



The Effect of Buy Now Pay Later (BNPL) Usage and Ease of Payment on Consumptive Behavior with Financial Attitude as a Mediating Variable

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ABSTRACT

This study aims to analyze the effect of Buy Now Pay Later (BNPL) usage and ease of payment on consumptive behavior with financial attitude as a mediating variable. The rapid development of financial technology has significantly changed consumer payment patterns, making transactions more flexible and accessible. However, this convenience may lead to increased consumptive behavior among individuals. This research uses a quantitative approach with primary data collected through questionnaires distributed to active users of digital payment systems. The sampling technique uses purposive sampling with respondents consisting of individuals who have experience using BNPL services. Data analysis is conducted using Structural Equation Modeling (SEM) with SmartPLS. The results indicate that BNPL usage and ease of payment have a positive effect on consumptive behavior. Furthermore, financial attitude has a negative effect on consumptive behavior and is able to mediate the relationship between BNPL usage, ease of payment, and consumptive behavior. This study provides insights into the importance of financial attitude in controlling excessive consumption behavior in the digital financial era.

Keywords: BNPL; ease of payment; financial attitude; consumptive behavior.

INTRODUCTION

The rapid development of financial technology has significantly transformed modern financial systems, particularly in the way individuals conduct transactions and manage their financial activities. Digital payment systems have increased efficiency, accessibility, and convenience, allowing users to perform transactions seamlessly without physical limitations (Kim & Park, 2021; Lim & Ting, 2022). In Indonesia, this transformation is reflected in the growing adoption of digital financial services, especially among younger generations who are highly adaptive to technological advancements. This shift has not only changed transaction patterns but also influenced consumer behavior, particularly in terms of spending and financial decision-making.

One of the most prominent innovations in financial technology is the emergence of Buy Now Pay Later (BNPL) services, which allow consumers to make purchases without immediate payment and settle them through installment schemes over time (Rahman et al., 2023; Mardiana & Wijaya, 2024). The flexibility and convenience offered by BNPL have contributed to its rapid growth, especially in e-commerce platforms where seamless transactions are highly

valued (Putri & Hidayat, 2022; Zhang & Wang, 2022). However, while BNPL provides short-term financial convenience, it may also encourage excessive consumption behavior due to the reduced perception of immediate financial burden.

Empirical studies have indicated that BNPL usage is associated with increased impulsive buying and consumptive behavior. The deferred payment mechanism weakens the psychological perception of spending, making individuals less aware of their actual financial condition and more prone to unplanned purchases (Sari et al., 2024; Kurniawan & Sari, 2023). Similarly, ease of payment has been identified as another important factor influencing consumer behavior. Digital payment systems that are fast, simple, and frictionless reduce cognitive effort in decision-making processes, leading individuals to make purchasing decisions more quickly and often impulsively (Saputra & Wibowo, 2023; Aji & Adawiyah, 2021). While these technological advancements improve transaction efficiency, they may also reduce financial control and increase the likelihood of excessive consumption.

Despite the growing body of research on BNPL usage and ease of payment, most studies focus primarily on their direct effects on consumptive behavior. Limited attention has been given to the underlying psychological mechanisms that explain how these external factors influence individual behavior. In particular, the role of financial attitude as an internal factor remains underexplored, especially in the context of digital payment usage in developing countries. Financial attitude reflects an individual's beliefs, values, and mindset toward financial management, including spending, saving, and credit usage (Dewi & Warmika, 2022; Yusuf & Rahmawati, 2021). Individuals with positive financial attitudes tend to exhibit better financial discipline and are more capable of controlling their consumption behavior.

From a theoretical perspective, behavioral finance suggests that individual financial behavior is not solely determined by rational considerations but is also influenced by psychological factors. Financial attitude can act as a cognitive filter that shapes how individuals respond to external stimuli, such as payment convenience and credit accessibility (Thaler, 1999). More specifically, this study draws on Mental Accounting Theory proposed by Thaler (1999). Mental accounting explains that individuals tend to categorize financial resources and obligations into separate mental accounts. In the context of BNPL services, consumers often perceive purchases as less financially burdensome because payment obligations are postponed to future periods. This psychological separation may reduce awareness of actual spending and increase the tendency toward consumptive behavior. Consequently, Mental Accounting Theory provides a more specific explanation of how BNPL usage and payment convenience influence financial attitude and subsequently affect consumption decisions. Previous studies have shown that financial attitude plays a significant role in influencing financial behavior and can reduce impulsive consumption (Lestari & Pratama, 2023; Nugroho & Santoso, 2022). However, its mediating role in the relationship between BNPL usage, ease of payment, and consumptive behavior remains insufficiently examined.

Based on this gap, this study proposes that financial attitude serves as a mediating variable that explains how technological factors influence consumptive behavior. Although previous studies have examined financial attitude as a mediating variable in various financial behavior contexts, limited attention has been given to its role in explaining the influence of Buy Now Pay Later (BNPL) usage and ease of payment on consumptive behavior simultaneously. Most prior studies have focused on direct relationships between digital payment adoption and consumer behavior, while the psychological mechanism through financial attitude remains insufficiently explored. Therefore, the novelty of this study lies in explaining how financial attitude functions as an internal mechanism through which BNPL usage and ease of payment shape consumptive behavior within the context of rapidly growing digital financial services in Indonesia. This approach provides a more comprehensive understanding of the interaction

between external technological factors and internal psychological factors in shaping consumer behavior.

Based on the theoretical and empirical arguments, this study formulates several hypotheses. First, BNPL usage is expected to have a positive effect on consumptive behavior, as the deferred payment system reduces immediate financial awareness. Second, ease of payment is hypothesized to positively influence consumptive behavior due to the simplification of transaction processes. Third, financial attitude is expected to have a negative effect on consumptive behavior, as individuals with stronger financial attitudes tend to exercise better financial control. Finally, financial attitude is hypothesized to mediate the relationship between BNPL usage, ease of payment, and consumptive behavior by acting as an internal mechanism that regulates consumer responses to technological convenience.

This study aims to analyze the effect of BNPL usage and ease of payment on consumptive behavior with financial attitude as a mediating variable. The findings are expected to contribute to the development of behavioral finance literature by providing empirical evidence on the role of psychological factors in digital financial contexts. In addition, this study offers practical implications for individuals and policymakers in promoting responsible financial behavior and mitigating the negative effects of financial technology usage.

The conceptual framework of this study illustrates the relationship between Buy Now Pay Later (BNPL) usage and ease of payment on consumptive behavior, with financial attitude as a mediating variable, as presented in Figure 1.

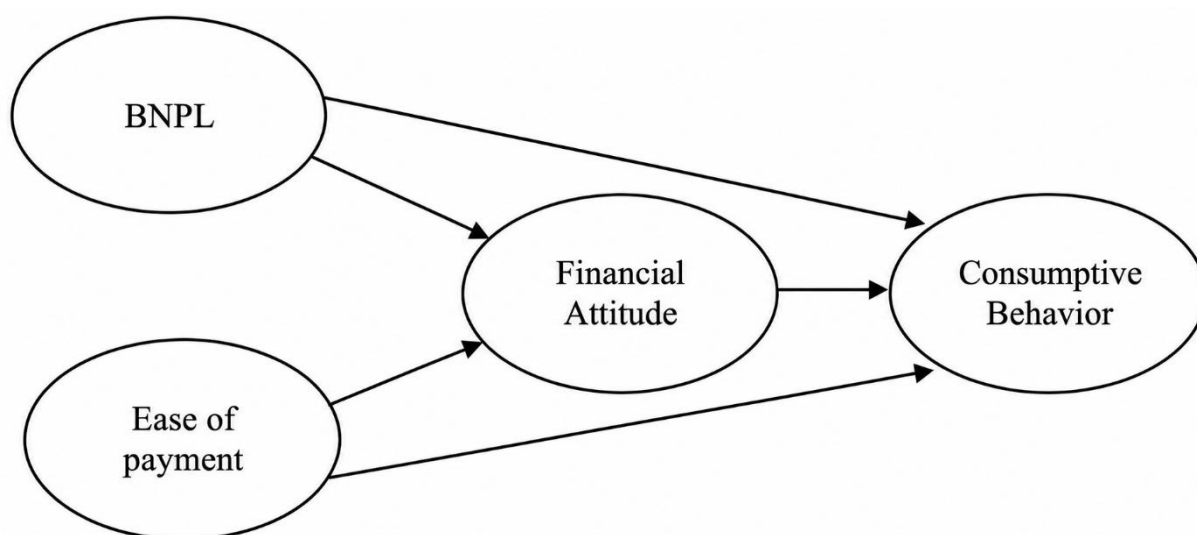


Figure 1. Conceptual Framework

METHOD

This study employs a quantitative research approach with an associative design to examine the relationships among Buy Now Pay Later (BNPL) usage, ease of payment, financial attitude, and consumptive behavior. The quantitative approach is considered appropriate as this study aims to test hypotheses and analyze the causal relationships between variables using numerical data and statistical methods (Hair et al., 2019).

The data used in this study are primary data collected through a structured questionnaire. The questionnaire was developed based on indicators derived from relevant theories and prior empirical studies. Each construct was measured using multiple items adapted from previous literature to ensure content validity. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), reflecting the level of agreement of respondents toward each statement.

Prior to the main survey, a pilot test was conducted involving 30 respondents who met the study criteria. The pilot study aimed to evaluate the clarity, validity, and reliability of the questionnaire items. The results showed that all measurement items met the acceptable validity and reliability criteria and were therefore retained for the main survey. This preliminary testing ensured that the instrument was appropriate for measuring the constructs examined in this study.

The population of this study consists of Indonesian consumers aged 18 years and above who have experience using digital payment systems, particularly Buy Now Pay Later (BNPL) services. The study focuses on active digital payment users who have conducted online purchasing transactions using BNPL facilities within the last twelve months.

The sample size in this study is 100 respondents. This number exceeds the minimum sample size requirements commonly recommended for PLS-SEM analysis and is considered adequate for testing mediation relationships. Following Hair et al. (2019), PLS-SEM is appropriate for studies with relatively small samples and complex models. Nevertheless, future studies are encouraged to employ larger samples and statistical power analysis techniques such as G*Power to further strengthen the robustness and generalizability of the findings.

Data collection was conducted through an online survey using Google Forms to ensure efficient distribution and wider reach among respondents. This method allows respondents to participate conveniently and enhances response accessibility across different regions.

The variables in this study consist of BNPL usage and ease of payment as independent variables, financial attitude as a mediating variable, and consumptive behavior as the dependent variable. BNPL usage is measured through indicators such as frequency of use, dependency level, and preference compared to other payment methods (Kurniawan & Sari, 2023). Ease of payment is measured based on perceived convenience, transaction speed, and flexibility (Hidayat & Putri, 2022). Financial attitude is assessed through indicators related to financial planning, spending control, and attitudes toward credit usage (Dewi & Warmika, 2022). Consumptive behavior is measured based on impulsive buying tendencies, purchase frequency, and lack of consideration in purchasing decisions (Sari et al., 2024).

Data analysis in this study is conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software. The analysis is carried out in two main stages: the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model).

The outer model evaluation aims to assess the validity and reliability of the constructs. Convergent validity is evaluated using factor loadings, which should exceed 0.70, and Average Variance Extracted (AVE), which should be greater than 0.50. Reliability is assessed using Composite Reliability and Cronbach's Alpha, with threshold values above 0.70 indicating acceptable reliability (Hair et al., 2019).

The inner model evaluation is conducted to examine the relationships among variables in the research model. This includes assessing the coefficient of determination (R-square) to evaluate the explanatory power of the model, as well as analyzing path coefficients to determine the direction and strength of relationships between variables.

Hypothesis testing is performed using the bootstrapping technique to obtain t-statistics and p-values. A hypothesis is considered supported if the t-statistic exceeds 1.96 and the p-value is less than 0.05, indicating statistical significance at the 5% level.

Furthermore, mediation analysis is conducted to examine the role of financial attitude in mediating the relationship between BNPL usage, ease of payment, and consumptive behavior. The significance of indirect effects is evaluated using the bootstrapping method. If the indirect effect is statistically significant, it indicates that the mediating variable plays an important role in explaining the relationship between the independent and dependent variables.

RESULTS AND DISCUSSION

Results

Measurement Model Evaluation (Outer Model)

The evaluation of the measurement model was conducted to assess the validity and reliability of the constructs used in this study. Based on the results obtained from SmartPLS, all indicators showed loading factor values above 0.70, indicating that the constructs meet the criteria for convergent validity (Hair et al., 2019). In addition, the Average Variance Extracted (AVE) values for all variables exceeded 0.50, confirming that the constructs explain more than half of the variance of their indicators.

Reliability testing was conducted using Cronbach's Alpha and Composite Reliability. The results indicate that all variables have values above 0.70, demonstrating that the constructs are reliable and internally consistent.

Table 1. Validity and Reliability Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
BNPL Usage	0.821	0.887	0.612
Ease of Payment	0.834	0.892	0.635
Financial Attitude	0.856	0.908	0.662
Consumptive Behavior	0.879	0.921	0.701

Source: Processed data (2026).

Based on Table 1, all constructs meet the required thresholds for validity and reliability, indicating that the measurement model is acceptable for further analysis.

Structural Model Evaluation (Inner Model)

The structural model evaluation was conducted to examine the relationships among variables and to assess the explanatory power of the model using the coefficient of determination (R-square).

Table 2. R-Square Results

Variable	R-Square	Interpretation
Financial Attitude	0.42	Moderate
Consumptive Behavior	0.65	Moderate

Source: Processed data (2026)

The R-square value for consumptive behavior is 0.65, indicating that 65% of the variance in consumptive behavior can be explained by BNPL usage, ease of payment, and financial attitude. Meanwhile, the R-square value for financial attitude is 0.42, suggesting that BNPL usage and ease of payment explain 42% of its variance. These results indicate that the model has moderate explanatory power.

Hypothesis Testing (Path Coefficient)

Hypothesis testing was conducted using the bootstrapping method to evaluate the significance of the relationships between variables. The results are presented in Table 3.

Table 3. Path Coefficient Results

Relationship	Coefficient	T-Statistic	P-Value	Result
BNPL Usage → Consumptive Behavior	0.412	4.215	0.000	Supported
Ease of Payment → Consumptive Behavior	0.365	3.874	0.000	Supported
BNPL Usage → Financial Attitude	-0.298	2.945	0.003	Supported
Ease of Payment → Financial Attitude	-0.276	2.601	0.009	Supported
Financial Attitude → Consumptive Behavior	-0.331	3.112	0.002	Supported

Source: Processed data (2026)

Based on Table 3, all relationships show t-statistic values greater than 1.96 and p-values less than 0.05, indicating that all hypotheses are supported.

Mediation Analysis

The mediation effect of financial attitude was examined using the bootstrapping method to assess indirect effects.

Table 4. Mediation Results

Relationship	Coefficient	T-Statistic	P-Value	Result
BNPL → Financial Attitude → Consumptive Behavior	0.099	2.214	0.027	Supported
EOP → Financial Attitude → Consumptive Behavior	0.091	2.045	0.041	Supported

Source: Processed data (2026)

The results indicate that financial attitude significantly mediates the relationship between BNPL usage, ease of payment, and consumptive behavior. This suggests that financial attitude plays an important role in explaining how technological factors influence consumer behavior.

Discussion

The findings of this study provide strong empirical evidence regarding the influence of BNPL usage, ease of payment, and financial attitude on consumptive behavior. The results indicate that BNPL usage has a positive and significant effect on consumptive behavior. This finding suggests that the more frequently individuals use BNPL services, the higher their tendency to engage in excessive or unplanned consumption. This result is consistent with previous studies that highlight how deferred payment mechanisms reduce the psychological burden of spending, thereby encouraging impulsive purchasing behavior (Sari et al., 2024; Kurniawan & Sari, 2023).

From a behavioral perspective, BNPL creates an “illusion of affordability,” where individuals perceive that they are not immediately spending their money, even though they are committing to future financial obligations. This phenomenon aligns with the concept of mental accounting, where individuals treat future payments differently from immediate expenditures (Thaler, 1999). As a result, consumers tend to underestimate the financial consequences of their purchases, leading to increased consumptive behavior. In this context, BNPL is not merely a payment tool but also a behavioral trigger that alters how individuals perceive and manage their financial resources.

Furthermore, the results show that ease of payment has a positive and significant effect on consumptive behavior. This finding indicates that the simpler and more convenient the payment

process, the higher the likelihood of individuals making impulsive purchasing decisions. This result is in line with previous research suggesting that reduced transaction friction leads to lower cognitive effort in decision-making, which increases the probability of impulsive consumption (Aji & Adawiyah, 2021; Saputra & Wibowo, 2023).

In traditional purchasing processes, the existence of barriers such as time delays or procedural steps often provides individuals with an opportunity to reconsider their decisions. However, digital payment systems eliminate these barriers, allowing transactions to be completed almost instantly. As a consequence, individuals lose the opportunity for rational evaluation, and their decisions are more likely to be driven by emotions rather than careful consideration (Lim & Ting, 2022). This finding reinforces the argument that technological convenience, while beneficial, can also contribute to less controlled financial behavior.

The study also reveals that BNPL usage has a negative and significant effect on financial attitude. This suggests that individuals who frequently use BNPL tend to develop weaker financial attitudes, characterized by lower levels of financial discipline and planning. This finding can be explained by the habitual reliance on credit-based payment systems, which may gradually shift individuals' financial perspectives from long-term planning to short-term consumption (Mardiana & Wijaya, 2024).

Similarly, ease of payment is found to have a negative effect on financial attitude. The convenience of digital transactions reduces individuals' awareness of their spending behavior, leading to less conscious financial management. When transactions are completed effortlessly, individuals may fail to evaluate whether their purchases are necessary or aligned with their financial goals. This condition may weaken financial attitudes over time, particularly among individuals who lack strong financial literacy or discipline (Nugroho & Santoso, 2022).

Another important finding is that financial attitude has a negative and significant effect on consumptive behavior. This result indicates that individuals with stronger financial attitudes are more capable of controlling their consumption and avoiding impulsive purchases. Financial attitude acts as an internal control mechanism that guides individuals in making rational financial decisions. This finding is consistent with previous studies that emphasize the role of financial attitude in promoting responsible financial behavior (Dewi & Warmika, 2022; Lestari & Pratama, 2023).

From a theoretical perspective, this finding supports the behavioral finance framework, which suggests that financial behavior is influenced not only by external factors but also by internal psychological characteristics (Thaler, 1999). Individuals with positive financial attitudes tend to evaluate financial decisions more carefully, considering both short-term and long-term consequences. As a result, they are less likely to engage in excessive consumption, even when exposed to convenient payment systems.

Moreover, the mediation analysis reveals that financial attitude plays a significant role in mediating the relationship between BNPL usage, ease of payment, and consumptive behavior. This finding indicates that the influence of technological factors on consumptive behavior is not purely direct but also operates through changes in individuals' financial attitudes. In other words, BNPL usage and ease of payment first affect how individuals perceive and manage their finances, which subsequently influences their consumption behavior.

This mediating role highlights the importance of considering both external and internal factors in understanding consumer behavior. While technological advancements provide convenience and efficiency, their impact on behavior depends largely on individuals' financial attitudes. Individuals with strong financial attitudes are more resilient to the negative effects of payment convenience, whereas those with weaker financial attitudes are more susceptible to excessive consumption.

The findings of this study have important theoretical and practical implications. From a theoretical perspective, this study contributes to the literature by integrating technological

factors (BNPL usage and ease of payment) with psychological factors (financial attitude) in explaining consumptive behavior. This integrated approach provides a more comprehensive understanding of consumer behavior in the digital financial era.

From a practical perspective, the results suggest that efforts to reduce excessive consumption should not only focus on regulating financial technology but also on improving individuals' financial attitudes. Financial education programs should emphasize not only knowledge but also attitudes toward financial management, including discipline, planning, and responsible credit usage. Policymakers and financial service providers should also consider implementing features that promote responsible spending, such as spending reminders or financial tracking tools.

The findings also provide practical implications for BNPL providers. Service providers are encouraged to implement responsible lending features, such as spending limits, repayment reminders, and financial monitoring tools, to reduce the risk of excessive consumption among users. For policymakers, the results highlight the importance of strengthening financial literacy programs and enhancing consumer protection regulations related to digital credit services to encourage responsible financial behavior.

Overall, this study demonstrates that while financial technology offers significant benefits in terms of convenience and accessibility, it also poses challenges in maintaining responsible financial behavior. Therefore, achieving a balance between technological advancement and financial awareness is essential to ensure sustainable financial well-being among consumers.

Despite its contributions, this study has several limitations. First, the study employed purposive sampling, which may limit the generalizability of the findings beyond the characteristics of the selected respondents. Second, the sample size was relatively limited and focused on BNPL users, which may not fully represent the broader population of digital payment users. Third, the cross-sectional design captures respondents' perceptions at a single point in time and therefore cannot establish long-term causal relationships. Future studies are encouraged to use larger and more diverse samples as well as longitudinal research designs to provide a more comprehensive understanding of consumer behavior in the digital financial environment.

CONCLUSION

This study aims to examine the effect of Buy Now Pay Later (BNPL) usage and ease of payment on consumptive behavior, with financial attitude as a mediating variable. Based on the results of the analysis, it can be concluded that both BNPL usage and ease of payment have a positive and significant effect on consumptive behavior. This indicates that the increasing use of flexible payment systems and the convenience of digital transactions tend to encourage higher levels of unplanned and excessive consumption among individuals.

In addition, BNPL usage and ease of payment are found to have a negative and significant effect on financial attitude. This suggests that frequent use of credit-based payment systems and highly convenient transaction processes may weaken individuals' financial discipline and awareness in managing their finances. On the other hand, financial attitude has a negative and significant effect on consumptive behavior, indicating that individuals with stronger financial attitudes are more capable of controlling their consumption and making more rational financial decisions.

Furthermore, the findings reveal that financial attitude plays a significant mediating role in the relationship between BNPL usage, ease of payment, and consumptive behavior. This implies that the influence of technological factors on consumption behavior is not only direct but also occurs through changes in individuals' financial perspectives and attitudes. Financial attitude acts as an internal mechanism that shapes how individuals respond to external financial stimuli.

Overall, this study highlights the importance of balancing technological convenience with strong financial attitudes to prevent excessive consumption behavior. The findings contribute to the development of behavioral finance literature by emphasizing the interaction between external technological factors and internal psychological factors in shaping consumer behavior.

Future research is encouraged to involve larger and more diverse samples to improve the generalizability of the findings. Further studies may also incorporate additional variables such as financial literacy, self-control, or financial well-being to provide a more comprehensive understanding of consumptive behavior in the digital financial environment. In addition, future researchers may examine different demographic groups and geographical areas to identify potential differences in consumer behavior related to BNPL usage and digital payment systems.

Author Contribution

All authors contributed significantly to this study. Conceptualization and research design were carried out by the first author. Data collection and data analysis were conducted collaboratively by all authors. The manuscript was written and revised jointly, and all authors have read and approved the final version of the manuscript.

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Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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