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Decoding Behavior of Next-Gen Consumers

Implementation of flexible payment options by retailers is in high demand, be it through debit card, credit card, QR code, PayPal payment, BNPL, or more.

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Technology has disrupted the **retail market** in such a way that consumer behavior is evolving in every sphere of life, from working, to shopping, to entertainment, everything is changing.

The rise of e-commerce has blurred the fine line between offline and online experience. By providing customers with the choices of where, how, and when to shop, s have to leverage deep customer insights and understand the change in

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