

ABSTRACT

The rapid diffusion of Buy-Now-Pay-Later (BNPL) services has reshaped consumption in emerging economies. This article examines how materialistic value orientations stimulate impulsive buying through BNPL usage among Indonesian Buy-Now-Pay-Later users. A cross-sectional survey of 670 respondents was analysed with partial least-squares structural-equation modelling (PLS-SEM). materialisme had a strong positive effect on BNPL adoption ($\beta = 0.762$) and a moderate direct effect on impulsive buying ($\beta = 0.350$). BNPL, in turn, exerted a substantial impact on impulsive buying ($\beta = 0.480$) and partially mediated the materialisme–impulsivity link (indirect $\beta = 0.366$). The model explained 65% of BNPL variance and 72% of impulsive buying variance, while exhibiting acceptable fit indices (SRMR = 0.035; NFI = 0.885). Findings highlight BNPL’s dual role as a financial innovation and a behavioural catalyst, raising implications for platform design, consumer literacy programmes, and regulatory oversight.

Keywords: materialisme; BNPL; impulsive buying