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Evaluating the Role of Buy Now, Pay Later in India's Digital Payment Ecosystem

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Abstract: This study examines the rapid growth and emerging significance of Buy Now Pay Later (BNPL) as an alternative payment system in India's expanding e-commerce sector. BNPL enables consumers to split purchases into interest-free instalments, offering flexibility, convenience, and enhanced purchasing power. The research explores consumer awareness, behavioural shifts, advantages and risks associated with BNPL, and its impact on merchants, including increased sales and higher average order values. Using primary data collected from 100 respondents across major Indian cities and supported by secondary sources, the study analyses generational adoption patterns, with particular emphasis on the dominance of Generation Z and millennials. The findings reveal that while BNPL improves affordability and simplifies digital transactions, concerns regarding overspending, hidden charges, and regulatory transparency persist. The paper also evaluates leading platforms such as Amazon Pay Later, LazyPay, and Simpl, highlighting their features and market positioning. Overall, BNPL demonstrates strong growth potential but requires responsible use and regulatory oversight.

Keywords: Alternative payment systems, Buy Now Pay Later (BNPL), Digital payments, E-commerce, Financial technology.

I. Introduction

In the ever-growing E-Commerce Sector, one notable innovation in recent years has been *Buy Now Pay Later (BNPL)*. BNPL is a modern instalment payment method that allows buyers to split their purchases into small, manageable payments over a fixed period. Initially affiliated with online fashion brands, BNPL has now grown into a mainstream payment method, transforming customer engagement for both digital and in-store purchases [19].

With an increase in purchase likelihood and larger basket sizes, as consumers spend 10% more on average, BNPL has surged across the economy and cultivated a following among younger generations who prioritise financial control and flexibility [13].

The Buy Now, Pay Later model delves into a deep psychological shift in how consumers discern spending. In an era where instant contentment is normalised and digital proficiency is the norm, delayed payments coincide with modern habits.

According to Stripe' "Buy Now Pay Later is a structured payment system that allows consumers to buy products and services without carrying out the full payment up front". This benefits customers by allowing them to pay back the amount in instalments over a fixed period while freely purchasing items [24].

II. Objectives

- It will scrutinise the facilities BNPL provides the consumer and how it has benefited the distributors by an increase in sales, thereby attracting even smaller retailers and D2C brands.
- The paper will address the benefits and challenges faced due to the shift in the methodical payment system in the E-Commerce platform.
- The paper aims to make a comparative analysis between the two major E-Commerce platforms, viz. Amazon and Flipkart, regarding their BNPL services.

III. Literature Review

Dr Rajesh Mankani and Dr Khushnuma Tata, in their research paper "A Study of BNPL (Buy Now Pay Later) Trend in Modern India with special reference to the city of Mumbai" (2024), highlighted the high level of awareness among people in Mumbai. There are a lot of people who have speculations about the same, and hence, the concept is not gaining that amount of popularity and trust among the people. Additionally, according to the research methodology, people see a bright future for this function in India, and hence, it can be a viable payment option for many [20].

Marco Di Maggio, Justin Katz, and Emily Williams, in their research paper, "Buy Now, Pay Later Credit: User Characteristics and Effects on Spending Patterns" (2022), highlighted the use and characteristics of BNPL and further studied its impact on spending patterns. According to the researchers, firms capture a steadily growing share rate of the short-term market with a high risk of consumer credit by offering "buy now, pay later" (BNPL) point-of-sale instalment loans with low rates of interest and minimal underwriting charges. They documented user characteristics and usage patterns and used BNPL to gain new insights into consumers' responses to unsafe access to credit. Their findings hold for consumers with and without inferred liquidity constraints [10], [17].

Thankom Arun, Sheri M Markose, Victor Murindie, Philip Kostov, Ahamed Khan, Varnika Goel, Rashika Sethi, and Rosemarie MCgarrell in their research paper "Overview of Buy Now, Pay Later (BNPL) Services: India - UK Comparison"' (2024) highlighted that, as of 2023, the Indian Buy Now, Pay Later (BNPL) market is valued at approximately USD 5.8 billion. The sector is experiencing rapid growth, with over 70% of BNPL users in India under the age of 35. The COVID-19 pandemic accelerated this trend, resulting in a 50% increase in BNPL transactions in 2020, mostly among millennials and Gen Z. They further demonstrate that the "pay later" option attracts more college students, as it is feasible and significant discounts influence consumers' behaviour, thereby minimising the effects of transformational advertising [26].

Dublin, in his research article, India's Buy Now Pay Later Business Report 2025-2030, had highlighted the rapid adoption in Gen Z and millennials from small ticket purchasing like food delivery apps to daily groceries, households, electronics, etc. It has made it easier for consumers' behaviour toward alternative payment solutions. Over the next 2-4 years, BNPL adoption is expected to expand, and providers will focus more on tier 2 and tier 3 cities' offerings to meet specific needs. Currently, the Buy Now Pay Later sector of India is facing stiff competition from start-ups and global key players such as Amazon Pay Later. Over the next 2-4 years, competition is expected to intensify, and regulatory measures will foster greater transparency and trust in BNPL services [7].

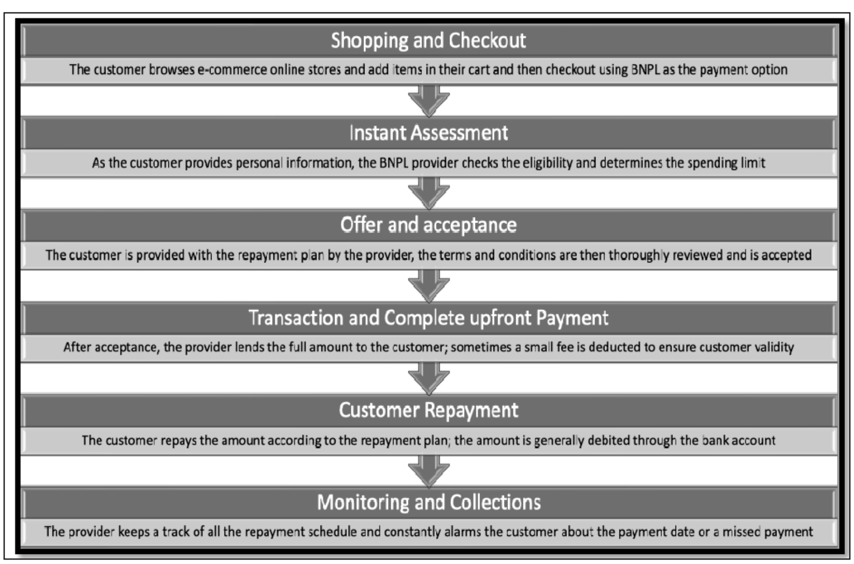
IV. How Does Buy Now Pay Later Work?

Buy Now Pay Later (BNPL) usually appears as one of the payment options alongside credit, debit and other net banking payment methods. When consumers choose to purchase an item using BNPL, they click the option and are redirected to the provider's page, where they provide the required information to complete the login process. Consumers choose the repayment plan according to their own terms [6].

Sometimes a down payment of around 25% is required, and the rest is paid in instalments. Generally, the payment is deducted from the bank account, but some can offer to pay through bank transfer.

As BNPL does not charge interest, it presents itself as a practical and reasonable choice, making it more popular than other types of financing.

This payment method can be better understood through the *Core Operational Steps* shown in the following flowchart:



Flowchart 1: How BNPL Works? [25]

V. Different Platforms [11], [12]

A. LazyPay: From Bills to Biriyani, an Opportunity to Pay for all Purchases Later

LazyPay is known for its seamless, fast credit solutions in India. It was launched by PayU in 2017 and provides one-tap digital solution across 250+ apps in India (Swiggy, Zomato, Tata Sky, etc.). Flexible offers of a 15-day interest-free credits, revolving balances, and monthly instalment schemes are low-cost, providing instant personal loans through the app.

LazyPay extends its services beyond online purchases. Through the app, users can access the QR-based national instant payment system anytime at local stores or any other payments. This innovative approach of making it accessible whenever needed made LazyPay a pioneer in the BNPL market [3].

In 2024, LazyPay partnered with Blinkit, which offers a one-tap checkout experience with no additional cost.

The partnership with Blinkit has expanded its portfolio to include other quick-commerce companies, such as Zepto and Bigbasket.

Advantages Provided

Loan referral, brand and marketing, skip OTPs and pins, buy in flash, no hidden charges.

- Credit limit is up to Rs 1,00,000.
- 15 days of interest-free period.
- No cost EMI for 3,6,9 or 12 months.
- Minimal documentation.
- Access to Multiple Online Merchant Stores (Swiggy, Zomato, Freshmenu, food panda, Box8, BookMyShow, etc.) [16].

B. Amazon Pay Later

Amazon Pay Later is a convenient credit service provided by Amazon. Allow customers to buy and pay in the next 3 to 12 months. The entire process is digitalised and can be completed in 2 minutes. There's no need for a credit card or card details. Once the setup is done, it can be used as a flexible payment option at checkouts, streamlining the purchase process.

In Amazon Pay Later, users can monitor their spending and credit limit through dashboards and a range of repayment options. In this scenario, the service is provided by Amazon Finance Limited in collaboration with third parties, including Axio and IDFC First Bank [1].

Benefits include an instant decision on the credit limit, no cancellation charge, no processing fees, and no early-payment charges.

Eligibility

An active Amazon account with a verified phone number, a valid PAN (Permanent Account Number) card, a bank a/c with a selected bank, one of the valid documents- Driving license, Voter ID card, Aadhaar, Utility Bills (not older than 60 days), Passport (More than 21 years of age).

For further eligibility, the basic information already available with Amazon and the customer's credit bureau history is being used accordingly.

The lender levies Amazon Pay Later's EMI processing fees to facilitate the purchase through EMI.

C. Simpl: Works as a Digital "Khata" (Account) Online

Connects over 26000+ merchants all over India.

Offers a one-tap checkout solution that lets customers buy and pay at their convenience throughout the monthly cycle.

Partnering with quick commerce platforms gave the scope to ace over [2], [18].

It has partnered with quick-commerce platforms, such as Zepto, to offer members a One Tap checkout pass.

The following are the best features of Simpl.

- Ranging up to Rs.25000/-
- The third following month payment is due.
- Purchases are split into three instalments over 90 days (Pay in 3 options) [22].

Collaboration with Doctor's Choice: Doctor's Choice, a D2C brand, saw a challenge for a large number of RTO and COD orders, which were hurting their business. Collaborating with Simpl, it offers Pay-in-3 modes, and the platform (Doctor's Choice) boosted its prepaid share and affordability. The overall app store review provides a customer-friendly approach and an extension regarding payments [21].

The most frequent complaint regarding Simpl is its transaction-related issues. It shows that money is debited from accounts, but the transaction seems to be pending for days.

VI. Some Pros and Cons of BNPL

If BNPL is used carefully, it can split the payments into smaller payments over time. But it does have some risks as well, such as fees, overspending, bank account issues, or possible credit options.

A. Advantages for Consumers

- *Gateway to High-Priced Items:* BNPL provides the opportunity to opt for high-ticket items without full payment at once.
- *Spread Out Payments*: It provides spread out payments often in 'pay in 4', aligning with easy short-term cash flow and easing the consumer's paycheck.
- *Predictable and Simple Payments:* Overall costs are usually displayed upfront and scheduled repayments, so the consumer is well versed with the payment with the exact number, due date and amount.
- *Interest-Free If Used Correctly:* As long as you pay on time, many BNPL services charge low interest, so the total cost can be lower than carrying a high-interest credit card [4], [5], [14], [23].

B. Disadvantages for Consumers

- *Possible Interest and Fees If You Slip:* Missed or late payments can cause penalties, interest, and charges, making the expense costlier.
- *Overdraft on Bank Account:* As payments are often auto-debited, if the bank account has a lower balance, it can create an overdraft and extra fees will be deducted on top of BNPL services.
- *Temptation for Overspending:* Delaying payment can influence impulse buying, raise the risk for accumulating debt, and lead to purchasing beyond one's means.
- *Limited Protection:* Compared to credit cards, it safeguards against fraud, fewer disputes or refunds.

From a consumer perspective, there are advantages and disadvantages; merchants also face advantages and disadvantages [4], [5], [8], [9].

C. Advantages for Merchants

- *New and Repeat Customers:* Flexible payments attract new customers to pay according to their feasibility, satisfied users are more likely to repeat their purchase, and return to their previous order.
- *Immediate Payments:* Merchants receive the immediate payment from the BNPL provider, who bears the risk of collecting payments.
- *Advantages in the Competitive Market:* In the competitive market, payment flexibility is more prioritised over normal paying options. So, where there's a scope for PAY LATER, consumers must follow the path.
- *Average Order Value is Increased:* Since payments are split into manageable instalments, shoppers are willing to buy more to add to their cart [4], [5], [14], [28].

D. Disadvantages for Merchants

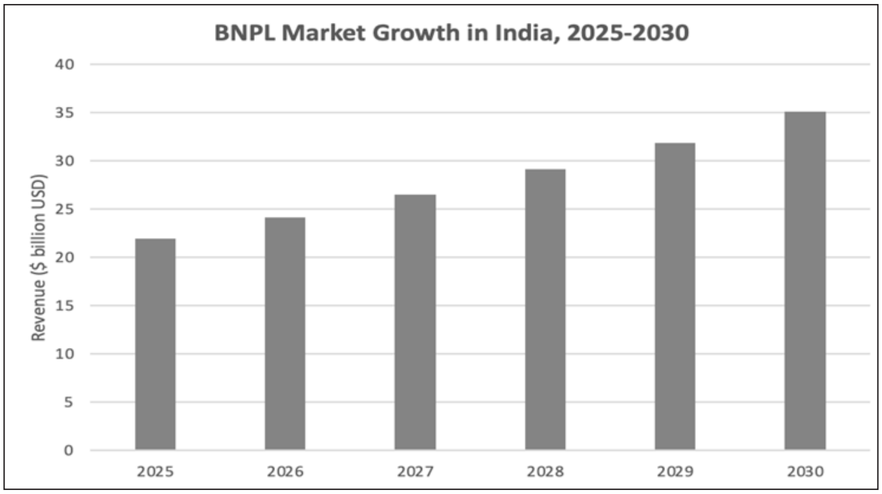
- *Merchant Fees are Higher:* BNPL providers sometimes charge higher fees so that they can eat into profit margins.
- *Complexity in the Operational Field:* Technical operation through a third party can complicate operation, so handling BNPL service isn't as easy as it seems.
- *Risk in Reputation:* Issues and defaults can affect the merchant's reputation, as ultimately it is up to the merchant to handle for resolution [4], [5], [8], [9].

VII. Recent Trends

The Buy Now Pay Later Market in India was valued at USD 21.95 billion in 2025 as the market experienced vigorous growth during 2021-2024 and is expected to have a growth of USD 35.07 billion in 2030 with a Compound Annual Growth Rate (CAGR) of 9.8% from 2025 to 2030 [15].

Competitors such as Amazon Pay Later, LazyPay, and many more are shaping the market for Indian customers, forming a clear picture [27].

The market surge of BNPL is slowly solidifying its position as a staple payment method in both traditional and non-traditional precincts. The increasing availability of the internet and smartphones has forged a digital ecosphere, helping it reach a wider audience. Thus, it shifts the consumer towards this payment method, which is purposefully aligned with the tastes of younger generations [29].



Graph 1: Expected Growth Rate of BNPL Payments in India

TABLE I: EXPECTED GROWTH RATE OF BNPL PAYMENTS IN INDIA

Particulars	Details
Period	2025-2030
Assessed Market Value in 2025	$21.95 billion
Assessed Market Value in 2026	$24.1 billion
Assessed Market Value in 2027	$26.5 billion
Assessed Market Value in 2028	$29.1 billion
Assessed Market Value in 2029	$31.9 billion
Assessed Market Value in 2030	$35.07 billion
Compound Annual Growth Rate	9.8%
Country	India

Source: Authors' Compilation.

VIII. RESEARCH AND METHODOLOGY

With the help of primary and secondary examined databases, this short-term interest-free loan will be assessed for its consumer-friendly approach, no interest and simplified digital interfaces and how it has appealed to both budget-conscious customers and impulse consumers who want to evade large deposits. By analysing the datasets, this study provides a comprehensive overview of BNPL in the economic context.

A. Sampling Size

The survey samples were collected from all over India, and varied opinions were observed, thereby assuring respondent validity. The form collected 100 responses from people who all completed the questionnaire efficiently.

B. Sampling Design

Convenience and snowball sampling have been selected for this survey.

C. Sampling Period

The survey was conducted over a period of two months, November and December of 2025.

D. Area of Study

The survey covered the cities Kolkata, Mumbai, Bangalore, Bhubaneswar, Ranchi and Ahmedabad.

E. Source of Data Collection

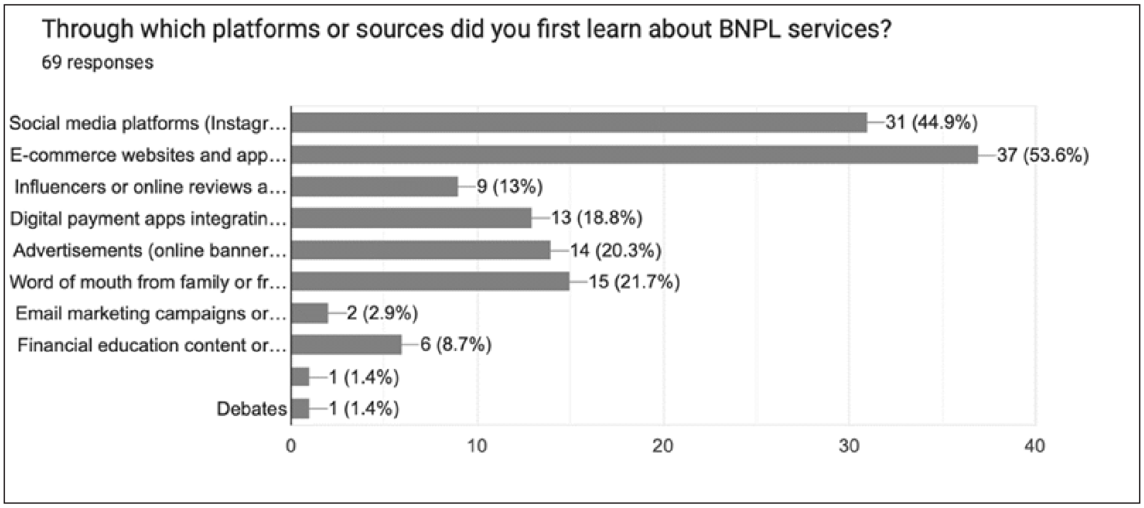
The primary source includes the questionnaire, which consists of diverse questions — each question covering a different facet of BNPL; it has been created through the help of Google Forms and has been sketched in such a way that even if a respondent is not aware of BNPL, they will be able to express their opinion and complete the form effortlessly. Secondary sources include various articles, reports, and websites that have helped shape the outline of this study.

IX. LIMITATIONS

Although ample care has been taken to ensure the research's reliability and accuracy, the report has some limitations.

- The limited sample size, not fully representing the entire population, has reduced the generalizability of the results.
- Since most of the respondents belong to the peer group, sampling might lead to bias.
- The study could only be conducted in a particular area in Kolkata, thus leading to geographical restrictions.
- Due to the short time period of study, long-term behavioural trends could not be captured.

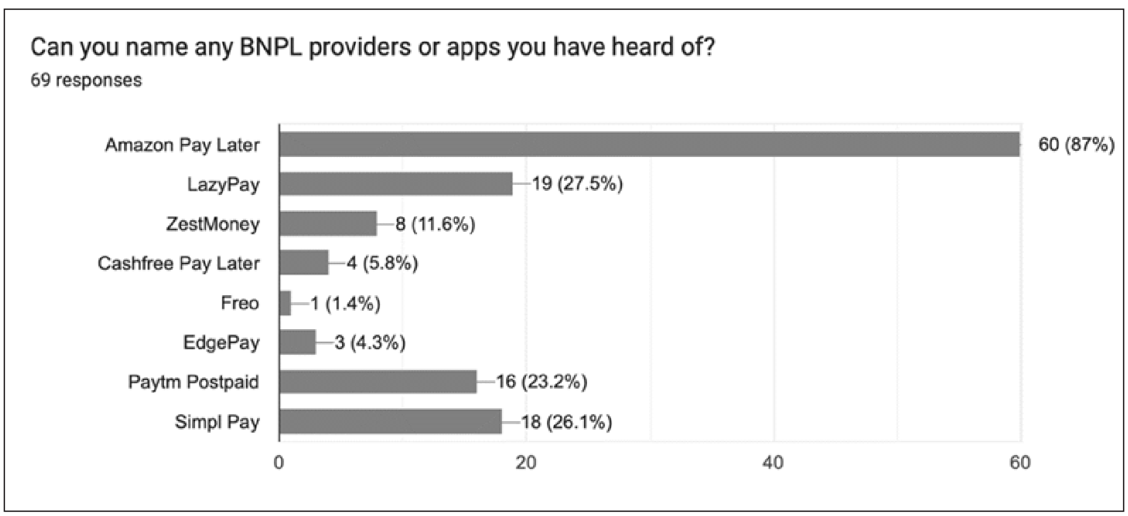
X. Data Analysis and Findings



Source: Authors' Compilation.

Graph 2: Sources of BNPL Payments' Knowledge

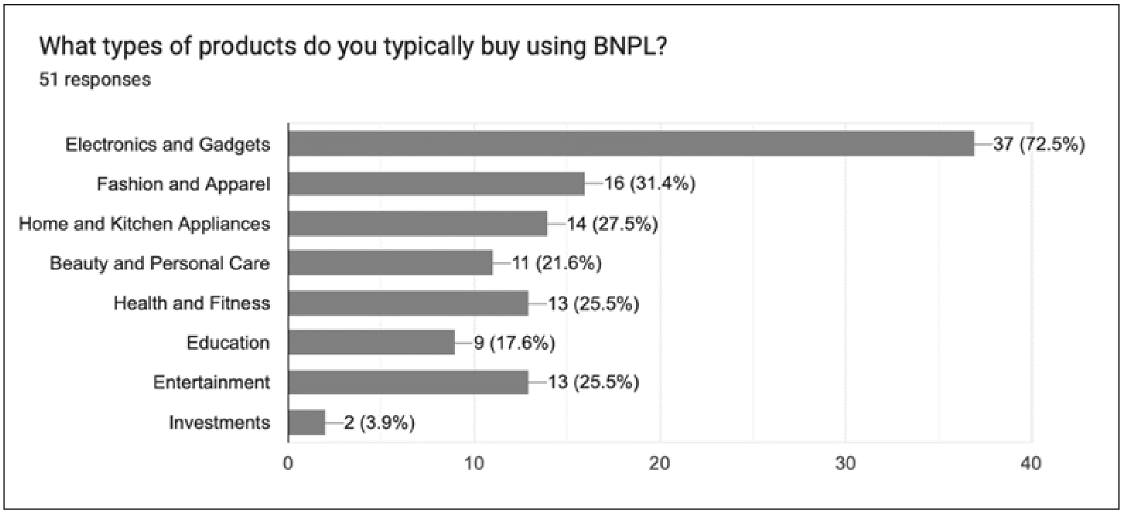
Among the various platforms, approximately 53.6% have heard of or learned about Buy Now, Pay Later from E-commerce websites and apps (during the checkout process). Whereas social media platforms (Instagram, TikTok, Facebook, Snapchat) have contributed to BNPL knowledge among approximately 44.9% of the population. The rest of the population has been exposed to BNPL through various platforms, such as digital payments and financial education content, and through sources such as advertisements and word of mouth.



Source: Authors' Compilation.

Graph 3: Apps Providing BNPL Payments

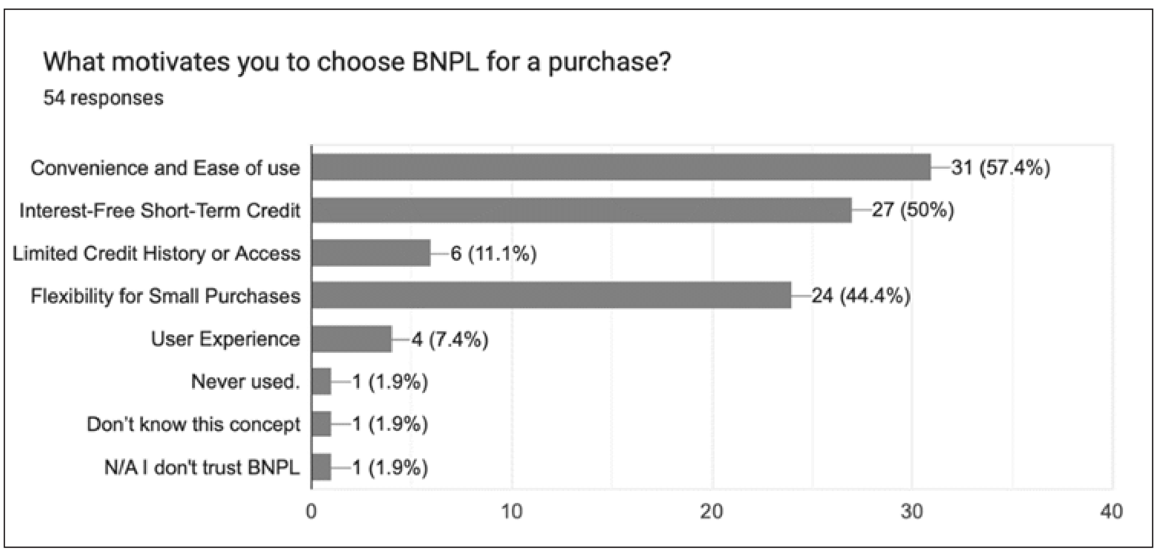
Amazon Pay Later is a convenient, instant digital credit tool for making purchases on Amazon India. It has simplified tracking and flexible EMI options to help build credit potential. As we can see from the chart above, Amazon Pay Later has helped a massive 87% of people learn about BNPL. LazyPay follows with a population of 27.5% for the simple eligibility criteria, which include no credit history requirement and no EMI burden, simply returning the borrowed amount to the organisation in one go at the end of the month.



Source: Authors' Compilation.

Graph 4: Products and Services Preferred Through BNPL Payments

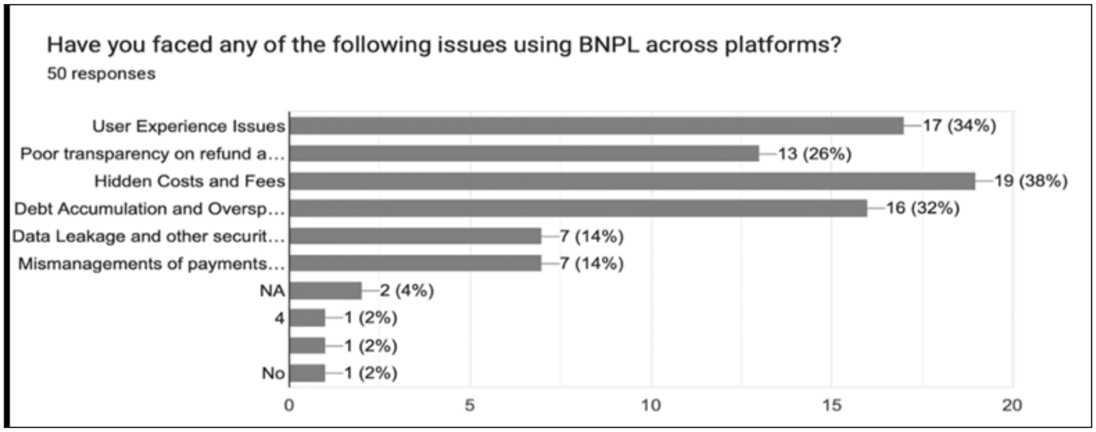
Consumers have switched to e-commerce platforms for ease of use and the availability of a wide range of products, irrespective of brand and price. Electronics and gadgets have found a wide niche market on websites due to hassle-free ordering, detailed product information, and promised quality; however, the price has always been a constraint. As the chart shows, electronics and gadgets have been the most used products, as BNPL effectively reduces the burden of payment. Fashion and apparel, home and kitchen appliances, health and fitness, and entertainment have also advanced the BNPL market.



Source: Authors' Compilation.

Graph 5: Motivating Factors for Users to Avail BNPL Payments

Buy Now, Pay Later has found profound success on e-commerce websites. General consumers are being motivated to choose BNPL for its convenience and ease of use. Many users have also noted that interest-free short-term credit has played a significant role in their BNPL choice. As this payment method was originally designed to appeal to younger audiences, whose reckless buying habits make them a prime target, the flexibility for small purchases has helped BNPL rise in the payment precinct.



Source: Authors' Compilation.

Graph 6: Issues Faced by Users in Availing BNPL Payments

Even though BNPL has recently become a huge success as a payment option due to its convenience and interest-free credit, it still has drawbacks that deter consumers. Many consumers have noted hidden costs and fees for some organisations that may have displayed the information or hidden it to charge illegally. Some have also experienced user experience issues; others have complained about accumulating debt and overspending, which can lead to reckless spending.

XI. Hypothesis Testing

The data collected from respondents regarding BNPL services were analysed using SPSS.

*A. Median Age * How familiar Are You with the Concept of Buy Now, Pay Later (BNPL)?*

Null Hypothesis (H_0): There is no significant association between median age and familiarity with BNPL.

Alternative Hypothesis (H_1): There is a significant association between median age and familiarity with BNPL.

Table II: Chi-Square Value and Likelihood Ratio of Median Age × Familiarity with BNPL

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.924[a]	3	.404
Likelihood Ratio	3.630	3	.304
N of Valid Cases	55		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .84.			

Source: Authors' Compilation.

- Pearson Chi-square = 2.924
- df = 3
- p-value = 0.404
- 50% cells have expected count < 5

Since $p = 0.404 > 0.05$, we fail to reject H_0.

There is *no statistically significant association* between median age and familiarity with BNPL among respondents.

*B. Median Age * Do You Prefer BNPL Over Other Payment Methods Like Credit Cards or EMI Options?*

Null Hypothesis (H_0): There is no significant association between median age and preference for BNPL over credit cards/EMI.

Alternative Hypothesis (H_1): There is a significant association between median age and preference for BNPL.

TABLE III: CHI-SQUARE VALUE AND LIKELIHOOD RATIO OF MEDIAN AGE × PREFERENCE FOR BNPL OVER OTHER METHODS

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.013[a]	3	.570
Likelihood Ratio	2.785	3	.426
N of Valid Cases	55		
a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .98.			

Source: Authors' Compilation.

- Pearson Chi-square = 2.013
- df = 3
- p-value = 0.570
- 50% cells < 5

Since p = 0.570 > 0.05, we fail to reject H_0.

There is *no statistically significant association* between age group and preference for BNPL.

*C. Median Age * How Often Do You Use BNPL for Online Purchases?*

Null Hypothesis (H_0): There is no significant association between median age and frequency of BNPL usage.

Alternative Hypothesis (H_1): There is a significant association between median age and frequency of BNPL usage.

TABLE IV: CHI-SQUARE VALUE AND LIKELIHOOD RATIO OF MEDIAN AGE × FREQUENCY OF BNPL USAGE

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.185[a]	9	.154
Likelihood Ratio	19.347	9	.022
N of Valid Cases	55		
a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .11.			

Source: Authors' Compilation.

- Pearson Chi-square = 13.185
- df = 9
- Pearson p-value = 0.154
- Likelihood Ratio p-value = 0.022
- 81.3% cells < 5 (minimum expected count = 0.11)

Since Pearson Chi-Square, p = 0.154 (> 0.05), we fail to reject H_0.

But the Likelihood Ratio, p = 0.022 (<0.05), suggests an association.

Therefore, both the Pearson and Likelihood Ratio tests become unreliable.

*D. Median Age * BNPL Helps You In*

Null Hypothesis (H_0): There is no significant association between median age and the perceived benefit of BNPL.

Alternative Hypothesis (H_1): There is a significant association between median age and the perceived benefit of BNPL.

TABLE V: CHI-SQUARE VALUE AND LIKELIHOOD RATIO OF MEDIAN AGE × PURPOSE OF USING BNPL

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.732[a]	6	.713
Likelihood Ratio	4.627	6	.592
N of Valid Cases	55		
a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .58.			

Source: Authors' Compilation.

- Pearson Chi-square = 3.732
- df = 6
- p-value = 0.713
- 75% cells < 5

Since $p = 0.713 > 0.05$, we fail to reject H_0.

There is *no statistically significant association* between age group and perceived benefit of BNPL.

XII. Platform Comparison

The data collected from respondents regarding BNPL services was analysed using Microsoft Excel Data Analysis ToolPak. Descriptive statistics such as mean and standard deviation were computed for Ease of Use, Security, and Transparency for both platforms.

A. Amazon

Table VI: Descriptive Statistics for Amazon

How would you rate your overall experience using BNPL on Amazon based on Ease of Use?		*How would you rate your overall experience using BNPL on Amazon based on Security?*		*How would you rate your overall experience using BNPL on Amazon based on Transparency?*	
Mean	2.72	Mean	2.79	Mean	2.73
Standard Error	0.13	Standard Error	0.13	Standard Error	0.14
Median	3.00	Median	3.00	Median	3.00
Mode	3.00	Mode	3.00	Mode	3.00
Standard Deviation	1.27	Standard Deviation	1.34	Standard Deviation	1.38
Sample Variance	1.60	Sample Variance	1.79	Sample Variance	1.92
Kurtosis	0.91	Kurtosis	0.57	Kurtosis	0.19
Skewness	-1.15	Skewness	-1.02	Skewness	-0.87
Range	5.00	Range	5.00	Range	5.00
Minimum	0.00	Minimum	0.00	Minimum	0.00
Maximum	5.00	Maximum	5.00	Maximum	5.00
Sum	275.00	Sum	282.00	Sum	276.00
Count	101.00	Count	101.00	Count	101.00

Source: Authors' Compilation.

B. Flipkart

Table VII: Descriptive Statistics for Flipkart

How would you rate your overall experience using BNPL on Flipkart based on Ease of Use?		*How would you rate your overall experience using BNPL on Flipkart based on Security?*		*How would you rate your overall experience using BNPL on Flipkart based on Transparency?*	
Mean	2.50	Mean	2.58	Mean	2.66
Standard Error	0.14	Standard Error	0.14	Standard Error	0.14
Median	3.00	Median	3.00	Median	3.00
Mode	3.00	Mode	3.00	Mode	3.00
Standard Deviation	1.42	Standard Deviation	1.39	Standard Deviation	1.41
Sample Variance	2.01	Sample Variance	1.95	Sample Variance	1.99
Kurtosis	-0.40	Kurtosis	-0.05	Kurtosis	0.03
Skewness	-0.82	Skewness	-0.93	Skewness	-0.93
Range	5.00	Range	5.00	Range	5.00
Minimum	0.00	Minimum	0.00	Minimum	0.00
Maximum	5.00	Maximum	5.00	Maximum	5.00
Sum	253.00	Sum	261.00	Sum	269.00
Count	101.00	Count	101.00	Count	101.00

Source: Authors' Compilation.

Ease of Use: Both platforms received very similar ratings. Amazon is marginally higher, but the difference is very small.

Security: Amazon slightly leads in perceived security. Variation is slightly higher for Amazon.

Transparency: Amazon is slightly higher in transparency. Overall ratings are very close.

XIII. Conclusion and Recommendations

A. Conclusion

- The study concludes that the respondents identify that Buy Now Pay Later doesn't influence the decisions of any generation regarding using it as a payment option.
- This study also helps us to observe that Generation Z is more aware of BNPL than the older generation, which indicates that the newfound surge of BNPL has rightly placed itself as a payment option.
- Customers from all age groups use e-commerce platforms; therefore, the BNPL method is well-known among its users.
- BNPL has helped users with heavy payments, thereby easing the burden and also efficiently handling the payment process.
- For the tests run on SPSS: No statistically significant association was found between median age and BNPL-related behaviour at 5% significance level. However, for all the tests, more than 50% of the expected cell counts are below 5, and the Chi-Square assumptions are violated. Therefore, the results must be interpreted with caution, and the choice solely depends on the personal preference of the users.
- Users perceive both platforms (Amazon and Flipkart) as equally competitive in delivering BNPL services. The choice of platform may depend more on personal preference rather than service quality differences.

B. Recommendations

- Platforms like Amazon and Flipkart, besides others, must improve their transparency and communication regarding the total payment to be made, the late fines to be charged, the instalment processing fees and the due dates. This will help to build more trust among users and reduce their hesitation to use BNPL methods.
- High-Ticket Categories like electronics, gadgets and jewellery must be given more incentives and offers. Festive seasons can be accompanied by zero-cost EMIs. This will increase BNPL payments.
- Awareness needs to be spread among targeted customers. The benefits of BNPL need to be promoted not only at the checkout, but beyond, even on product pages. Push notifications and educational reels on various social media platforms will help organisations to increase the exposure of BNPL payments.
- To increase user trust, platforms must display their security certification and highlight RBI compliance.
- Platforms must collaborate with the local D2C brands and provide for regional language support to increase the use of BNPL payments.
- The fear of overspending is the most common among users. This can be addressed by introducing spending limit alerts, providing monthly usage summaries, and offering credit score tools. This will lead to more sustainable and responsible use of BNPL payments.

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