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Adoption of Buy Now, Pay Later (BNPL) Services: A UTAUT2 Model Analysis among Gen Y and Z in Sarawak

Maximus Balla Tang[*1], Nurzalikha binti Sa'adi[2] and Jessica Lyn Andam[3]

[1]Research Associates, Centre on Technological Readiness and Innovation in Business Technopreneurship (CONTRIBUTE), University of Technology Sarawak, No 1, Jalan Universiti, 96000 Sibu
[1,2]Centre for University Courses and Innovative Learning (UCIL), University of Technology Sarawak, No 1, Jalan Universiti, 96000 Sibu
[3]School of Foundation Studies (SFS), University of Technology Sarawak, No 1, Jalan Universiti, 96000 Sibu
*Corresponding author: maximus@uts.edu.my

Abstract

Rapid technological innovations have led to the emergence of financial technologies that are revolutionizing the financial environment. The advent of Buy Now, Pay Later (BNPL) services marks a significant shift in consumer financing and payment models. This study aims to explore the key factors that affect BNPL adoption among Gen Y and Z in the Sarawak context. This study addresses a gap in understanding BNPL adoption factors for Gen Y and Z consumers in Sarawak. BNPL is particularly relevant in the Sarawak context due to the state's rapid digitalization process. The state government pushed for Digitalization through the introduction of the Sarawak Digital Economy Blueprint driving the state to become a high-income state by the year 2030. Gen Y and Z are the highest number of users of digital financial services due to their tech-savviness and financial needs. This research utilized a quantitative research method via questionnaire to collect data from Gen Y and Z in Sarawak. The sampling method of the study was purposive sampling with a sample size of 400. The criteria to be selected as respondents for this study are residing in Sarawak, having sufficient knowledge of BNPL, and being classified as Gen Y or Z. The data analysis of this study was conducted via SmartPLS 4.0 software. The results of the study showed that Effort Expectancy (EE), Facilitating Conditions (FC), Hedonic Motivation (HM), and Habit (HBT) were significant factors in predicting Behavioural Intention (BI). Besides, HBT and BI were found to be significant factors in predicting the Use Behaviour (UB). Experience (EXP) successfully moderates the relationship between HBT and BI. The study enhances theoretical understanding and contributes to the broader literature on financial technology adoption.

Keywords: UTAUT 2, BNPL, Generation Y, Generation Z, Sarawak

Introduction

As time progresses, the advancement in technology induces many new innovative financial technologies to consumers. The Buy Now, Pay Later (BNPL) has gone from a niche payment method to one of the hottest trends over the past few years (Murugesan & Chitra, 2024).

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Consumers all over the world have started to adopt BNPL services to facilitate their online purchases. According to Gogoi and Baruah (2023), retailers and businesses can offer their customers instalment-based payment plans to assist consumers in managing their personal finances by using BNPL services. The benefits of BNPL services lead to an increase in demand for the services. According to Irawati, Hamzah, and Sofilda (2024), the global BNPL market is expected to reach USD 38.57 billion with a Compound Annual Growth Rate (CAGR) of 26.1% from 2023 to 2030. The utilization of BNPL service grows at an impressive rate throughout the world.

BNPL is a prevalent payment method in the e-commerce space in Malaysia. According to Tay, Shen, Nik, Chin, Amirah, Voon, and Lee (2024), BNPL is growing exponentially in popularity worldwide and in Malaysia. Numerous BNPL platforms, like ATOME, Shopee, and Grabpay, have gained popularity in Malaysia (Nuraisyah, Hazrini, Farhana, & Norhayati, 2024). BNPL service providers provide consumers with quick access to financing due to low barriers to entry. According to Hendy, Maizatulaidawati, Abdul, Anas, and Edura (2023), foreign companies such as Atome, myIOU, Hoolah, PayLater (by Grab), and SPayLater (by Shopee), dominate the BNPL services market in Malaysia. The number of BNPL service providers is growing in line with the increase in demand from consumers.

The Sarawak state government introduced the Sarawak Digital Economy (SDE) initiative to transform the state to undergo digitalization and a developed state by 2030 (Ahmad, Ahmad, & Saad, 2020). The shift promotes the adoption of various innovative technologies. According to Jugah, Chai, Yusuf, Alfred, and Sawai (2022), the digital economy enhances the economy growth and increases the quality of life. The usage of BNPL in Sarawak is an emerging trend in line with the state's digital transformation efforts. According to Gogoi and Baruah (2023), Gen Y and Z are the top users of BNPL. Gen Y and Z grow up with technology and BNPL aligns seamlessly with their digital shopping habits. BNPL has significant potential in Sarawak as part of the broader push toward financial inclusion and digital economy growth.

The study aims to explore key factors that affect BNPL adoption. Specifically, the study intends to examine how UTAUT 2 variables impact the behavioural intention and use behavioural of BNPL among Gen Y and Gen Z in Sarawak. Additionally, the study also explores the moderating role of experience to fully grasp the key drivers behind BNPL adoption in the Sarawak context. According to Sageng, Kasa, Pudun, and Ramli (2020), Sarawak is a state that is well-known for its diversity in terms of belief, culture and custom. Sarawak has its unique cultural, economic, and demographic characteristics. Understanding how these factors influence BNPL adoption can provide tailored strategies for BNPL providers and policymakers.

Several studies on BNPL adoption in Malaysia (Lee & Tai, 2023; Nuraisyah, Hazrini, Zainon, Farhana, & Norhayati, 2022; Osman, Ariffin, Yuraimie, Ali, & Akbar, 2024). However, there is limited study on the BNPL adoption in the Sarawak context. The existing studies on the adoption of BNPL tend to focus on broader national with little attention given to Sarawak's unique context. According to Wen and Boo (2022), Sarawak contributes 9.5% and is the third largest contributor to the economy of the country. Sarawak's significant economic contribution reflects growing purchasing power and an increasing readiness to adopt flexible payment options such as BNPL. These gaps highlight the need to explore the factors that influence BNPL adoption among Gen Y and Gen Z in Sarawak.

This study takes on the research gap to expand the knowledge and insight into the adoption factors of BNPL among Gen Y and Z in Sarawak. The study adapts the Unified Theory of

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Acceptance and Use of Technology 2 (UTAUT 2), which covers various aspects that are relevant to the research. According to Tamilmani, Rana, Wamba, and Dwivedi (2021), UTAUT 2 is a popular and relevant theory to explain various technology adoption factors across various settings. The UTAUT 2 variables help to explain how Sarawak's unique context shapes BNPL adoption among Gen Y and Z.

Literature Review

Gen Y and Z

Gen Y was born between 1981 and 1996 (Raslie & Ting, 2020). The Millennial or GenY grows up in a world where digital media and channels are becoming increasingly important (Choudhary, Shaik, Yadav, & Rashid, 2024). One of the defining characteristics of Generation Y is their deep familiarity with technology. As digital natives, they have grown up in a world where technology is an integral part of daily life. According to Muhammad and Amer (2020), Gen Y known as Millennials are rapidly entering the workforce. Generation Y is a diverse and influential generation that has had a significant impact on society and the economy with growing purchasing power. According to Ordun (2015), Gen Y is the children of the boomers who become a major force in the marketplace with high spending power for consumer goods.

According to Raslie and Ting (2020), the birth year of Gen Z is 1997 onwards. According to Jayatissa (2023), Gen Z is the first to have grown up with digital technologies such as cell phones, social media, and the internet. This has influenced their behaviour and worldview due to their upbringing. Gen Z has grown up entirely in the digital age, making them the first generation to be truly digital natives. According to Choudhary et al. (2024), Generation Z demonstrates a higher level of technological ability as compared to Gen X and Y because they have grown up during a more technologically advanced time. Gen Z has been exposed to digital devices from a young age, and technology has become an integral part of their lives. This study follows the age categorization for Gen Y (1981-1996) and Z (1997-2012) by Azimi, Andonova, and Schewe (2021). Gen Z and Millennials are profoundly influencing the social, cultural, and economic fabric of contemporary civilization (Wandhe, Dabre, Gaiki, Sikirwar, Shirke, Deshmukh, & Reshimbagh, 2024).

BNPL

BNPL's popularity is on the rise as many consumers turn to BNPL to facilitate their shopping. According to Aravind, Bhandari, Pavanaj, and Beary (2023), BNPL allows consumers to make their payments in instalments over a set period. The purchasing process was made easy with the advent of BNPL especially expensive goods such as electronics. Besides, BNPL offers consumers higher purchasing power and easier access to credits. The key players in the Malaysian BNPL market are ATOME, Shopee, and Grabpay (Nuraisyah et al., 2024). BNPL increases consumers' buying power due to its easy-to-apply credit facilities.

BNPL is mainly used online with lenders typically a third-party fintech provider and the repayment structures vary across BNPL providers (Kenney, Firth, & Gathergood, 2023). BNPL services in Malaysia are offered online via applications for online purchases mostly through major e-commerce sites. Different providers have different repayment structures from one month to twelve months. According to Nuraisyah et al. (2022), BNPL in Malaysia emerged in 2018 which

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is a financial facility that allows payment to be made via instalments without the need for a credit card. The presence of BNPL ensures consumers that there is no need to have credit cards to enjoy monthly instalments for their purchases. According to Katterbauer, Syed, Genc, and Cleenewerck (2023), BNPL is a newer class of electronic instalment payment arrangement that represents an opportunity for businesses to increase sales while making the lending process more efficient.

UTAUT 2

The Unified Theory of Acceptance and Use of Technology (UTAUT) was first introduced by Venkatesh, Morris, Davis, and Davis (2003). The model was accepted and used by various studies due to its ability to predict consumer intention to use certain technologies (Dulle & Majanja, 2011; Odewumi, Yusuf, & Oputa, 2018; Wedlock & Trahan 2019). According to Abad (2021), UTAUT explains the intention to use and actual usage of certain technologies. The upsurge in consumer technologies demanded the extension of UTAUT to the consumer context by including the hedonic value of technology users (Tamilmani et al., 2021). The rapid advancement in technology led to an increase in consumer technologies. Hence, UTAUT was extended by its original author in 2012 to better explain the intention to use consumer technologies.

According to Chang (2012), three other constructs namely hedonic motivation, price value, and habit are added to UTAUT to extend the mode to become UTAUT2. The extended model of UTAUT namely UTAUT 2 was introduced by Venkatesh, Thong, and Xu (2012). UTAUT 2 was used in various studies to study consumers' intentions to use various technologies (Alazzam, Sharo, & Azzam, 2018; Umami & Irawan, 2021; Chu, Chao, Liu, & Chen, 2022). UTAUT 2 is the underlying theory of this study. According to Moorthy, Tsen, Loh, and Kumaran (2019), UTAUT 2 include seven key variables, namely price value, hedonic motivation, habit, performance expectancy, effort expectancy, social influence, behavioural intention, and facilitating conditions. UTAUT 2 is adapted in this study to examine BNPL adoption among Gen Y and Z in Sarawak.

Performance Expectancy (PE)

Performance expectancy refers to users' expectations regarding advantages and usefulness of technologies (Venkatesh et al., 2003). Thusi and Maduku (2020) further define performance expectancy as the degree to which users feel technology is beneficial and useful. The performance expectancy of BNPL is essential to attract consumers to utilize the service. Lee and Tai (2023) found that performance expectancy affects consumers' intention to use BNPL. The Authors conducted their study on BNPL adoption in Malaysia with the adaption of UTAUT. The performance expectancy of BNPL is expected to facilitate and offer convenience to consumers. This directly supports the proposed hypothesis that PE has a significant impact on BI in Sarawak. Gen Y and Z value BNPL systems that integrate seamlessly into their online shopping experiences.

Upadhyay, Upadhyay, Abed, and Dwivedi (2022) in their study of consumers' adoption of mobile payment revealed that performance expectancy is one of the significant factors. This finding on mobile payment adoption is relevant to this study since BNPL shares the same characteristics as any other digital payment system. BNPL and other mobile payments offer flexibility and convenience to its users. The study was conducted in India during the pandemic, Covid-19. Perceived expectancy was proven to be an indispensable factor in their study.

The performance expectancy of BNPL is to what extent the service aids in transaction accuracy and provides convenience to consumers. Martinez and McAndrews (2022) postulated

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that performance expectancy affects the intention to use mobile payment. Their study, conducted a study on mobile payment solutions via the UTAUT 2 model in the US. Therefore, based on the findings above, the authors hypothesize that:

H1: Performance Expectancy (PE) has a significant impact on the Behavioural Intention (BI) of BNPL among Gen Y and Gen Z.

Effort Expectancy (EE)

Effort expectation is the measure of how simple technology is to use (Venkatesh et al., 2003). According to Utomo, Kurniasari, and Purnamaningsih, (2021), effort expectancy is the amount of effort required when utilizing technology. Effort expectancy is essential in determining the amount of effort required to utilize mobile payment services. Linge, Chaudhari, Kakde, and Singh (2023) found that effort expectancy has a significant impact on mobile payment app adoption. The authors conducted a study on adoption factors of mobile payment in India by adapting the UTAUT 2 model. It was proven by the authors that effort expectancy does play a significant relationship in the adoption of mobile payment services in India.

Service that requires higher effort is not favourable to consumers due to the inconvenience. Effort expectancy significantly impacts the intention to use mobile-based payment systems (Fahad & Shahid, 2022). The authors conducted a study on mobile-based payment systems usage among Indian consumers using the Diffusion of Innovation Theory. The study found that effort expectancy significantly contributes to the intention to use mobile-based payment systems in India. Therefore, the below hypothesis is proposed:

H2: Effort Expectancy (EE) has a significant impact on the Behavioural Intention (BI) of BNPL among Gen Y and Gen Z.

Social Influence (SI)

Social influence is the extent to which the person who is deemed to be essential to the individual believes that he or she should use the new system (Ayaz & Yanartas, 2020). Venkatesh et al. (2003) defined social influence as the extent to which people perceive that someone accepts that he or she should use the new technology. Additionally, Batucan, Gonzales, Balbuena, Pasao, Seno, and Gonzales (2022) further defined social influence as close members of an individual that influence their intention to use certain technologies. In this study context, social influence refers to the extent people tend to follow their friends, family, or peers who are using BNPL.

Social influence has been proven as a solid variable in determining the adoption of BNPL services in several studies (Abed & Alkadi, 2024; Raj, Jasrotia, & Rai, 2024). Social influence plays a crucial role in the adoption of BNPL services. Tay et al. (2024) also proved that social influence is a significant factor in determining the adoption of BNPL in Malaysia. Hence, the below hypothesis has been formulated:

H3: Social Influence (SI) significantly impacts on Behavioural Intention (BI) of BNPL among Gen Y and Gen Z.

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Facilitating Conditions (FC)

Venkatesh et al. (2003) defined facilitating conditions as the availability of the technical resources needed by the client to facilitate the deployment of a certain technology. Chan, Thong, Venkatesh, Brown, Hu, and Tam (2010) further defined facilitating conditions as the extent to which someone thinks that the technological and organizational framework currently in place can accommodate the usage of technology. In this study, the concept of facilitating conditions refers to the resources and factors that enable the adoption of BNPL services among Gen Y and Z in the Sarawak context. The facilitating conditions include access to the necessary technology, availability of the BNPL, financial literacy and the presence of supportive infrastructure. The availability of facilitating conditions provides the opportunity for consumers to utilize BNPL services in making their purchases. According to Kumar and Monisha (2024), Gen Y and Z favour fintech due to their inherent familiarity with technology. Facilitating conditions is vital for Gen Y and Z who rely heavily on the digital financial landscape.

Lee and Tai (2023) found that facilitating conditions affect consumers' intention to use BNPL. The authors in their study of BNPL services adoption factor in Malaysia found that facilitating condition is one of the prerequisites of BNPL services usage. The availability of facilitating conditions provides an ideal situation for consumers to enjoy the BNPL services. Bakri, Darwis, Wandanaya, Violin, and Fauzan (2023) in their study further support facilitating condition as one of the factors that affect consumers' intention to use BNPL. The authors conducted their study focusing on Shopee Paylater among Indonesian consumers. It was found that facilitating conditions encourage Indonesian consumers to adopt Shopee Paylater in making their online purchases. Hence, it is safe to hypothesize:

H4: Facilitating Conditions (FC) have a significant impact on the Behavioural Intention (BI) of BNPL among Gen Y and Gen Z.
H5: Facilitating Conditions (FC) have a significant impact on the Use Behaviour (UB) of BNPL among Gen Y and Gen Z.

Hedonic Motivation (HM)

Venkatesh et al. (2012) defined hedonic motivation as the enjoyment or satisfaction that comes from utilizing a technology. According to Alalwan (2018), hedonic motivation is the enjoyment or amusement experienced when using technology. Hedonic motivation encourages consumers to utilize BNPL services. Kadua, Safitri, and Afiyah (2023), found that hedonic motivation significantly affects the intention to use BNPL. The benefits that BNPL services in facilitating purchases, especially online purchases provide hedonic motivation to consumers. The authors conducted a study on Shopee Paylater adoption among Indonesian consumers. The study utilized UTAUT 2 as their research model with Islamic financial literacy as a moderating factor. The finding of this study further strengthens the proposed conceptual framework of this study.

Khatimah, Susanto, and Abdullah (2019) added that hedonic motivation has a significant impact on behavioural intention to use e-money. The authors conducted a study focussing on hedonic motivation and social influence on the adoption of e-money. The study was conducted in Indonesia adopting UTAUT 2 as the research model. The finding of this study further clarifies the importance of hedonic motivation in determining the intention to use BNPL services. Thus, the hypothesize below is proposed:

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H6: Hedonic Motivation (HM) has a significant impact on the Behavioural Intention (BI) of BNPL among Gen Y and Gen Z.

Habit (HBT)

The term habit describes a person's propensity to carry out actions instinctively during the learning process (Venkatesh et al., 2012). Limayem, Hirt, and Cheung (2007) define habit as the degree to which people prefer to carry out actions automatically as a result of learning. In this study context, habit refers to the consumer's tendency to regularly use the service of BNPL over time. Bakri et al. (2023) found that habit has the greatest influence on the intention to use Shopee Paylater. Consumers who develop a habit of BNPL services utilization rely on BNPL to make most of their online purchases. The authors conducted their study on the consumer use behaviour of Shopee Paylater. The study was conducted in Indonesia adapting the UTAUT model. Trust and pleasure were added to the existing UTAUT model in this study. The findings of this study supported the proposed conceptual framework of this study.

The significance of habit in determining BNPL adoption is further supported by Kadua et al. (2023). The author found that habit contributes to the adoption of BNPL among Indonesian consumers. The study used the UTAUT 2 model to untangle the adoption factors that lead to BNPL services adoption. Hence, the hypothesis below is proposed:

H7: Habit (HBT) has a significant impact on the Behavioural Intention (BI) of BNPL among Gen Y and Gen Z.
H8: Habit (HBT) has a significant impact on the Use Behaviour (UB) of BNPL among Gen Y and Gen Z.

Behavioural Intention (BI)

Behavioural intention refers to a person's willingness to make an effort to build customer trust in the business so that it can satisfy itself (Ratnasari, Gunawan, Mawardi, & Kirana, 2021). Behavioural intention is a psychological construct that plays a key role in predicting how likely a person is to engage in a particular behaviour. Behavioural intention is the deliberate choice of an individual to try to engage in a particular behaviour (Chin, Wong, & Ngian, 2024). In this study context, behavioural intention refers to an individual's inclination or commitment to use BNPL. Contrary, the use behaviour is the actual plan to use the BNPL for purchases. The main difference between the two concepts is thinking and planning to use the BNPL services. These two measures help understand both initial interest and actual use of BNPL.

Few studies found that behavioural intention was a significant predictor in the use behaviour of certain technologies (Martinez & McAndrews, 2022; Raj et al., 2024). Besides, Sharma, Jangir, Gupta, and Rupeika-Apoga (2024) proved that behavioural intention was significant in predicting use behaviour in Fintech payment services. Behavioural intention is a key factor in predicting human actions across various domains and technologies. Hence, the authors hypothesize that:

H9: Behavioural Intention (BI) significantly impacts the Use Behaviour (UB) of BNPL among Gen Y and Gen Z.

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Experience (EXP)

Khechine and Lakhal (2018) refer to the experience as the acquaintance of an individual towards the use of a certain technology. Experience improves the certainty of customers in their capability to use and support certain technologies (Shihah & Lakulu, 2021). In this study context, experience refers to the consumer's familiarity with the BNPL services. Consumers who are experienced are more likely to adopt the BNPL service. Experience is crucial in the adoption of BNPL because it influences consumers' decision to adopt the service.

A study conducted by Umami and Irawan (2021) found the experience to have a significant moderating effect on the relationship between facilitating conditions with behavioural intention and habit with behavioural intention. Besides, Chang, Liu, Huang, and Hsieh (2019) in their study confirmed the moderating effect of experience between the relationship between facilitating condition and behavioural intention; habit and use behaviour; and behavioural intention and use behaviour. Subsequently, Alkawsi, Ali, and Baashar (2021) in their study established a significant moderating effect of experience between the relationship of habit with behavioural intention; and habit with use behaviour. Experience is expected to moderate the proposed relationships in the context of BNPL adoption because prior familiarity with digital financial services can influence how consumers perceive and respond to factors like facilitating conditions, hedonic motivation, and other determinants as proposed in this study. As a result, the authors hypothesize:

H10: Experience (EXP) moderates the relationship between Facilitating Conditions (FC) and Behavioural Intention (BI) to use BNPL among Gen Y and Z.
H11: Experience (EXP) moderates the relationship between Hedonic Motivation (HM) and Behavioural Intention (BI) to use BNPL among Gen Y and Z.
H12: Experience (EXP) moderates the relationship between Habit (HBT) and Use Behaviour (UB) to use BNPL among Gen Y and Z.
H13: Experience (EXP) moderates the relationship between Habit (HBT) and Use Behaviour (UB) of BNPL among Gen Y and Gen Z.
H14: Experience (EXP) moderates the relationship between Behavioural Intention (BI) and Use Behaviour (UB) of BNPL among Gen Y and Gen Z.

Conceptual Framework

Figure 1 demonstrates the conceptual framework of the study. The research framework was adapted from UTAUT 2 with slight modifications. The moderation variables such as age and gender were omitted from the study framework because the study emphasizes on Gen Y and Z.

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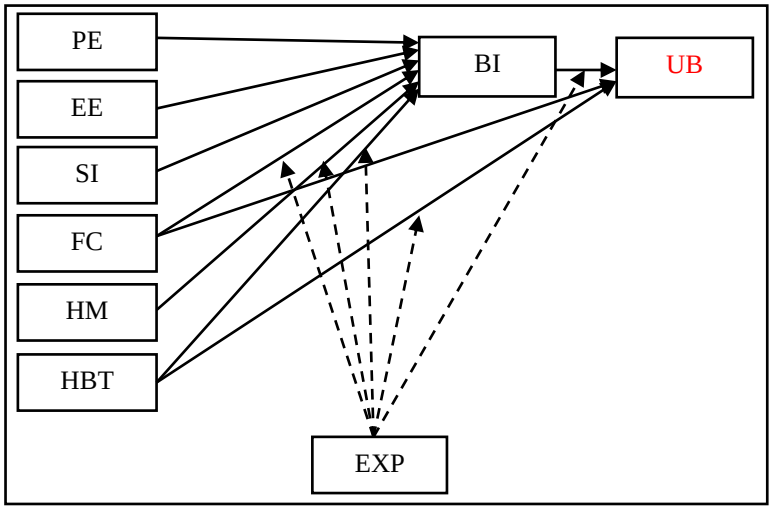

Figure 1: Conceptual Framework of Study
Source: Adapted from Venkatesh, Thong, & Xu (2012)

Methodology

This research utilized a quantitative research method to investigate the factors influencing consumer behaviour in the adoption of BNPL services among Gen Y and Z in Sarawak. According to Ajayi (2023), primary data is the data collected by researchers via questionnaires, surveys, and interviews. The primary data of the study was collected via questionnaire.

The population of this study was the population of Sarawak mainly focusing on Gen Y and Z. Sarawak is located in East Malaysia and is the largest state in the country with about forty ethnic groups (Yeoh, Termizi, & Sivagurunathan, 2012). The study selected Sarawak as the location of the study mainly due to the state's fierce digital transformation efforts. According to Jugah et al. (2022), the state of Sarawak pursues digital transformation to keep up with the growth of technological advancement. Hence, Sarawak provides an ideal location to study the adoption of BNPL which is in line with the digital transformation effort by the state government. An approximate of 1,484,100 of the total Sarawak population belongs to the Gen Y and Z group based on the population census 2020 (Department of Statistics Malaysia, 2022). The sample size for this study was determined by the published table in determining sample size by Israel (1992). The sample size of this study was 400 at a 5% significant level. According to Cohen (1988), a precision level of 5% is acceptable in most cases. Large sample size increases the cost, difficulty, and time constraints (Kaur, 2021). Israel's formula for determining the sample size for a population with an unknown or large population size in this study is:

$$n = \frac{N}{1 + N(e)^2}$$

Where:
n = the sample size
N = the total population size

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e = the margin of error (or confidence interval)

The sampling method of the study was purposive sampling and there was a set of criteria that respondents must fulfil to be selected as respondents of the study. The criteria to be selected as respondents for this study were residing in Sarawak, having sufficient knowledge of BNPL, and being classified as Gen Y or Z. The research instrument for this study was questionnaire. According to Roopa and Satya (2012), a questionnaire is a set of questions asked to the respondents of the study to collect required data about a given topic. The ordinal measurement in the constructs section employs the five-point Likert Scale. According to Tullis and Albert (2013), the Likert Scale measures the degree of respondents' agreement with given statement. The questionnaire items were adapted from various studies (see Table 1).

The data analysis of this study was carried out using SmartPLS 4.0 software. The first analysis of the collected data was descriptive statistics. The descriptive statistic was used to analyse respondents demographic profile. Subsequently, the measurement model assessment and structural model assessment were conducted via the SmartPLS 4.0 software to obtain the desired output.

Table 1: Breakdown of Construct Section of Questionnaire

	Items	Sources
Performance Expectancy	1. I find BNPL service useful in my daily life. 2. BNPL service enables me to spread my payment into several installments in an efficient manner. 3. Using BNPL facilitates my purchase in an efficient and effective manner. 4. Using the BNPL app increases my purchasing power.	Pratika (2021)
Effort Expectancy	1. Learning how to use the BNPL app is easy for me. 2. My interaction with the BNPL app would be clear and understandable. 3. I find the BNPL app easy to use. 4. I would find it easy to make my purchase using the BNPL app.	Chao (2019)
Social Influence	1. People around me consider it is appropriate to use BNPL. 2. People who are important to me think that I should use BNPL. 3. People who influence my behaviour think that I should use BNPL. 4. People who influence my behaviour think that I should use BNPL.	Venkatesh et al. (2012)
Facilitating Condition	1. I have the resources to use BNPL. 2. BNPL is compatible with other technologies that I use. 3. BNPL is easy to register. 4. The BNPL app is always updated.	Bajunaied, Hussin, & Kamarudin (2023)
Hedonic Motivation	1. Using BNPL service provides a sense of enjoyment. 2. Utilizing the BNPL service to facilitate purchases is interesting and fun. 3. Using BNPL service to facilitate purchases is entertaining.	Sharif & Raza (2017)
Habit	1. The usage of BNPL service to facilitate my purchases has become a habit for me. 2. I am addicted to using the BNPL service. 3. I must use the BNPL service to make my purchase. 4. Using BNPL service has become a norm for me.	Sharif & Raza (2017)

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Moderating variable: Experience	1. BNPL understands the customer's individual requirements. 2. The BNPL app is tailored to the needs of its customers. 3. BNPL service providers provide better customer support services. 4. BNPL provides a seamless financial transaction.	Choudhary & Kaur (2023)
Behavioural Intention	1. I intend to continue using BNPL in the future. 2. I will always try to use BNPL in my daily life. 3. I plan to continue to use BNPL frequently.	Venkatesh et al. (2012)
BNPL Use Behaviour	1. I intend to use the BNPL service when the opportunity arises. 2. BNPL services fit neatly into today's modern lifestyle. 3. I will use BNPL to make my purchases.	Kim & Mo (2022)

Source: Authors

Findings

Demographic Profiles

The number of male (62%) respondents is higher than female (38%). In terms of ethnicity, the majority of respondents are Chinese (34.5%) followed by Malay (30.5%), Dayak (24.5%), Melanau (8.5%), Others (1.5%), and Indian (0.5%). The number of respondents from Gen Y (56.3%) is higher than Gen Z (43.8%). In terms of the profession, the majority of respondents are from the private sector (36.3%), followed by the public sector (36.3%), freelance and gig economy (19.5%), others (2.3%) and Non-Governmental Organizations (0.8%). Subsequently, the education level of respondents, Degree (44.5%) is the highest followed by Master/PHD (27%), Diploma (22%), secondary school (3.8%), and others (2.8%). The majority of respondents are from Islam (38.5%) religion and followed by Christianity (37%), Buddha (16%), Hindu (0.5%), and others (8%). Table 2 below shows the respondent demographic profiles.

Table 2: Respondent Demographic Profiles (N=400)

	Total	Percent (%)
Gender		
Male	248	62
Female	152	38
Ethnicity		
Dayak (Iban, Bidayuh & Orang Ulu)	98	24.5
Malay	122	30.5
Chinese	138	34.5
Melanau	34	8.5
Indian	2	0.5
Others	6	1.5
Generation		
Gen Y (28-43 years old)	225	56.3
Gen Z (12-27 years old)	175	43.8
Profession		
Public sector	145	36.3
Private sector	165	41.3
Non-Governmental Organizations (NGOs)	3	0.8
Freelance and Gig Economy	78	19.5
Others	9	2.3
Education Level		

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Secondary School	15	3.8
Diploma	88	22
Degree	178	44.5
Master/PHD	108	27
Others	11	2.8
Religion		
Christian	148	37
Islam	154	38.5
Buddha	64	16
Hindu	2	0.5
Others	32	8

Source: Authors

Measurement Model Assessment

It is necessary to conduct a measurement model assessment before moving on to a structural model assessment (Ahmed, Ahmad, & Jaaffar, 2017). The research employed a reflective measurement model. According to Hair, Risher, Sarstedt, and Ringle (2019), examining the indicator loadings is the first step in assessing the reflective measuring model and loadings greater than 0.708 are recommended. EE2 (0.637) and EE4 (0.601) were removed due to low factor loadings (see Table 3). Hair et al. (2019) added that the next steps in the reflective measurement model are assessing internal consistency reliability, convergent validity, and discriminant validity.

According to Li and Lay (2024), internal consistency reliability can be achieved through Composite Reliability (CR) and Cronbach's Alpha. The Cronbach's Alpha results of the study (0.878 to 0.961) were within the acceptable range to establish acceptable internal consistency. According to Nunnally (1978), Cronbach's Alpha of equal to or greater than 0.7000 is generally considered acceptable for reliability. The CR value of the study range from 0.916 to 0.972 which falls between the suggested value. CR value above 0.7 is deemed acceptable to establish Composite Reliability (Hair, Black, Babin, & Anderson, 2010). Table 4 below shows the CR and Cronbach's Alpha values of the study.

Average Variance Extracted (AVE) was used in this study to establish convergent validity. According to Hair, Hult, Ringle, and Sarstedt (2014), the minimum AVE value is 0.50 to establish convergent validity. The AVE values of the study (0.732 to 0.926) were above the recommended minimum value (see Table 4). Next, the Discriminant Validity was measured via the Fornell and Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT). According to Fornell and Larcker (1981), each latent variable's square root of the AVE should be greater than any other latent variable's correlation value. All the square roots of AVE in every latent variable were greater than other correlation values (see Table 5). The HTMT value must be below 0.85 or 0.9 to establish discriminant validity (Henseler, Ringle, & Sarstedt, 2015). The HTMT result of the study fulfils the requirement.

The Variance Inflation Factor (VIF) quantifies the extent to which the estimated regression coefficient's variance is inflated in the presence of a correlation between the independent variables (Shrestha, 2020). The VIF values of the study ranged from 1.033 to 1.887 (see Table 7). According to Hair et al. (2019), VIF values above 5 specify critical collinearity issues. Therefore, there were no multicollinearity issues between the constructs.

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Table 3: Outer Loadings of Model

	Outer Loadings
BI1 <- BI	0.954
BI2 <- BI	0.912
BI3 <- BI	0.963
EE1 <- EE	0.955
EE2 <- EE	0.637
EE3 <- EE	0.970
EE4 <- EE	0.601
EXP1 <- EXP	0.944
EXP2 <- EXP	0.954
EXP3 <- EXP	0.937
EXP4 <- EXP	0.950
FC1 <- FC	0.934
FC2 <- FC	0.926
FC3 <- FC	0.936
FC4 <- FC	0.881
HBT1 <- HBT	0.867
HBT2 <- HBT	0.842
HBT3 <- HBT	0.864
HBT4 <- HBT	0.847
HM1 <- HM	0.957
HM2 <- HM	0.933
HM3 <- HM	0.946
PE2 <- PE	0.880
PE3 <- PE	0.913
PE4 <- PE	0.939
SI1 <- SI	0.896
SI2 <- SI	0.916
SI3 <- SI	0.911
SI4 <- SI	0.934
UI1 <- UI	0.960
UI2 <- UI	0.875
UI3 <- UI	0.965
PE1 <- PE	0.938
EXP x HBT -> EXP x HBT	1.000
EXP x FC -> EXP x FC	1.000
EXP x BI -> EXP x BI	1.000
EXP x HM -> EXP x HM	1.000

Source: Authors

Table 4: Result of Reliability Analysis of Study

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
PE	0.941	0.955	0.842
EE	0.921	0.962	0.926
SI	0.936	0.953	0.836
FC	0.940	0.956	0.845
HM	0.940	0.962	0.894
HBT	0.878	0.916	0.732
BI	0.938	0.960	0.890
EXP	0.961	0.972	0.896

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UI	0.926	0.954	0.873

Source: Authors

Table 5: Result of Fornell and Larcker Criterion of Study

	BI	EE	EXP	FC	HBT	HM	PE	SI	UI
BI	0.943								
EE	0.040	0.962							
EXP	-0.413	0.158	0.946						
FC	0.031	-0.141	-0.040	0.919					
HBT	0.302	-0.304	-0.535	0.161	0.855				
HM	0.135	0.060	0.027	-0.550	-0.186	0.945			
PE	0.033	-0.479	-0.157	0.147	0.419	-0.160	0.918		
SI	-0.059	-0.125	-0.087	0.441	0.292	-0.583	0.282	0.914	
UI	0.246	-0.295	-0.290	0.143	0.444	-0.130	0.356	0.232	0.934

Source: Authors

Table 6: Result of HTMT of Study

	BI	EE	EXP	FC	HBT	HM	PE	SI	UI	EXP x BI	EXP x FC	EXP x HM
BI												
EE	0.043											
EXP	0.435	0.164										
FC	0.033	0.145	0.054									
HBT	0.332	0.336	0.581	0.171								
HM	0.143	0.064	0.039	0.586	0.204							
PE	0.031	0.506	0.156	0.151	0.458	0.168						
SI	0.059	0.137	0.101	0.481	0.326	0.624	0.298					
UI	0.264	0.319	0.305	0.147	0.489	0.138	0.377	0.257				
EXP x BI	0.378	0.156	0.071	0.029	0.087	0.032	0.159	0.024	0.013			
EXP x FC	0.015	0.068	0.015	0.023	0.091	0.026	0.073	0.043	0.067	0.011		
EXP x HM	0.031	0.179	0.023	0.029	0.220	0.012	0.128	0.042	0.182	0.151	0.548	
EXP x HBT	0.091	0.101	0.099	0.100	0.310	0.247	0.216	0.314	0.177	0.088	0.182	0.241

Source: Authors

Table 7: Result of VIF of Study

	VIF
PE -> BI	1.525
EE -> BI	1.361
SI -> BI	1.750
FC -> BI	1.517
FC -> UI	1.033
HM -> BI	1.841
HBT -> BI	1.887
HBT -> UI	1.701
BI -> UI	1.538
EXP -> BI	1.456

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EXP -> UI	1.556
EXP x FC -> BI	1.455
EXP x HM -> BI	1.565
EXP x HBT -> BI	1.247
EXP x HBT -> UI	1.196
EXP x BI -> UI	1.272

Source: Authors

Structural Model Assessment

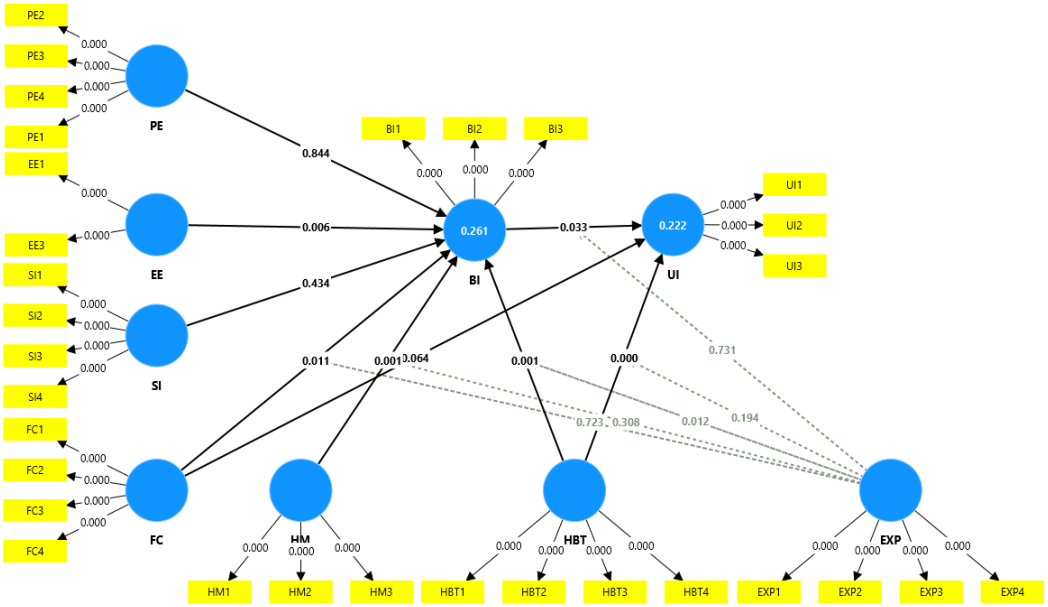

Figure 2: Graphical Output of Structural Model Assessment
Source: Authors

A structural model assessment was carried out to test the hypotheses and outcome of the study. Figure 2 above shows the graphical output of the structural model assessment. The study resamples 5000 at 95% confidence intervals. The evaluation of structural models takes into account several criteria which are structural model path coefficients (β), predictive relevance (Q^2), effect size (F^2), and coefficient of determination (R^2) (Al Mansoori, Rahman, & Kasim, 2020).

According to Hair et al. (2019), the Q^2 value should be bigger than 0 to indicate predictive accuracy. The Q^2 values in the study (0.206 and 0.180) depict the predictive accuracy of the structural model (See Table 9). Next, the difference in R^2 that results from removing an exogenous variable from the model is known as F^2 (Purwanto & Sudargini, 2021). The F^2 value suggested the effect size which is 0.02 (small), 0.15 (moderate), and 0.35 (large) (Cohen, 1988). Based on Table 11, relatively all constructs show a small effect size towards BI and UI. On top of that, the R^2 evaluates the internal model's strength (Simonin & Morard, 2017). It is recommended by Falk and Miller (1992) for the R^2 values to be equal to or greater than 0.10 for the variation explained by a specific endogenous construct to be considered sufficient. The R^2 values of the study exceeded the recommended value of 0.10 (see Table 10).

The results of hypothesis testing were determined via the path coefficients result of the study. EE, FC, HM, and HBT were found to be significant factors in determining the BI of Gen Y

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and Z in the usage of BNPL in Sarawak. Hence, H2 (β = 0.165, p < 0.05), H4 (β = 0.148, p < 0.05), H6 (β = 0.199, p < 0.05) and H7 (β = 0.223, p < 0.05) were supported. Besides, HBT and BI were found to be significant factors in the UI of BNPL among Gen Y and Z in Sarawak. So, H8 (β = 0.346, p < 0.05) and H9 (β = 0.137, p < 0.05) were supported. On top of that EXP was found to have a moderating effect on the relationship of HBT and BI. As a result, H12 (β = -0.158, p < 0.05) was supported. Contrary, H1 (β = 0.013, p > 0.05), H3 (β = -0.047, p > 0.05), H5 (β = 0.074, p > 0.05), H10 (β = -0.020, p > 0.05), H11 (β = -0.060, p > 0.05), H13 (β = 0.085, p > 0.05) and H14 (β = -0.021, p > 0.05) were found to be not supported. Table 8 shows the path coefficients result of the study.

Table 8: Path Coefficients Result of Study

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
PE -> BI	H1	0.013	0.013	0.066	0.197	0.844	Not Supported
EE -> BI	H2	0.165	0.161	0.060	2.771	0.006	Supported
SI -> BI	H3	-0.047	-0.055	0.060	0.783	0.434	Not Supported
FC -> BI	H4	0.148	0.149	0.058	2.549	0.011	Supported
FC -> UI	H5	0.074	0.077	0.040	1.854	0.064	Not Supported
HM -> BI	H6	0.199	0.198	0.060	3.343	0.001	Supported
HBT -> BI	H7	0.223	0.223	0.067	3.339	0.001	Supported
HBT -> UI	H8	0.346	0.345	0.068	5.067	0.000	Supported
BI -> UI	H9	0.137	0.135	0.064	2.135	0.033	Supported
EXP x FC -> BI	H10	-0.020	-0.019	0.057	0.355	0.723	Not Supported
EXP x HM -> BI	H11	-0.060	-0.054	0.059	1.020	0.308	Not Supported
EXP x HBT -> BI	H12	-0.158	-0.152	0.063	2.511	0.012	Supported
EXP x HBT -> UI	H13	0.085	0.087	0.066	1.300	0.194	Not Supported
EXP x BI -> UI	H14	-0.021	-0.021	0.060	0.343	0.731	Not Supported

Source: Authors

Table 9: Result of Q^2 of Study

	Q^2predict
BI	0.206
UI	0.180

Source: Authors

Table 10: Result of R^2 of Study

	R-square	R-square adjusted
BI	0.261	0.242
UI	0.222	0.210

Source: Authors

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Table 11: Result of F^2 of Study

	BI	EE	EXP	FC	HBT	HM	PE	SI	UI	EXP x BI	EXP x FC	EXP x HM	EXP x HBT
BI									0.016				
EE	0.027												
EXP	0.104								0.001				
FC	0.020								0.007				
HBT	0.036								0.091				
HM	0.029												
PE	0.000												
SI	0.002												
UI													
EXP x BI									0.000				
EXP x FC	0.000												
EXP x HM	0.003												
EXP x HBT	0.020								0.006				

Source: Authors

Discussion

The analysis's results brought up several crucial topics for this section's discussion. The study intends to delve into the adoption factor of BNPL among Gen Y and Z in Sarawak. Fourteen hypotheses were tested in this study to shed some insights and seven were accepted (see table 8). HBT (p=0.001) and HM (p=0.001) yield the greatest significance followed by EE (p=0.006) and FC (p=0.011) on the BI of BNPL among Gen Y and Z in Sarawak. HM and HBT are rooted in the pleasure and satisfaction that Gen Y and Z experience when engaging in shopping. Particularly the instant gratification that BNPL offers by allowing them to acquire goods or services immediately without upfront payments. According to Lia and Natswa (2021), BNPL supports the instant gratification of Gen Z by allowing them to purchase goods without the need to save money. Besides, HBT (p=0.000) yields the greatest significance followed by BI (p=0.033) on the UI of BNPL among Gen Y and Z in Sarawak. Many popular online shopping platforms and retailers in Sarawak have integrated BNPL services, making it an effortless choice. Gen Y and Z, who are highly engaged with e-commerce naturally develop a habit of selecting BNPL without much thought after repeated transactions.

Unexpectedly, PE was not supported in BI of BNPL among Gen Y and Z in Sarawak. This finding was aligned with previous studies conducted by Lin, Lin, and Ding (2020), Suharsono, Hariadi, and Ariani (2023), and Mulyati, Elsandra, and Alfian (2023). Perceived expectancy of BNPL did not significantly influence Gen Y and Z's intention to adopt or use BNPL services. Gen Y and Z expect BNPL services to perform adequately by default. This suggests that Gen Y and Z are typically accustomed to various digital payment alternatives. They view BNPL as a standard service rather than one that significantly enhances their PE. Interestingly, Dadra, Sonavane, Bachwani, and Behera (2024) and Kutbi, Alsilimani, and Khan (2024) in their studies found that PE was a significant variable in predicting BI. Performance expectancy plays a more significant role in regions where consumers place a higher value on technological performance and efficiency.

This study found that EE was supported in predicting BI of BNPL among Gen Y and Z in Sarawak. Other studies conducted by Abed and Alkadi (2024), Dadra, Sonavane, Bachwani,

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Behera (2024), and Raj et al. (2024) yielded the same result. This suggests that the ease of use of BNPL services is a critical factor for Gen Y and Z when deciding to adopt or use them. Younger generations prefer services that are simple, intuitive, and require minimal effort to use. Gen Y and Z are digital natives who are accustomed to using technology for various financial transactions, making them more receptive to services that are easy to use.

SI was found to be an insignificant factor in this study. This finding is in accordance with the findings of other studies conducted by Martinez and McAndrews (2023), Suharsono et al. (2023), and Wang and Kim (2024). The fact that SI was found to be an insignificant factor in behavioural intention toward BNPL services among Gen Y and Z in Sarawak suggests that social factors like peer pressure, and recommendations from friends, family do not play a major role in their decision to adopt BNPL services. Social influence often becomes a stronger factor when a service has reached a critical mass of users within a social group or community. Gen Y and Z are digital savvy individuals and they are accustomed to new technologies without relying on external recommendations. However, studies conducted by Kutbi et al. (2024), Raj et al. (2024), and Tay et al. (2024) found that SI was significant in predicting BI. In Sarawak, the cultural context may differ from regions where social influence has a more significant impact on consumer behaviour.

As expected, FC was found to be significant in predicting the BI of BNPL among Gen Y and Z in Sarawak. This finding was consistent with findings of other studies conducted by Bakri et al. (2023), Kutbi et al. (2024), and Wang and Kim (2024). This indicates that external resources, infrastructure, and support systems are crucial for their decision to adopt BNPL services. Contrarily, FC was found to be insignificant in predicting the UI of BNPL among Gen Y and Z in Sarawak. This finding was supported by the findings of other studies conducted by Martinez and McAndrews (2023), Abed and Alkadi (2024), and Tay et al. (2024). Gen Y and Z in Sarawak perceive that the existing infrastructure is sufficient for using BNPL services. As a result, facilitating conditions might not play a decisive role in influencing their continued usage because the essential resources are already in place.

The findings of this study concur with the findings of other studies in the same field conducted by Lin et al. (2020), Linge, Chaudhari, Kakde, and Singh (2023), and Suharsono et al. (2023). HM was found to be significant in predicting the BI of BNPL among Gen Y and Z in Sarawak. The finding that HM is a significant factor in predicting the BI to use BNPL services among Gen Y and Z in Sarawak suggests that the enjoyment and positive emotions associated with using BNPL play a crucial role in influencing their decision to adopt these services. The option to pay with BNPL may improve Sarawakian Gen Y and Z's overall purchasing experience since it allows them to buy what they want right now without worrying about up-front expenses.

HBT was found to be a significant factor in predicting the BI of BNPL among Gen Y and Z in Sarawak. The findings of other studies conducted by Bakri et al. (2023), Raj et al. (2024), and Wang and Kim (2024) yielded the same results. On top of that, HBT was also found to be significant in predicting the UI of BNPL among Gen Y and Z in Sarawak. Other studies conducted by Martinez and McAndrews (2023), Suharsono et al. (2023), and Raj et al. (2024) also yielded the same results. The finding that HBT is a significant factor in predicting both the BI and UI of BNPL services among Gen Y and Z in Sarawak indicates that these younger consumers have incorporated BNPL into their regular financial or shopping routines. Once Gen Y and Z are accustomed to using BNPL, they are more likely to continue using it without actively considering alternative payment methods.

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BI was found to be a significant factor in predicting the UI of BNPL among Gen Y and Z in Sarawak. Studies conducted by Bakri et al. (2023), Martinez and McAndrews (2023), and Raj et al. (2024) yielded the same findings. The finding that BI is a significant factor in predicting the UI of BNPL services among Gen Y and Z in Sarawak indicates that when these younger consumers express a strong intention to use BNPL services, they are highly likely to follow through and actually use them. Gen Y and Z are likely to form a strong behavioural intention to use BNPL because of the clear benefits it offers such as the ability to manage cash flow and defer payments without interest.

Interestingly, EXP failed to moderate the relationship between FC and BI, HM and BI, HBT and UI, and BI and UI. The findings of this study concur the findings of previous studies conducted by Chang et al. (2019) and Umawi and Irawan (2021). The finding that EXP failed to moderate the relationships between FC and BI, HM and BI, HBT and UI, and BI and UI among Gen Y and Z in Sarawak suggests that prior experience with BNPL services does not significantly influence how these factors relate to one another. Remarkably, the lack of moderating effect for experience in this study context mostly due to BNPL is relatively new in this region. Consumers have limited experience using BNPL services. Additionally, the digital divide such as low digital literacy and poor internet access in rural areas restrict the exposure to BNPL. According to Wen and Voon (2022), certain countryside areas in Sarawak do not have access to good internet connectivity. Contrarily, EXP successfully moderates the relationship between HBT and BI among Gen Y and Z in Sarawak. The finding of this study was supported by studies conducted by Alkawsi et al. (2021) and Umawi and Irawan (2021). Habit plays a crucial role in shaping behavioural intentions. When users develop a habit of using BNPL services, their past experiences can significantly enhance or alter this relationship.

Implications

Several implications were drawn from the study's findings. For instance, this study contributed theoretically to the literature by using the UTAUT 2 framework to investigate the adoption of BNPL among Gen Y and Z in the Sarawak context. This study validates the UTAUT 2 framework's relevance and adaptability in diverse cultural and geographical settings, especially in the context of Southeast Asia where financial technology is rapidly evolving. The study adapts the UTAUT 2 framework to the unique cultural, economic and technological environment in Sarawak. Additionally, the study captures generational differences in digital behaviour and financial decision-making through the UTAUT 2 theoretical lens.

The study enhances theoretical understanding by identifying specific factors such EE, HBT, and EXP that significantly influence BI among Gen Y and Z. This contributes to a more nuanced comprehension of consumer behaviour in the digital finance sector. The research underscores the importance of considering behavioural factors in the adoption and use of technology, providing insights into how regional characteristics impact consumer adoption of financial services.

Besides, the study contributes to the broader literature on financial technology adoption by situating the research within the context of BNPL services. This study provides a theoretical foundation for understanding consumer behaviour in the FinTech landscape. The study's findings

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enrich the discussion on the enabling factors for adopting financial technologies, encouraging further exploration of this construct in future research.

The findings provide a theoretical framework for policymakers and financial service providers to understand the motivations and barriers to BNPL adoption among younger consumers. Gen Y and Z are the major consumers when it comes to financial technology due to their high exposure to technologies. Based on the findings of the study, stakeholders should simplify user experiences, promote habit formation through rewards and build trust with financial literacy programs. This effectively addresses the key factors driving BI and UI in the Sarawak context to achieve broader adoption of BNPL among Gen Y and Z. This study guides the development of more effective strategies to encourage responsible usage. The implications for marketing strategies emphasize the importance of addressing the unique needs and expectations of Gen Y and Z.

Conclusion and Recommendation for Future Study

This study provides valuable insights into the financial behaviours and preferences of younger generations in Sarawak. This helps stakeholders to understand their unique motivations and barriers when it comes to adopting BNPL services. The BNPL scene is on the rise due to the state government's initiative for digital transformation. As BNPL services gain popularity, understanding their adoption among younger consumers is crucial for financial institutions and service providers to tailor their offerings. The research offers insights that are relevant and applicable to local stakeholders, ultimately supporting the responsible growth of financial technologies in the region. Additionally, this study enriches the literature on BNPL by focusing on young consumers in Sarawak. The study adapts the UTAUT 2 theoretical lens to explore the BNPL adoption among Gen Y and Z. This study addresses demographic and regional contexts that are often underrepresented.

400 valid responses were collected from respondents via purposive sampling to obtain the required output of the study. The result of the study showed that EE, FC, HM, and HBT were significant factors in predicting the BI of BNPL among Gen Y and Z in Sarawak. HBT and BI were proven to be significant factors in predicting the UI of BNPL among Gen Y and Z in Sarawak. On top of that, HBT successfully moderates the relationship between HBT and BI among Gen Y and Z in Sarawak.

The study faced several limitations such as the non-random sampling method, the cross-sectional nature of the study and limitations in generalizing the findings beyond Sarawak. Firstly, the non-random sampling method potentially introduces bias in the results. Bias exists in non-random sampling because the selection of participants is not based on randomization. Next, the cross-sectional design means the study captures only a snapshot of BNPL adoption at a single point in time. The BNPL scene is undergoing rapid transformation in line with the state's initiative to push for digital transformation. Additionally, the study's focus on Sarawak means the findings may not be easily generalized to other regions or countries. Sarawak's unique demographic composition, infrastructure, and digital adoption rates may not align with other regions or countries.

It is recommended for future studies to conduct longitudinal research to track changes in adoption patterns and behavioural intentions over time. This is pertinent especially in the rapidly evolving FinTech sector. Besides, future research can build upon this study by exploring additional

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variables that may influence BNPL adoption. Additional variables such as trust, security concerns, or financial literacy could further refine the understanding of consumer behaviour.

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