

## CONSUMER IN THE BUY NOW, PAY LATER MARKET – OPPORTUNITIES AND THREATS

Marika Ziemba\*



<https://doi.org/10.18778/2391-6478.3.43.05>

### CONSUMER IN THE BUY NOW, PAY LATER MARKET – OPPORTUNITIES AND THREATS

#### ABSTRACT

**The purpose of the article.** The purpose of the article is to identify opportunities and threats for consumers related to BNPL payments.

**Methodology.** The article uses the analysis of existing data (in particular the current reports on the BNPL sector) and the results of a questionnaire survey. The CAWI questionnaire survey was conducted on a group of 100 people (50 women and 50 men) in January–February 2024. The survey was addressed to the group of people aged 25–34 due to the fact that, in the light of literature research, people of this age most often use deferred payments. The survey was sent to graduates of the Faculty of Economics and Sociology of the University of Lodz who fit into the deferred payment customer profile.

**Results of the research.** The article identified opportunities and threats for customers of the BNPL sector, highlighted a profile of a customer using deferred payments, and presented the legal and psychological aspects related to deferred payments. Additionally, the article compared BNPL payments with credit cards, bank loans and non-bank loans, and related the results to the potential risk of over-indebtedness.

**Keywords:** BNPL, BNPL payments, deferred payments, e-commerce, excessive debt.

**JEL Class:** G21, G23, G51.

\* Ph.D., University of Lodz, Faculty of Economics and Sociology, e-mail: [marika.ziemba@uni.lodz.pl](mailto:marika.ziemba@uni.lodz.pl), <https://orcid.org/0000-0002-8813-4489>

## INTRODUCE

The EU's Payment Services Directive (PSD2) has enabled companies outside the banking sector to, among other things, access customer information that can be used to initiate payments, test creditworthiness or assess the risk of working with a customer on installment or deferred payment sales. One of the areas of e-payments taking advantage of these legislative changes is deferred payments that are considered one of the strongest e-commerce trends of the beginning of the second decade of the 21st century. The BNPL market, despite its rapid growth, is still in the early stages of expansion, as evidenced by a relatively small number of transactions, a young age of companies operating in the industry, and the negative net results they achieve (Cashless.pol, 2022).

Deferred payments can be an opportunity for consumers to purchase a product when they are temporarily out of funds, or an opportunity to check out an item without having to pay for it at the time of purchase. However, postponing payment over time can carry the risk of over-indebtedness due to the difficulty of estimating a future budget, the lack of detailed rules on how BNPL payments work at the time of purchase, and the temptation of excessive consumerism. The lack of regulations in this area is also a problem – the services are not offered under the Consumer Credit Act, hence in a situation of irregularity the consumer has legal protection.

The banking sector has been taken by surprise by the dynamics of BNPL payments. Technological capabilities aside, their introduction of similar solutions would compete with the products they offer, such as loans and credit cards. Meanwhile, fintechs, using simplified scoring models based on behavioral data, can perform instant customer verification and offer interest-free solutions (Ciesielski, 2021).

The purpose of the publication is to identify opportunities and risks related to deferred payments for consumers. As a result of the analysis, the research hypotheses will be verified: deferred payments allow consumers to finance small purchases quickly and according to their needs (1), and deferred payments do not cause over-indebtedness in cases of Polish consumers (2).

The article uses the analysis of existing data (in particular the current reports on the BNPL sector) and the results of a questionnaire survey. The CAWI questionnaire survey was conducted on a group of 100 people (50 women and 50 men) in January–February 2024. The survey was addressed to the group of people aged 25–34 due to the fact that, in the light of literature research, people of this age most often use deferred payments. The survey was sent to graduates of the Faculty of Economics and Sociology of the University of Lodz who fit into the deferred payment customer profile.

The article identified opportunities and threats for customers of the BNPL sector, highlighted a profile of a customer using deferred payments, and presented the legal and psychological aspects related to deferred payments. Additionally, the article compared BNPL payments with credit cards, bank loans and non-bank loans, and related the results to the potential risk of over-indebtedness.

## 1. THE CONCEPT OF DEFERRED PAYMENT SERVICES

Deferred payments (BNPL, from Buy Now, Pay Later) have been present in Poland for about a decade, and for the last few years they have been conquering the Polish market with a hit, primarily through big players like Klarna, PayPo, Allegro Pay and Twisto. The way they work is very transparent: the BNPL operator pays for the purchase, and the customer gives back the entire amount after 30 days (LendTech, 2024). The BNPL payments market globally has grown from \$105.15 billion in 2022 to \$155.79 billion in 2023. The market is estimated to reach \$744.06 billion by 2027 (LendTech, 2023). In Europe, too, the growing popularity of deferred payments can be seen – it is estimated that about 60% of Europeans use these services, including for a quarter of online shoppers their availability is an important factor of choice (Gondek, 2022). In Europe and the US, settlement via BNPL accounted for 7% of payments. In Australia, deferred payments account for 10% of the value of all online purchases. The countries with the highest percentage of deferred payments are Sweden (23%) and Germany (19%) (Krasuski, 2022). Poland is one of the leaders in the development of the BNPL market – in 2022 the buy now and pay later sector provided financing of about PLN 2.1 billion, an increase of 181% y/y. In comparison, the value of financing in the traditional lending sector amounted to PLN 13.79 billion (LendTech, 2023). According to the survey conducted in 2023 by PayPo, deferred payments are the second most used payment method after BLIK (this answer was indicated by 65% of respondents) (PayPo, 2023).

Deferred payment services allow consumers to finalize a transaction while postponing payment until a later date. The largest number of such payments takes place in the e-commerce market. Typically, deferred payments take the form of online financing within single purchasing processes as:

- deferral of a single payment;
- spreading the amount to be paid into several installments.

The specific feature of these transactions is the deferral of payment for the product, and therefore is a form of purchase credit. This service can be free, as long as the consumer pays off the amount of the transaction by a certain date, in practice including the time of delivery of the product and check. From this perspective, one can see the similarity of deferred payments to credit cards – they allow the purchase of goods with payment at a later date, more than once also

without having to pay interest on the debt (that is, it can be a form of free credit). The difference between these products is that with BNPL, the consumer does not need a payment card, as the transaction is carried out through an online transaction system, and instead of a market for products and services, we have an e-commerce market.

Another significant difference is the type of entity that provides the payment services in question. In principle, there are no obstacles for the financial sector to provide BNPL payments, but in Poland this is the domain of FinTech or LendTech entities. What puts banks at a disadvantage is the need to meet regulatory requirements – under the Financial Supervision Commission's Recommendation T, they are burdened with specific creditworthiness requirements that do not apply to BNPL providers.

For sellers on online platforms, this form of payment is also very beneficial as their sales increase. The seller receives the funds almost immediately at the time of placing an order within the previously granted credit limit. From this perspective, it should be emphasized that BNPL payments increase the so-called conversion, i.e., the share of customers completing purchases with a successful transaction. On the other hand, however, it is the owners of online stores who bear the costs of deferred payments, but they are not the same in every case – they depend on many factors, including the size of the stores, the industry (most service providers specify the amount of commissions in the form of a maximum ceiling) (Cashless.pol, 2022).

## **2. LEGAL ASPECTS OF DEFERRED PAYMENTS**

There are no separate laws in the Polish law governing the deferred payment market. The interpretation in this case is the Act of May 12, 2011 on consumer credit, which is the implementation of Directive 2008/48/EC of the European Parliament and of the Council (the so-called "Consumer Directive"). Typically, BNPL payments are structured analogically to credit cards – they have an interest-free period during which the product is free. It is therefore free credit, and one could debate whether it therefore constitutes consumer credit. However, it should be borne in mind that if the consumer fails to make repayment during the first period, then there will be an obligation to pay interest or commissions in accordance with the Consumer Credit Law, while on the other hand there will be a need to comply with information obligations, compliance with maximum interest amounts and non-interest costs. A debatable issue with BNPL payments was the deferment of the payment date for a short period (usually 21-60 days) and relatively low costs charged in case of failure to repay the obligation on the first date. There was then the possibility of invoking the exemption for credit agreements concluded on terms providing for repayment within three months and

the requirement to pay small fees referred to in Article 2(f) of the Consumer Directive, but the Polish legislator did not use this option.

The situation is similar in most European Union countries – BNPL payments are not regulated by separate laws, but by regulations relating to consumer credit. In countries such as Poland, Austria, Cyprus, Luxembourg and Italy, exceptions to these regulations are allowed, especially for insignificant amounts, but in practice they are not applied. In 16 countries, supervision is handled by the financial market regulator for loan sector entities, but it is also possible to warrant when the authority responsible for consumer protection for loan sector entities is in charge of supervision, or there is no such protection at all.

The situation is reversed in the UK, where this exception is applied and, consequently, the deferred payment market is not subject to supervision and licensing, but due to the excessive risk of consumer over-indebtedness, legislative work has been undertaken on licensing and supervision by the Financial Conduct Authority of entities offering BNPL. Importantly, the decision was preceded by a public consultation, and it was the respondents themselves who indicated the need for broader institutional protection (LendTech, 2022a).

Work is currently underway at the European Union level to amend the Consumer Credit Directive to eliminate loopholes in the type of application of regulations on so-called free credit. These measures are aimed primarily at increasing consumer protection. However, experts predict that the aforementioned changes may negatively affect the attractiveness of the form, as they mainly concern such aspects as creditworthiness assessment or information obligations, which, with regard to fintech entities, were not as restrictive as in the case of banks (LendTech, 2022b). Consequently, this may result in a longer credit assessment process, the need for additional legal and financial collateral, as well as the need to prepare a database of deferred payments to assess the burden of these payments on customers, available to all interested institutions offering BNPLs (Umowy o kredyt...: 2023).

### **3. PSYCHOLOGICAL ASPECTS RELATED TO DEFERRED PAYMENTS**

Over the years, the level of consumption in society has been increasing, but in addition to the increase in the consumption of goods, one can notice the phenomenon of the emergence of new ways of satisfying consumer needs. The most important is that the satisfaction of needs occurs through the implementation of activities such as the purchase and use of goods and services (Rudnicki, 2000: 50). The way in which needs are satisfied depends on many sociological and psychological factors, and is also largely shaped by marketing messages. Significantly, the promise and hope of satisfying a need arises in the consumer

even before the need itself appears (Bauman, 2000: 98), which causes a person to make an effort to get the desired good or service. The described gap gives space for the use of deferred payments, which quickly provide the consumer with opportunities to satisfy needs. This makes the individual's lifestyle independent of his or her income, but also increases the possibility of acquiring more goods, creating an opportunity to stand out or prove one's prestige (Pieszak, 2013: 147). Deferred payments, like credit, mean freedom of choice for the consumer, including creating his or her own self based on the things available on the market.

It is also worth mentioning another aspect of deferred payments that affects their success. It is said that "buy now, pay later" is more than a modern trend, which has to do with the post-digitalization. Today's consumer is the so-called digital consumer, expecting:

- a personalized offer, tailored to their needs;
- mobility and accessibility of the bank;
- additional services, often not related to finance;
- adding additional functionality or loyalty pro-grams to the payment cards;
- online access to all the products they have;
- the ability to find reviews on a financial product of interest;
- immediate delivery of financial services;
- modern, innovative solutions;
- convenience and ease of use (Pyka and Sieradz, 2015: 21–22, 24).

The most important aspect in serving this consumer is the growing use of mobile devices and the opportunities they present. There is a belief in the literature that the expectations of digital customers are increasing, especially in terms of greater accessibility, speed of execution, convenience and innovation. Nevertheless, it should be noted that 67% of banking customers believe that standards of good services have increased significantly, and 76% of them expect the seller to approach their needs with understanding (Deloitte, 2019).

#### **4. PROFILE OF A CUSTOMER USING DEFERRED PAYMENTS**

According to Confimo's survey, people who fit the profile of a deferred payment customer have the following characteristics:

- they are women (84% of buyers are women);
- are 25–34 years old (40% of buyers);
- they live in the city;
- have used BNPL before;
- like to buy clothes (about 25% of products in BNPL-funded baskets);
- spending barnstormingly small amounts of money (about PLN 200) on one-time purchases.

Among representatives of this age group, there is also the largest number of customers who return – they make a purchase financed by BNPL again. Based on this data and other reports, it can be assumed that customers who have used deferred payment at least once not only return to it, but also make it one of their main forms of payment in the future. Younger people make purchases more often, but for smaller amounts (the average value of a shopping cart in their case is less than PLN 200, while in older age groups purchase amounts reach higher values). When broken down by gender, women leave men behind both in terms of transaction amounts and the percentage of people making installment purchases (Comfimo, 2024).

## 5. OPPORTUNITIES FOR CONSUMERS OFFERED BY DEFERRED PAYMENTS

According to the data from the PayPo report, consumers indicated that deferred payments are a modern (49% of all responses) and convenient (54%) payment method that works well for unplanned out-of-pocket expenses (56%), for larger (35%) and more expensive (37%) purchases. For respondents, the following features of BNPL were particularly important in this payment method:

- ease of use (49% of responses);
- speed (46% of responses);
- transparency of rules (42% of responses);
- simplicity (40% of responses);
- cost-effectiveness (40% of responses);
- security (32% of responses).

Interestingly, more men than women used BNPL for small purchases (22% of men, 10% of women chose this answer). Therefore, it can be concluded that men prefer this form of payment because of the possibility to postpone payment over time. Respondents agreed that the main reason for using deferred payments was the opportunity to check the product before paying for it (24% of all responses). Only in second place there was the need to finance unplanned expenses (21%). However, it is worth highlighting the responses of respondents that were unlikely to appear in surveys in earlier years – consumers did not want to pay for an order despite having the means (14% of responses), and a lack of confidence in the purchase and a desire to think about the purchase (11%). Giving such responses shows that BNPLs allow consumers more purchasing freedom and the ability to tailor payment to their needs and abilities. It is interesting to note that 5% of respondents used BNPLs to avoid having to tap into their savings. Taking into account the previous findings and the last indicated reason for using BNPL, it can be concluded that deferred payments allow consumers to manage their household budget and finances more freely (this answer was indicated by

59% of respondents when asked about the use of BNPL payments for budget management) (PayPo, 2023).

Taking into account the results of the author's questionnaire survey<sup>1</sup> it can be noted that deferred payments were rated in comparison with credit cards, bank loans and non-bank loans as a solution that is (see chart 1):

- most affordable (63% of respondents chose deferred payments, 25% credit cards, 10% bank loans, 2% non-bank loans);
- most convenient (48% of respondents chose deferred payments, 40% credit cards, 11% bank loans, 1% non-bank loans);
- most accessible (35% of respondents chose deferred payments, 23% credit cards, 20% bank loans, 2% non-bank loans);
- most responsive (53% of respondents chose deferred payments, 28% credit cards, 18% bank loans, 1% non-bank loans);
- allowing for the fastest financing of the purchase of goods or services (40% of re-respondents chose deferred payments, 35% credit cards, 13% bank loans, 12% non-bank loans).

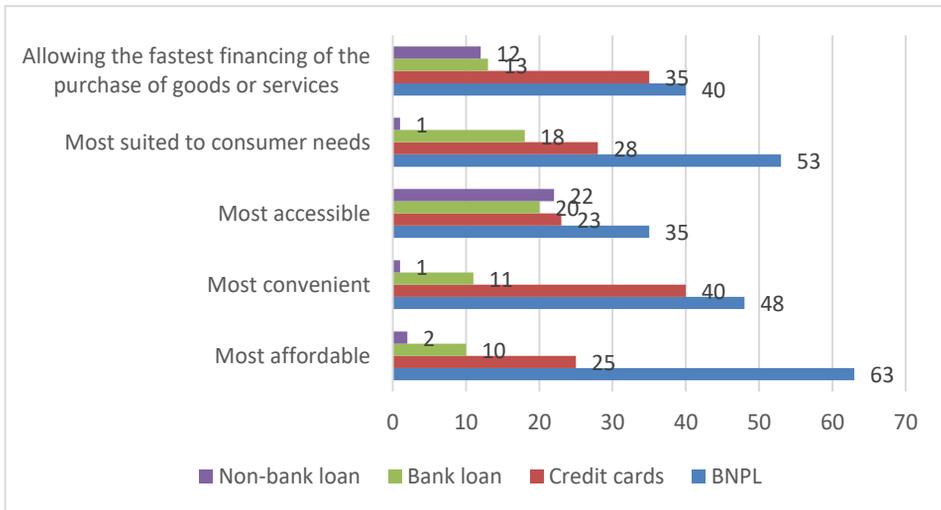


Chart 1. Comparison of different payment methods

Source: own research.

<sup>1</sup> The CAWI questionnaire survey was conducted on a group of 100 people (50 women and 50 men) in January–February 2024. The survey was addressed to the group of people aged 25–34 due to the fact that, in the light of literature research, people of this age most often use deferred payments. The survey was sent to graduates of the Faculty of Economics and Sociology of the University of Lodz who fit into the deferred payment customer profile.

Taking into account the results of the author's questionnaire study (see chart 1) and the Comfimo and PayPo reports, it can be concluded that deferred payments allow consumers to finance small purchases quickly and according to their needs. Therefore, the hypothesis stating that deferred payments allow consumers to finance small purchases quickly and according to their needs (1) can be verified positively.

## 6. NEGATIVE ASPECTS OF DEFERRED PAYMENTS

When addressing the topic of deferred payments, one should also take into account their negative aspect – they can contribute to the buildup of debt. This is fostered by the ease of use of BNPL systems – the integration of the system with individual vendors and websites, which consequently affects the ease of use of this solution and greater frequency of its selection. This is particularly evident among young people, who value this solution because of the quick and easy ability to get the desired product, but who do not foresee the financial consequences of growing indebtedness (Deloitte, 2021). On the other hand, however, BNPL service providers are taking steps to prevent over-indebtedness. Clearpay, for example, stands built-in safeguards to stop debt accrual and automatically locks the account if a single payment is late. Openpay, on the other hand, requires the first payment to be made in advance, which is designed to confirm the customer's continued ability to repay the debt, and Laybuy checks the customer's creditworthiness (Third of UK adults..., 2021).

The specificity of BNPL payments is based on the fact that they allow consumers to spread the cost of purchases over time. Very often they are presented on websites as one of the available payment methods, without explaining the specifics of this product (i.e., indicating that it can be a form of credit), which, however, can mislead the consumer. On the other hand, however, one of the important elements of the BNPL system is its simplicity and the resulting positive consumer experience (UX). By integrating the system with individual merchants and websites, the online shopping experience is quick and easy. Importantly, the easier the solution is to observe, the more often it is used. BNPL payments protect against the negative consequences of loss aversion inherent in spending money. On the one hand, the consumer does not feel that his or her funds are diminishing, but on the other hand, they feel gratification from the immediate purchase of the product. In other words, future costs are not as important as those that must be incurred immediately (PIE, 2021).

The deferred-payment sector has faced criticism, however, because of concerns that some people may spend more than they intended and have difficulty repaying. The British study found that some 81% of respondents said they had never missed a repayment, which could indicate the largely unfounded fears

outlined earlier, while  $\frac{3}{4}$  of the remaining respondents (aged 39 or under) said they had experienced a difficult living situation in the past year. These results may indicate that problems with paying on time were experienced by people who are not fully able to manage their household budget due to age or inexperience. On the other hand, there was a possibility that the respondents were aware of the operation of this financial service, but life difficulties influenced delays in repayment. Given the conditions described, it can be largely assumed that these individuals might have had trouble repaying their debts on time anyway, and it would be fair to ask in how many cases BNPL payments proved to be a cheaper alternative for financing purchases (research commissioned by Klarna UK showed that deferred payment services saved consumers £76 million in the difference between credit card interest and interest on late BNPL payments).

According to data from the National Debt Register and Easy Check, about 47% of Poles have heard of deferred payments as a payment method, and they tend to be 45–64 year old, with it being preferred especially by those aged 35–44 (EasyCheck, 2021). According to data from numerous surveys, BNPL payments are the domain of young consumers (42% of millennials and 34% of Generation X have used them in the past five years), but families with dependent children are also keen to use them (Śleszyńska, 2021). In addition, BNPL payments are used by people in difficult life moments, but this can bring potentially negative consequences in the form of over-indebtedness. Research of the UK market shows that consumers reach for deferred payments especially in situations of non-payment of credit, bills or in the face of a major life event (the chance of using these services increases by about 36pc). Significantly, those with dependent children in particular are willing to use deferred payments (the chance of using such services increases by 71 p.p.) (Deloitte, 2019).

One can also encounter the position that deferred payments promote an increase in overall debt. According to data from the Financial Conduct Authority (FCA) report, more than one in ten customers of a major bank in the moment in which they pay through the BNPL platform are already in arrears with other payments. If we add to this the results of TransUnion's survey, according to which deferred services are often not considered by consumers as an alternative, we get the rather alarming conclusion that BNPL payments increase overall indebtedness and may in fact reinforce the propensity for impulse buying. Although it is difficult to estimate the exact level of transaction defaults, data from individual providers show that the problem in the Polish market is rather small (for example, 0.8% of transactions with PayPo remain unpaid) (Płatności odroczone..., 2021).

According to data from the National Debt Register, about 30% of Poles of working age had a problem with repaying their debts at least once, for older people the percentage was at 17%. Among the main reasons for this situation, respondents cited first and foremost the occurrence of unplanned expenses or random events

(e.g., unplanned expenses – 32%, loss of job – 24%), but another significant category was carelessness (17% of respondents thought that "somehow it will be done", 7% were unaware of the actual cost of the loan and realistically outgrew it, and 9% did not control their expenses in a given month). The third important category is those who consciously do not repay their debt (9% were aware of the debt repayment problem, but wanted to spread it out over a longer period of time, 3% take out various loans and repay when they want to, 4% wait for the final call for payment, and 1% do not intend to repay the debt at all). The results obtained in the latter two groups show that a significant proportion of Poles have problems managing their household budget and calculating their actual disposable income, which, when using deferred payments, can be the main reason for over-indebtedness (Krajowy Rejestr Długów, 2018).

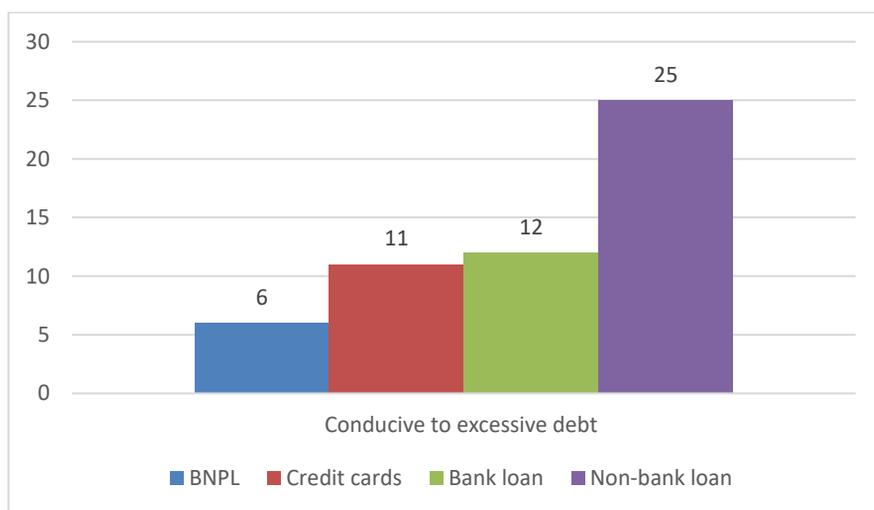


Chart 2. Comparison of different payment methods

Source: own research.

Taking into account the results of the author's survey, it can be noted that deferred payments were assessed in comparison with credit cards, bank loans and non-bank loans as a solution that was slightly conducive to excessive debt (6% of respondents chose deferred payments, 11% credit cards, 12% bank loans, 25% non-bank loans) – see chart 2. Based on the results of an original survey and analysis of the literature on the subject, the hypothesis stating that deferred payments do not cause over-indebtedness in most Polish consumers (2) can be verified positively.

## SUMMARY

Deferred payments are becoming increasingly popular in Poland thanks to the FinTech or LendTech sector, primarily due to the speed and ease of using these services in the absence of the creditworthiness assessment procedure characteristic of loans and credits. This results in a higher level of consumption in the economy, as the public can purchase more products than if they financed the expenses themselves, while entrepreneurs have additional revenue from sales.

The peculiarity of deferred payments boils down to allowing a quick and (under certain conditions) free opportunity to pay for goods or services. This form of payment allows for tailoring to the needs of consumers, as they have the opportunity to check the purchased product without having to pay, and can incur real expenses at the chosen time, which promotes more efficient management of the household budget. The research shows that the object of transaction using BNPL is mainly clothing, and its value is around PLN 200. It can therefore be concluded that deferred payments allow consumers to finance small purchases quickly and according to their needs. The popularity of using BNPL to manage the household budget is confirmed by the growing value and number of transactions.

The popularity of BNPL payments stems from the immediate gratification in the form of a purchase with the postponement of the unpleasant necessity for the consumer to pay. Such a service design raises the danger of the temptation to over-indebtedness, however, in light of research on consumers in Poland, the risk of over-indebtedness in the context of deferred payments is minimal, since the payments involve rather small monetary amounts and concern mostly clothing purchases. Of course, in the context of people who are in a difficult life situation or who tend to face over-indebtedness, the risk of inappropriate use of deferred payments is higher, but as the research shows, the number of such people using BNPL is marginal. Therefore, it can be concluded that deferred payments do not cause over-indebtedness in the majority of Polish consumers, and in most cases allowed them to effectively manage the household budget.

## BIBLIOGRAPHY

- Bauman, Z. (2000). *Globalizacja. I co z tego wynika dla ludzi*. Warszawa: PIW.
- Cashless.pol (2022). Płatności odroczone w Polsce w 2021, <https://www.cashless.pl/report/raport-platnosci-odroczone.pdf> [Accessed 4.04.2024].
- Ciesielski, M. (2021). Płatności odroczone rozpychają się nie tylko w e-commerce, <https://www.obserwatorfinansowy.pl/bez-kategorii/rotator/platnosci-odroczone-rozpychaja-sie-nie-tylko-w-e-commerce/> [Accessed 4.04.2024].
- Comfimo (2024). Płatności ratałne i odroczone, <https://comfino.pl/wp-content/uploads/2023/12/Comfino-Platnosci-ratalne-i-odroczone.pdf> [Accessed 4.04.2024].

- Deloitte (2021). Odroczone płatności. Regulacje buy now pay later w Europie – najnowsze trendy, <https://www2.deloitte.com/pl/pl/pages/doradztwo-prawne/articles/blog-prawo-nowych-technologii/odroczone-platnosci-regulacje-buy-now-pay-later-w-Europie-najnowsze-trendy.html> [Accessed 4.04.2024].
- Deloitte (2019). Jak poprawić poziom obsługi i jakość doświadczenia klienta?, <https://www2.deloitte.com/pl/pl/pages/deloitte-digital/digital-marketing-newsletter-deloitte/digital-marketing-grudzien-2019/Jak-poprawic-poziom-obslugi-i-jakosc-doswiadczenia-klienta.html> [Accessed 4.04.2024].
- EasyCheck (2021). Odroczone płatności nakręcają sprzedaż online, <https://easyccheck.pl/aktualnosci/odroczone-platnosci> [Accessed 4.04.2024].
- Gondek, A. (2022). 60% Europejczyków korzysta z płatności odroczonej, <https://biznes.newseria.pl/biuro-prasowe/handel/60-europejczykow,b1715027970> [Accessed 4.04.2024].
- Krajowy Rejestr Długów Biuro Informacji Gospodarczej S.A. (2018). Dlaczego Polacy się zadłużają?, <https://krd.pl/getattachment/65a133e7-f0a2-4877-b009-ade2ae996509?stamp=637829537313570000> [Accessed 4.04.2024].
- Krasuski, P. (2022). Płatności odroczone coraz popularniejsze, <https://fintek.pl/platnosci-odroczone-coraz-popularniejsze/> [Accessed 4.04.2024].
- LendTech (2022a). Brytyjskie Ministerstwo Skarbu chce uregulować BNPL, Brytyjskie Ministerstwo Skarbu chce uregulować BNPL, <https://www.lendtech.pl/wiadomosci/bnpl/brytyjskie-ministerstwo-skarbu-chce-uregulowac-bnpl/> [Accessed 4.04.2024].
- LendTech (2022b). BNPL – trendy i perspektywa regulacyjna, <https://www.lendtech.pl/wiadomosci/bnpl/bnpl-trendy-i-perspektywa-regulacyjna/> [Accessed 4.04.2024].
- LendTech (2024). Wiemy, kto najczęściej odracza płatności w Polsce!, <https://www.lendtech.pl/wiadomosci/bnpl/wiemy-kto-najczesciej-odracza-platnosci-w-polsce/> [Accessed 4.04.2024].
- LendTech (2023). Rynek BNPL rośnie w zawrotnym tempie, <https://www.lendtech.pl/wiadomosci/bnpl/rynek-bnpl-rosnie-w-zawrotnym-tempie/> [Accessed 4.04.2024].
- Lipiec, M. (2021). Ruszyła kampania wymierzona w BNPL, <https://fintek.pl/ruszyla-kampania-wymierzona-w-bnpl/> [Accessed 4.04.2024].
- Paypo (2023). Płatności odroczone w Polsce 2023. Raport PayPo.
- Pieszak, E. (2013). *Człowiek i społeczeństwo konsumpcyjne. Dyskursy*. Poznań: Wydawnictwo Naukowe UAM.
- Płatności odroczone powoli podbijają polski rynek. „Współczesna wersja kupowania na zesztyt” (2021). <https://businessinsider.com.pl/twoje-pieniadze/budzet-domowy/platnosci-odroczone-powoli-podbijaja-polski-rynek-wywiad-z-zalozycielem-paypo/zdt078t> [Accessed 4.04.2024].
- Polski Instytut Ekonomiczny [PIE] (2021). Kupujesz teraz, płacisz później. A jak nie zapłacisz w terminie, to zapłacisz, <https://300gospodarka.pl/analizy/bnpl-platnosci-odroczone-czy-to-pozyczka> [Accessed 4.04.2024].
- Pyka, A. and Sieradz, A. (2015) Bank detaliczny ery „Digital”. W: A. Kawiński, A. Sieradz, *Wyzwania informatyki bankowej*. Gdańsk: EKF.
- Rudnicki, L. (2000). *Zachowania konsumentów na rynku*. Warszawa: PWE.
- Śleszyńska, G. (2021). O ambiwalencji formuły zakupowej buy now, pay later, <https://www.obserwatorfinansowy.pl/bez-kategorii/rotator/o-ambiwalencji-formuly-zakupowej-buy-now-pay-later/> [Accessed 4.04.2024].
- Third of UK adults have used buy now, pay later schemes, Which? estimates (2021), <https://www.independent.co.uk/money/third-of-uk-adults-have-used-buy-now-pay-later-schemes-which-estimates-b1872474.html> [Accessed 4.04.2024].
- Tomaszewski, R. (2022). PKO BP rzuca wyzwanie fintechom i uruchomi odroczone płatności, <https://fintek.pl/pko-bp-rzuca-wyzwanie-fintechom-i-uruchomi-odroczone-platnosci/> [Accessed 4.04.2024].
- Umowy o kredyt konsumencki (2023), <https://eur-lex.europa.eu/PL/legal-content/summary/consumer-credit-agreements-2023.html?fromSummary=24> [Accessed 4.04.2024].

## KONSUMENT NA RYNKU PŁATNOŚCI ODROZCZONYCH – SZANSE I ZAGROŻENIA

**Cel artykułu.** Celem artykułu jest identyfikacja szans i zagrożeń dla konsumentów związanych z płatnościami BNPL.

**Metoda badawcza.** W artykule wykorzystano analizę danych zastanych (w szczególności raportów bieżących dotyczących sektora BNPL) oraz wyniki badania ankietowego. Badanie ankietowe CAWI przeprowadzono na grupie 100 osób (50 kobiet i 50 mężczyzn) w okresie styczeń–luty 2024 r. Badanie zostało skierowane do grupy osób w wieku 25–34 lata ze względu na fakt, że w świetle badań literaturowych osoby w tym wieku najczęściej korzystają z odroczonej płatności. Ankietę skierowano do absolwentów Wydziału Ekonomiczno-Socjologicznego Uniwersytetu Łódzkiego, którzy mieszczą się w profilu klienta z odroczonej płatności.

**Wyniki badań.** W artykule zidentyfikowano szanse i zagrożenia dla klientów sektora BNPL, podkreślono profil klienta korzystającego z odroczonej płatności oraz przedstawiono aspekty prawne i psychologiczne związane z odroczonej płatnościami. Dodatkowo w artykule porównano płatności BNPL z kartami kredytowymi, kredytami bankowymi i pożyczkami pozabankowymi, a wyniki odniesiono do potencjalnego ryzyka nadmiernego zadłużenia.

**Słowa kluczowe:** BNPL, płatności BNPL, odroczone płatności, e-commerce, nadmierne zadłużenie.

**JEL Class:** G21, G23, G51.

Zakończenie recenzji/ End of review: 19.06.2024

Przyjęto/Accepted: 01.08.2024

Opublikowano/Published: 27.09.2024