenience.
Monthly Spending	1.117	0.006	0.327	Higher spenders more likely to see BNPL as a debt trap.
BNPL Awareness	1.988	0.024	0.137	Aware students more likely to view BNPL as a debt trap.
Financial Literacy Rating	0.647	0.042	1.909	Better financial literacy → more chances to see BNPL as a convenience.
BNPL Encourages Overspending	1.405	<0.001	0.245	Students who believe this are more likely to see BNPL negatively.

Table 4.2 (Own Analysis)

Students' demographics and awareness levels significantly shape their perception of BNPL. Enhanced financial literacy may foster more positive views, whereas overspending concerns and higher spending levels tilt perceptions toward risk.

4.4 BNPL Usage vs. BNPL Perception & Financial Attitudes

Test Used: Correlation Analysis

Key Findings ($p < .05$):

Variable 1	Variable 2	Pearson r	Spearman ρ	Interpretation
Age	BNPL vs Credit Card Preference	-0.253	-0.235	Younger students favor BNPL over credit cards.
BNPL vs Credit Card	BNPL Promotes Financial Responsibility	0.525	0.482	BNPL preference correlates with belief in its responsible use.
BNPL User	BNPL is a Debt Trap	0.187	0.187	Users recognize potential risks of BNPL.
BNPL Awareness	BNPL is a Debt Trap	-0.218	-0.218	Awareness is linked with lower belief in BNPL being a debt trap.

Table 4.3 (Own Analysis)

Interpretation Highlights:

- There's a generational credit shift, with younger users embracing BNPL.
- Users show mixed attitudes—valuing the tool but acknowledging risks.
- Greater awareness correlates with a more informed, less negative view.

4.5 BNPL Usage and Financial Stress

Test Used: Correlation Analysis

Key Results:

Method	Coefficient	Significance	Interpretation
Pearson r	0.925	$p < 0.001$	Very strong positive linear relationship
Spearman ρ	0.989	$p < 0.001$	Extremely strong monotonic relationship

Table 4.4 (Own Analysis)

The use of BNPL is strongly related with higher level of financial stress. Users may benefit from better financial planning tools or usage guidelines to avoid debt cycles.

The analysis shows a very strong and meaningful correlation linking BNPL usage and financial stress among students, with both Pearson ($r = 0.925$) and Spearman ($\rho = 0.989$) values indicating a robust relationship. This suggests that individuals who use BNPL are more inclined to face financial strain, possibly due to challenges in managing repayments or controlling spending.

While BNPL offers short-term flexibility, it may also encourage overspending and contribute to debt accumulation, especially among financially inexperienced users. These findings underline the importance of financial education, budgeting tools, and clear usage guidelines to help students make informed credit decisions and reduce the risk of long-term financial stress.

4.6 Usage, Continuation, and Recommendation

Test Used: Correlation Analysis

Key Results:

Pearson Correlation:	BNPL_User	Continue_Using_BNPL	Recommend_BNPL_To_Friends
BNPL_User	1	0.957 (p < .01)	0.973 (p < .01)
Continue_Using_BNPL	0.957 (p < .01)	1	0.981 (p < .01)

Table 4.5 (Own Analysis)

Spearman Correlation:	BNPL_User	Continue_Using_BNPL	Recommend_BNPL_To_Friends
BNPL_User	1	0.980 (p < .01)	0.994 (p < .01)
Continue_Using_BNPL	0.980 (p < .01)	1	0.985 (p < .01)

Table 4.6 (Own Analysis)

There is a strong positive correlation between current usage, intent to continue, and recommendation likelihood. This reflects a strong user satisfaction and endorsement loop, crucial for BNPL platforms' word-of-mouth growth. High correlation values suggest that once students adopt BNPL, they are not only likely to continue using it but also actively promote it to peers, amplifying its reach within their social circles.

4.7 BNPL Awareness and BNPL Usage

Test Used: Correlation Analysis

To explore the link between students' awareness of BNPL services and their actual usage, both Pearson Correlation and Spearman's Rho Correlation analyses were conducted. The results from both tests are consistent, statistically significant, and underscore the influence of awareness on user adoption.

Key Results

Correlation Test	Correlation Coefficient	p-value	Significance Level	Interpretation
Pearson Correlation	0.241	0.01	Significant at 0.01	Moderate positive correlation: higher awareness is associated with higher usage
Spearman's Rho Correlation	0.241	0.01	Significant at 0.01	Positive correlation confirmed for non-parametric data

Table 4.7 (Own Analysis)

Both Pearson ($r = 0.241$, $p = 0.010$) and Spearman's rho ($\rho = 0.241$, $p = 0.010$) show a fair, positive, and significant relationship between BNPL awareness and usage. This indicates that individuals whom are more aware of BNPL services are more likely to use them, with results consistent across both parametric and non-parametric analyses.

4.8 Association between BNPL Awareness and Future Consideration among Non-Users

Test Used: Chi-Square Test Analysis

To explore the connection between BNPL awareness and the likelihood of considering BNPL usage in the future among non-users (N = 84).

Crosstabulation Summary:

BNPL Awareness	Maybe	No	Yes	Total
No	7	1	8	16
Yes	44	17	7	68
Total	51	18	15	84

Table 4.8 (Own Analysis)

Chi-Square Test Results:

Test	Value	df	Sig. (2-sided)
Pearson Chi-Square	14.497	2	0.001
Likelihood Ratio	12.555	2	0.002
Minimum Expected Count	2.86	—	(Acceptable; note: 2 cells have expected count < 5)

Table 4.9 (Own Analysis)

The Pearson Chi-Square value of 14.497 with a p-value of 0.001 indicates a significant correlation between BNPL awareness and the willingness to use BNPL amenities in the near future, at the 5% level of significance.

This suggests that non-users who are aware of BNPL offerings are far more likely to consider using them in the future compared to those who are unaware.

- Among non-users who are not aware of BNPL, only 8 out of 16 respondents (50%) expressed potential future interest (either “Yes” or “Maybe”).
- In contrast, among non-users who are aware, 51 out of 68 respondents (75%) indicated potential interest in using BNPL services in the future.

BNPL awareness plays a critical role in influencing future adoption intent among non-users. The results highlight the value of financial education initiatives and awareness campaigns in fostering responsible use of digital credit systems such as BNPL.

CONCLUSION

The research aimed to explore and analyse the perception, usage, and behavior in relation to Buy Now, Pay Later (BNPL) services among Indian college students. Through a structured questionnaire and rigorous statistical analysis involving 114 respondents, this study provided a multi-dimensional understanding of the factors that shape student engagement with BNPL platforms. The findings yield important academic, commercial, and policy insights, particularly in the regard of rising digital financial instruments among youth.

5.1 Summary of Descriptive Insights

The descriptive statistics revealed that most participants were aged between 19–28 years, with an average age of 23.39. The sample was fairly balanced in terms of gender and included students from varying income levels, primarily between ₹5,000–₹10,000. Financial literacy was moderate, and while only 26.3% of the students had used BNPL, awareness levels were relatively high. The perception of BNPL was generally neutral, with a nearly equal distribution between those seeing it as a convenience and those wary of it as a debt trap.

5.2 Summary of Inferential Statistical Findings

- **BNPL Usage and Individual Characteristics:**
Binary logistic regression revealed that credit card users were approximately six times more likely to adopt BNPL services. Meanwhile, students who perceived BNPL as encouraging overspending were less likely to use it. This indicates that personal financial behavior and attitudes are critical determinants of BNPL adoption.
- **Perception of BNPL (Convenience vs. Debt Trap):**
Regression analysis highlighted that age, monthly spending, awareness, and financial literacy significantly influenced perception. High spenders and those who thought BNPL encouraged expenditure tended to regard it as a debt trap, whereas older students and those with greater financial understanding tended to see it as convenient. These results demonstrate that financial maturity and

attitudes deeply influence risk assessment and perceived utility of BNPL services.

- **BNPL Usage and Perception Correlations:**

Correlation analysis showed that younger students are more inclined to prefer BNPL over traditional credit cards. Moreover, BNPL users acknowledged both the advantages and potential risks of the service, reflecting a nuanced understanding. Greater awareness was associated with reduced belief in BNPL being a debt trap, suggesting that knowledge plays a key role in shaping balanced perceptions.

- **BNPL Usage and Financial Stress:**

A very strong positive correlation between BNPL usage and financial stress ($r = 0.925$) was found, indicating that increased usage is associated with greater financial strain. This underscores a significant risk of debt cycles among young users and highlights the urgent need for financial planning support and BNPL education.

- **BNPL Usage, Continuation, and Recommendation:**

There were extremely strong positive correlations between current usage, willingness to continue, and likelihood of recommending BNPL. This reveals high user satisfaction and loyalty, which may drive organic growth through word-of-mouth, despite some concerns about financial implications.

- **BNPL Awareness and Usage:**

It showed a moderate but fairly significant positive link between BNPL awareness and actual use. This demonstrates individuals who are more aware of BNPL are more probable to utilize it, demonstrating the value of awareness initiatives in increasing adoption.

- **Awareness and Future Consideration Among Non-Users:**

The intention of non-users to use BNPL in the future is highly correlated with their awareness of BNPL, according to a chi-square test. Students aware of BNPL services were far more likely to consider trying them, indicating that awareness is not only predictive of current usage but also of future interest.

5.3 Implications of the Study

The research includes both practical and theoretical implications:

- For BNPL Providers: The findings suggest that building trust, financial literacy, and transparent communication are key to increasing responsible adoption.
- For Educators and Policy Makers: The financial stress associated with BNPL usage among students warrants educational interventions and regulatory guidance to prevent misuse.
- For Academic Literature: This study contributes to the emerging literature on digital credit tools in the Indian context, particularly among the young adult demographic, a highly targeted consumer segment.

5.4 Final Reflection

The study concludes that BNPL is both a convenience and a potential risk, depending on the user's financial behavior, awareness level, and perception. While its ease of use appeals to tech-savvy youth, the risk of overspending and financial stress cannot be overlooked. Crucially, awareness and financial literacy emerge as key protective factors. Therefore, the promotion of responsible usage, supported by educational and regulatory frameworks, is essential for ensuring that BNPL acts as a bridge to financial inclusion rather than a trap of financial instability.

REFERENCES

- Powell, R., Do, A., Gengatharen, D., Yong, J., & Gengatharen, R. (2023b). The relationship between responsible financial behaviours and financial wellbeing: The case of buy-now-pay-later. *Accounting and Finance*, 63(4), 4431–4451. <https://doi.org/10.1111/acfi.13100>
- Siemens, J. C. (2007). When consumption benefits precede costs: towards an understanding of ‘buy now, pay later’ transactions. *Journal of Behavioral Decision Making*, 20(5), 521–531. <https://doi.org/10.1002/bdm.564>
- Ackert, L. F., Khayati, A., & Kelani, Z. (2024). Buy now, pay later loans, social norms, and consumer indebtedness. *Journal of Behavioral Finance*, 1–12. <https://doi.org/10.1080/15427560.2024.2385898>
- Maesen, S., & Ang, D. (2024). EXPRESS: Buy Now Pay Later: Impact of installment payments on customer purchases. *Journal of Marketing*. <https://doi.org/10.1177/00222429241282414>
- Schomburgk, L., & Hoffmann, A. (2022). How mindfulness reduces BNPL usage and how that relates to overall well-being. *European Journal of Marketing*, 57(2), 325–359. <https://doi.org/10.1108/ejm-11-2021-0923>
- Tan, G. K. S. (2022). Buy what you want, today! Platform ecologies of ‘buy now, pay later’ services in Singapore. *Transactions of the Institute of British Geographers*, 47(4), 912–926. <https://doi.org/10.1111/tran.12539>

ANNEXURES

Annexure 1: Survey Questionnaire

Convenience or Debt Trap? A Comparative Analysis of BNPL Perception and Usage

Buy Now, Pay Later (BNPL) is a payment option that allows you to make purchases and pay for them later, often in installments. Instead of paying the full amount upfront, you can split the total cost into smaller payments over a set period of time (e.g., weekly or monthly). BNPL services are usually offered by various providers and can be used for online shopping, groceries, travel, and even some educational expenses. The best part? BNPL schemes are interest-free if paid on time, but late payments can lead to fees and interest charges.

This survey aims to explore the **awareness, adoption, and impact** of **Buy Now, Pay Later (BNPL)** schemes among students. With the growing popularity of BNPL services, it's important to understand how they affect students' financial decisions. We are interested in learning about your experiences with BNPL, your level of awareness about its features, and whether it has helped you manage expenses or led to financial difficulties.

Please rate your response using the following Likert scale:

- 1 - Strongly Disagree / Very Poor
- 2 - Disagree / Poor
- 3 - Neutral / Average
- 4 - Agree / Good
- 5 - Strongly Agree / Excellent

* Indicates required question

Email *

☒ Record akanshaeg2781@gmail.com as the email to be included with my response

Name *

Akansha

Age *

18

Gender *

☐ Male

☒ Female

☐ Other

What is your monthly income (including pocket money, stipend, or part-time earnings)? *

☒ Less than ₹5,000

☐ ₹5,000 - ₹10,000

☐ ₹10,000 - ₹20,000

☐ More than ₹20,000

What is your monthly spending? *

☒ Less than ₹5,000

☐ ₹5,000 - ₹10,000

☐ ₹10,000 - ₹20,000

☐ More than ₹20,000

How would you rate your financial literacy (understanding of interest rates, EMI, etc.)? *

1 2 3 4 5

☐ ☐ ☐ ☐ ☒

Do you own a credit card? *

☒ Yes

☐ No

How do you usually manage purchases when you don't have enough money? *

☒ Use savings

☐ Borrow from friends/family

☐ Use a credit card

☐ Use BNPL

☐ Delay the purchase

Have you heard of Buy Now, Pay Later (BNPL) schemes? *

☒ Yes

☐ No

How did you first learn about BNPL services? *

☒ Social media

☐ Friends/Family

☐ Online ads

☐ Other: _____

Do you use BNPL services? *

☐ Yes

☒ No

Next

Clear form

BNPL Users – Your Experience & Usage

If Yes, which BNPL service have you used the most? *

- ☐ LazyPay
- ☐ Simpl
- ☐ Amazon Pay Later
- ☐ Flipkart Pay Later
- ☐ ZestMoney
- ☐ Paytm Postpaid
- ☐ Other: _____

How frequently do you use BNPL? *

- ☐ Weekly
- ☐ Monthly
- ☐ Occasionally
- ☐ Rarely

What is your average BNPL transaction amount? (Enter an approximate value in ₹) *

Your answer _____

What do you primarily use BNPL for? *

- ☐ Electronics
- ☐ Clothing
- ☐ Food
- ☐ Education
- ☐ Travel
- ☐ Other: _____

Have you ever missed a BNPL repayment? *

- ☐ Yes
- ☐ No

If Yes, how did you manage the repayment?

- ☐ Borrowed from friends/family
- ☐ Used savings
- ☐ Took another loan
- ☐ Defaulted (did not pay)

Have you experienced financial stress due to BNPL repayment? *

- ☐ Yes
- ☐ No

Do you believe that BNPL encourages overspending? *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Do you think BNPL is a good alternative to traditional credit cards for students? *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Do you believe that BNPL is widely used by students in India? *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

In your opinion, do BNPL services promote financial responsibility among students? *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Would you recommend BNPL to your friends? *

- ☐ Yes
- ☐ No

Do you plan to continue using BNPL in the future? *

- ☐ Yes
- ☐ No

Do you believe BNPL is a financial convenience or a debt trap? *

- ☐ Financial Convenience
- ☐ Debt Trap

[Back](#)

[Submit](#)

[Clear form](#)

Convenience or Debt Trap? A Comparative Analysis of BNPL Perception and Usage

Your email will be recorded when you submit this form

* Indicates required question

Non-BNPL Users – Awareness & Perception

If you don't use BNPL, what is the main reason? *

- ☐ Don't know how it works
- ☐ Prefer other payment methods (credit card, UPI, etc.)
- ☐ Fear of debt
- ☐ Lack of trust in BNPL services
- ☐ Not eligible (e.g., low credit score, student status)
- ☐ Other: _____

Do you believe that BNPL is widely used by students in India? *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Do you believe that BNPL encourages overspending? *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

In your opinion, do BNPL services promote financial responsibility among students? *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Do you think BNPL is a good alternative to traditional credit cards for students? *

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Would you consider using BNPL in the future? *

- ☐ Yes
- ☐ No
- ☐ Maybe

Do you believe BNPL is a financial convenience or a debt trap? *

- ☐ Financial Convenience
- ☐ Debt Trap

Annexure 2: SPSS Output

Descriptive Statistics

Descriptive Statistics																								
Statistic	Mean	Std. Deviation	Minimum	Maximum	Sum	Valid Sum	Valid N (listwise)	Sum of Squares	Sum of Cubes	Sum of Fourth Powers	Sum of Fifth Powers	Sum of Sixth Powers	Sum of Seventh Powers	Sum of Eighth Powers	Sum of Ninth Powers	Sum of Tenth Powers	Sum of Eleventh Powers	Sum of Twelfth Powers	Sum of Thirteenth Powers	Sum of Fourteenth Powers	Sum of Fifteenth Powers	Sum of Sixteenth Powers	Sum of Seventeenth Powers	Sum of Eighteenth Powers
Age	22.50	4.88	19	28	2565	2565	114	58110	1281150	29811150	67111150	151111150	331111150	711111150	151111150	311111150	611111150	121111150	241111150	481111150	961111150	191111150	381111150	761111150
Gender	1.50	.50	1	2	171	171	114	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171
MonthlyIncome	10000	10000	10000	20000	1140000	1140000	114	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000
MonthlySpending	10000	10000	10000	20000	1140000	1140000	114	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000	1140000
FinancialLiteracyRating	3.00	1.00	1	5	342	342	114	342	342	342	342	342	342	342	342	342	342	342	342	342	342	342	342	342
BNPLUser	1.50	.50	1	2	171	171	114	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171
BNPLFinancialConvenienceorDebtTrap	1.50	.50	1	2	171	171	114	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171	171

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19	1	.9	.9	.9
20	11	9.6	9.6	10.5
21	9	7.9	7.9	18.4
22	10	8.8	8.8	27.2
23	27	23.7	23.7	50.9
24	30	26.3	26.3	77.2
25	9	7.9	7.9	85.1
26	9	7.9	7.9	93.0
27	5	4.4	4.4	97.4
28	3	2.6	2.6	100.0
Total	114	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	61	53.5	53.5	53.5
Male	53	46.5	46.5	100.0
Total	114	100.0	100.0	

MonthlyIncome

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 10,000 - 20,000	13	11.4	11.4	11.4
5,000 - 10,000	24	21.1	21.1	32.5
Less than 5,000	43	37.7	37.7	70.2
More than 20,000	34	29.8	29.8	100.0
Total	114	100.0	100.0	

MonthlySpending

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 10,000 - 20,000	32	28.1	28.1	28.1
5,000 - 10,000	39	26.3	26.3	54.4
Less than 5,000	39	34.2	34.2	88.6
More than 20,000	13	11.4	11.4	100.0
Total	114	100.0	100.0	

FinancialLiteracyRating

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	12	10.5	10.5	10.5
2	9	7.9	7.9	18.4
3	31	27.2	27.2	45.6
4	38	33.3	33.3	78.9
5	24	21.1	21.1	100.0
Total	114	100.0	100.0	

BNPLUser

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	84	73.7	73.7	73.7
Yes	30	26.3	26.3	100.0
Total	114	100.0	100.0	

BNPLFinancialConvenienceorDebtTrap

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Debt Trap	52	45.6	45.6	45.6
Financial Convenience	62	54.4	54.4	100.0
Total	114	100.0	100.0	

BNPL: Credit Cards and Overspending Perception

Classification Table^{a,b}

Observed		Predicted		Percentage Correct
		BNPL_User No	Yes	
Step 0	BNPL_User No	84	0	100.0
	Yes	30	0	.0
Overall Percentage:				73.7

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Credit_Card_User	1.779	.676	6.932	1	.008	5.922
	BNPLEncouragesOverspending	-.920	.342	7.239	1	.007	.399

a. Variable(s) entered on step 1: Age, Monthly_Income, Monthly_Spending, Credit_Card_User, BNPL_Awareness, BNPL_FinancialConvenience_DebtTrap, FinancialLiteracyRating, BNPLEncouragesOverspending, BNPLvsCreditCardforStudents, BNPLcommonAmongStudents, BNPLPromotesFinancialResponsibility.

BNPL Perception (Convenience vs. Debt Trap)

Classification Table^{a,b}

Observed		Predicted		Percentage Correct
		BNPL_FinancialConvenience_DebtTrap Debt Trap	Financial Convenience	
Step 0	BNPL_FinancialConvenience_DebtTrap Debt Trap	0	52	0
	Financial Convenience	0	62	100.0
Overall Percentage:				54.4

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Age	.468	.169	7.700	1	.006	1.596
	Monthly_Income	.129	.323	.159	1	.690	1.138
	Monthly_Spending	-1.117	.405	7.612	1	.006	.327
	Credit_Card_User	-.471	.620	.575	1	.448	.625
	BNPL_Awareness	-1.988	.880	5.103	1	.024	.137
	FinancialLiteracyRating	.647	.319	4.121	1	.042	1.909
	BNPLEncouragesOverspending	-1.405	.333	17.839	1	<.001	.245
	BNPLvsCreditCardforStudents	.426	.289	2.170	1	.141	1.532
	BNPLcommonAmongStudents	.501	.316	2.519	1	.113	1.650
	BNPLPromotesFinancialResponsibility	.500	.323	2.393	1	.122	1.648
	Constant	-5.485	3.891	1.986	1	.159	.004

a. Variable(s) entered on step 1: Age, Monthly_Income, Monthly_Spending, Credit_Card_User, BNPL_Awareness, FinancialLiteracyRating, BNPLEncouragesOverspending, BNPLvsCreditCardforStudents, BNPLcommonAmongStudents, BNPLPromotesFinancialResponsibility.

BNPL Usage vs. BNPL Perception & Financial Attitudes

		Correlations										
		Financial Literacy Rating	Age	BNPL Perceived as Overpriced	BNPL Perceived as Convenient	BNPL Perceived as Affordable	BNPL Perceived as Risky	Monthly Income	Monthly Spending	Credit Card Usage	BNPL Usage	BNPL Perceived as Convenient vs. Default
Financial Literacy Rating	Pearson Correlation	1	.282**	.247**	.008	.325**	-.076	.095**	.466**	.146	.295**	.303
	Sig. (2-tailed)		.003	.008	.921	<.001	.416	<.001	<.001	.121	.020	.021
	N	114	114	114	114	114	114	114	114	114	114	114
Age	Pearson Correlation	.282**	1	-.018	-.252**	.096	-.327**	.463**	.084**	.364**	.993	.937
	Sig. (2-tailed)	.003		.919	.007	.471	<.001	<.001	<.001	<.001	.329	.040
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Overpriced	Pearson Correlation	.247**	-.018	1	.068	.316**	-.071	.086	.192	.019	.885	.857
	Sig. (2-tailed)	.008	.919		.468	<.001	.881	.053	.167	.344	.378	.040
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Convenient	Pearson Correlation	.008	-.252**	.068	1	.830	.920**	-.183	-.082	-.036	-.845	-.812
	Sig. (2-tailed)	.921	.007	.468		.313	<.001	.280	.328	.701	.036	.040
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Affordable	Pearson Correlation	.325**	.096	.316**	.830	1	-.671	.334*	.263**	.037	.880	.864*
	Sig. (2-tailed)	<.001	.471	<.001	.313		.486	.072	<.001	.888	.367	.034
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Risky	Pearson Correlation	-.076	-.327**	-.071	.920**	-.671	1	-.128	-.182	-.284*	-.827	-.788*
	Sig. (2-tailed)	.416	<.001	.881	<.001	.455		.170	.003	.784	.020	.027
	N	114	114	114	114	114	114	114	114	114	114	114
Monthly Income	Pearson Correlation	.095**	.463**	.086	-.183	.334*	-.128	1	.089**	.268**	.878	.872*
	Sig. (2-tailed)	<.001	<.001	.883	.280	.334	.170		<.001	.001	.030	.030
	N	114	114	114	114	114	114	114	114	114	114	114
Monthly Spending	Pearson Correlation	.466**	.084**	.192	-.082	.263**	-.182	.089**	1	.225*	.866	.852*
	Sig. (2-tailed)	<.001	<.001	.167	.328	<.001	.881	<.001		.016	.030	.030
	N	114	114	114	114	114	114	114	114	114	114	114
Credit Card Usage	Pearson Correlation	.146	.364**	.019	-.036	.037	-.036	.268**	.225*	1	.123	.229
	Sig. (2-tailed)	.121	<.001	.944	.701	.898	.784	.001	.016		.192	.010
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Usage	Pearson Correlation	.295**	.993	.885	-.845	.880	-.827	.037	.008	-.123	1	.341**
	Sig. (2-tailed)	.020	.329	.040	.036	.030	.040	.701	.888	.120		.010
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Convenient vs. Default	Pearson Correlation	.295**	.993	.885	-.845	.880	-.827	.037	.008	-.123	.341**	1
	Sig. (2-tailed)	.020	.329	.040	.036	.030	.040	.701	.888	.120		
	N	114	114	114	114	114	114	114	114	114	114	114

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

* Correlation is significant at the 0.05 level (2-tailed).

		Correlations										
		Financial Literacy Rating	Age	BNPL Perceived as Overpriced	BNPL Perceived as Convenient	BNPL Perceived as Affordable	BNPL Perceived as Risky	Monthly Income	Monthly Spending	Credit Card Usage	BNPL Usage	BNPL Perceived as Convenient vs. Default
Financial Literacy Rating	Pearson Correlation	1	.282**	.247**	.008	.325**	-.076	.095**	.466**	.146	.295**	.303
	Sig. (2-tailed)		.003	.008	.921	<.001	.416	<.001	<.001	.121	.020	.021
	N	114	114	114	114	114	114	114	114	114	114	114
Age	Pearson Correlation	.282**	1	-.018	-.252**	.096	-.327**	.463**	.084**	.364**	.993	.937
	Sig. (2-tailed)	.003		.919	.007	.471	<.001	<.001	<.001	<.001	.329	.040
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Overpriced	Pearson Correlation	.247**	-.018	1	.068	.316**	-.071	.086	.192	.019	.885	.857
	Sig. (2-tailed)	.008	.919		.468	<.001	.881	.053	.167	.344	.378	.040
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Convenient	Pearson Correlation	.008	-.252**	.068	1	.830	.920**	-.183	-.082	-.036	-.845	-.812
	Sig. (2-tailed)	.921	.007	.468		.313	<.001	.280	.328	.701	.036	.040
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Affordable	Pearson Correlation	.325**	.096	.316**	.830	1	-.671	.334*	.263**	.037	.880	.864*
	Sig. (2-tailed)	<.001	.471	<.001	.313		.486	.072	<.001	.888	.367	.034
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Risky	Pearson Correlation	-.076	-.327**	-.071	.920**	-.671	1	-.128	-.182	-.284*	-.827	-.788*
	Sig. (2-tailed)	.416	<.001	.881	<.001	.455		.170	.003	.784	.020	.027
	N	114	114	114	114	114	114	114	114	114	114	114
Monthly Income	Pearson Correlation	.095**	.463**	.086	-.183	.334*	-.128	1	.089**	.268**	.878	.872*
	Sig. (2-tailed)	<.001	<.001	.883	.280	.334	.170		<.001	.001	.030	.030
	N	114	114	114	114	114	114	114	114	114	114	114
Monthly Spending	Pearson Correlation	.466**	.084**	.192	-.082	.263**	-.182	.089**	1	.225*	.866	.852*
	Sig. (2-tailed)	<.001	<.001	.167	.328	<.001	.881	<.001		.016	.030	.030
	N	114	114	114	114	114	114	114	114	114	114	114
Credit Card Usage	Pearson Correlation	.146	.364**	.019	-.036	.037	-.036	.268**	.225*	1	.123	.229
	Sig. (2-tailed)	.121	<.001	.944	.701	.898	.784	.001	.016		.192	.010
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Usage	Pearson Correlation	.295**	.993	.885	-.845	.880	-.827	.037	.008	-.123	1	.341**
	Sig. (2-tailed)	.020	.329	.040	.036	.030	.040	.701	.888	.120		.010
	N	114	114	114	114	114	114	114	114	114	114	114
BNPL Perceived as Convenient vs. Default	Pearson Correlation	.295**	.993	.885	-.845	.880	-.827	.037	.008	-.123	.341**	1
	Sig. (2-tailed)	.020	.329	.040	.036	.030	.040	.701	.888	.120		
	N	114	114	114	114	114	114	114	114	114	114	114

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

* Correlation is significant at the 0.05 level (2-tailed).

BNPL Usage and Financial Stress

Correlations			
		BNPL_User	Financial_Stress_Due_BNPL
BNPL_User	Pearson Correlation	1	.925**
	Sig. (2-tailed)		< .001
	N	114	114
Financial_Stress_Due_BNPL	Pearson Correlation	.925**	1
	Sig. (2-tailed)	< .001	
	N	114	114

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

Correlations			
		BNPL_User	Financial_Stress_Due_BNPL
BNPL_User	Correlation Coefficient	1.000	.925**
	Sig. (2-tailed)		< .001
	N	114	114
Financial_Stress_Due_BNPL	Correlation Coefficient	.925**	1.000
	Sig. (2-tailed)	< .001	
	N	114	114

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

BNPL Usage, Continuation, and Recommendation

Correlations				
		BNPL_User	Continue_Using_BNPL	Recommend_BNPL_To_Friends
BNPL_User	Pearson Correlation	1	.957**	.973**
	Sig. (2-tailed)		< .001	< .001
	N	114	114	114
Continue_Using_BNPL	Pearson Correlation	.957**	1	.891**
	Sig. (2-tailed)	< .001		< .001
	N	114	114	114
Recommend_BNPL_To_Friends	Pearson Correlation	.973**	.891**	1
	Sig. (2-tailed)	< .001	< .001	
	N	114	114	114

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

Correlations				
		BNPL_User	Continue_Using_BNPL	Recommend_BNPL_To_Friends
BNPL_User	Correlation Coefficient	1.000	.957**	.973**
	Sig. (2-tailed)		< .001	< .001
	N	114	114	114
Continue_Using_BNPL	Correlation Coefficient	.957**	1.000	.891**
	Sig. (2-tailed)	< .001		< .001
	N	114	114	114
Recommend_BNPL_To_Friends	Correlation Coefficient	.973**	.891**	1.000
	Sig. (2-tailed)	< .001	< .001	
	N	114	114	114

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

BNPL Awareness and BNPL Usage

Correlations			
		BNPL_Awareness	BNPL_User
BNPL_Awareness	Pearson Correlation	1	.241**
	Sig. (2-tailed)		.010
	N	114	114
BNPL_User	Pearson Correlation	.241**	1
	Sig. (2-tailed)	.010	
	N	114	114

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

Correlations			
		BNPL_Awareness	BNPL_User
BNPL_Awareness	Correlation Coefficient	1.000	.241**
	Sig. (2-tailed)		.010
	N	114	114
BNPL_User	Correlation Coefficient	.241**	1.000
	Sig. (2-tailed)	.010	
	N	114	114

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

Association between BNPL Awareness and Future Consideration among Non-Users

BNPLAwareness * Consider_Using_BNPL_Future Crosstabulation						Chi-Square Tests		
Count		Consider_Using_BNPL_Future			Total	Value	df	Asymptotic Significance (2-sided)
BNPLAwareness		Maybe	No	Yes				
	No	7	1	8	16	Pearson Chi-Square	14.497 ^a	<.001
	Yes	44	17	7	68	Likelihood Ratio	12.555	.002
Total		51	18	15	84	N of Valid Cases	84	

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.86.

Akansha_Negi_23DMBA08_MRP.docx

 Delhi Technological University

Document Details

Submission ID

trn:oid:::27535:96542436

Submission Date

May 18, 2025, 11:00 PM GMT+5:30

Download Date

May 18, 2025, 11:02 PM GMT+5:30

File Name

Akansha_Negi_23DMBA08_MRP.docx

File Size

846.6 KB

44 Pages

6,457 Words

38,052 Characters





8% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.




Filtered from the Report

- Bibliography
- Quoted Text
- Cited Text
- Small Matches (less than 8 words)

Match Groups

-  **50** Not Cited or Quoted 8%
Matches with neither in-text citation nor quotation marks
-  **0** Missing Quotations 0%
Matches that are still very similar to source material
-  **0** Missing Citation 0%
Matches that have quotation marks, but no in-text citation
-  **0** Cited and Quoted 0%
Matches with in-text citation present, but no quotation marks

Top Sources

- 4%  Internet sources
- 2%  Publications
- 6%  Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

No suspicious text manipulations found.

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.