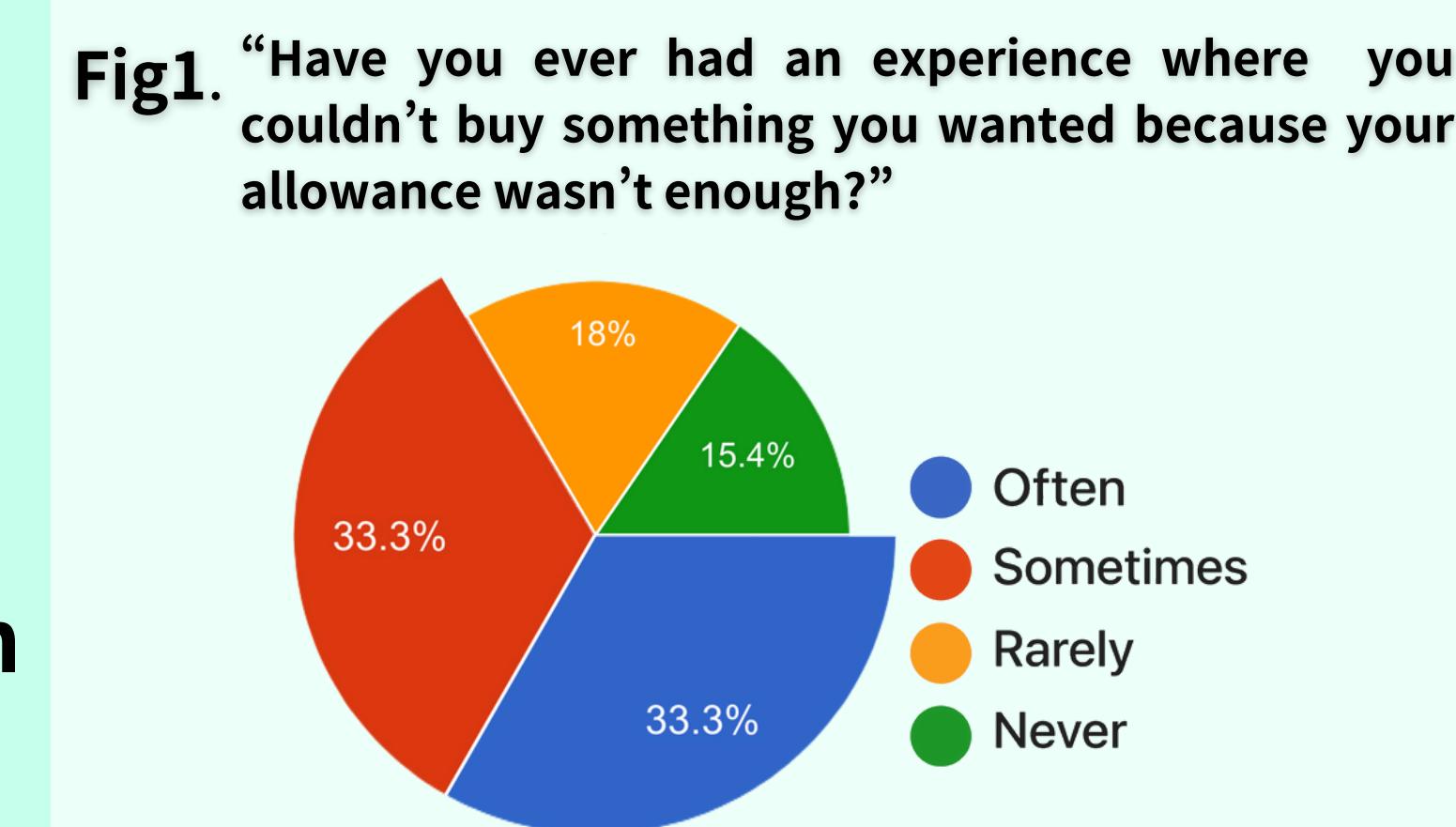


THE INFLUENCE OF SOCIAL MEDIA ON HIGH SCHOOL STUDENTS' SPENDING BEHAVIOR

Background of this study

Previous studies show that failures such as overspending and impulse buying among high school students have increased. In a 2023 study, only 55.1% of students were satisfied with their allowance, about an 8% decrease from the previous year. This suggests that more students feel their allowance is insufficient or that they cannot buy what they want. As shown in Figure 1, a survey of 25 high schools in Fukuoka Prefecture found that more than half of the students had such experiences. Therefore, we aimed to identify factors influencing spending behavior.



Study 1: A Survey on Allowances Among High School Students

(Method: We conducted a survey targeting 25 nearby high schools.)

Results

Figure 2: "How much allowance do you receive per month?"

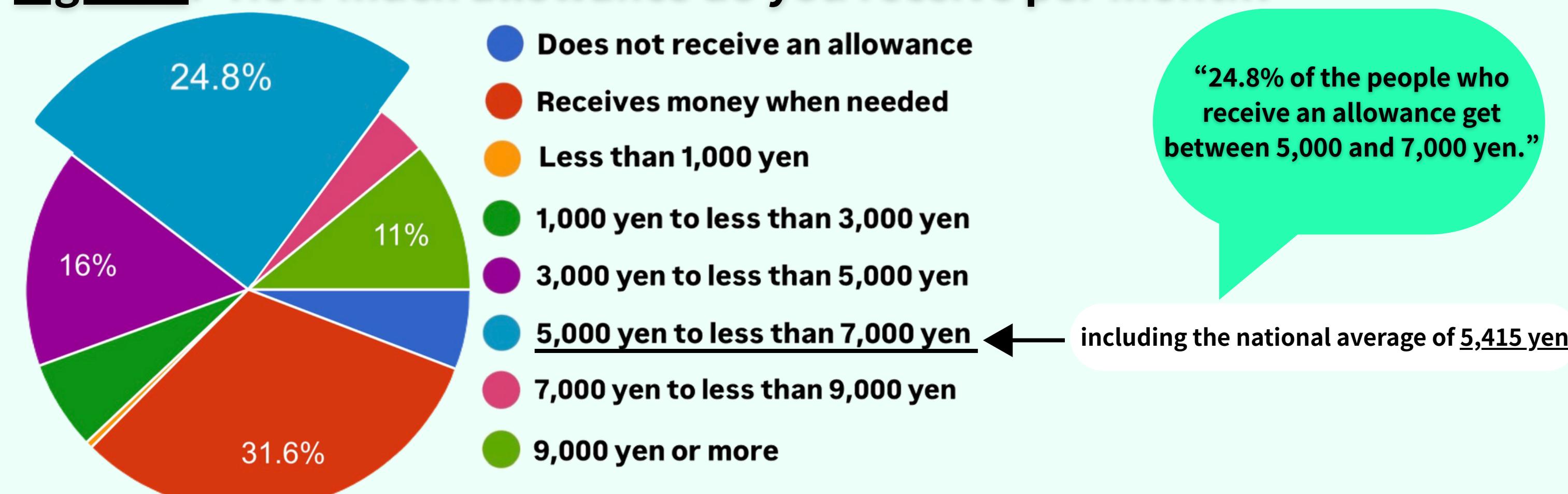


Figure 3: "What do you spend your allowance on?"

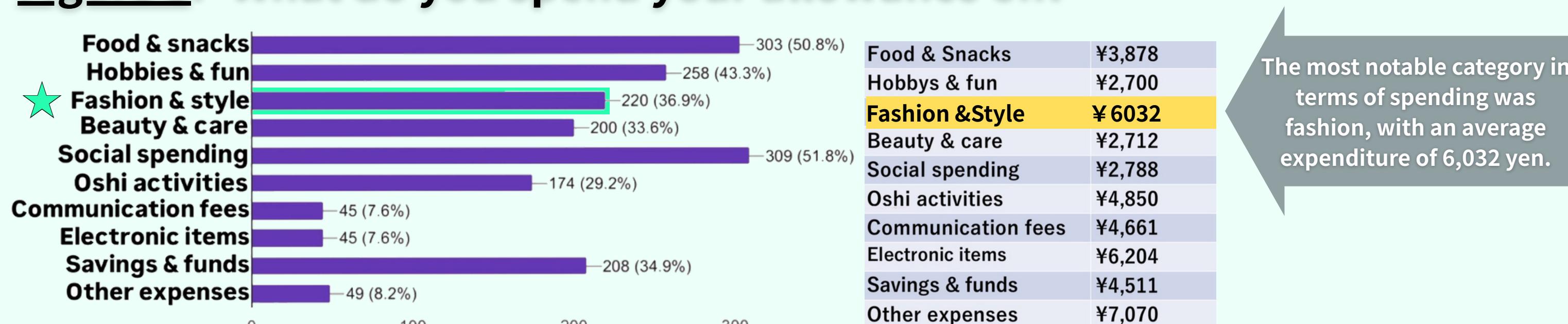
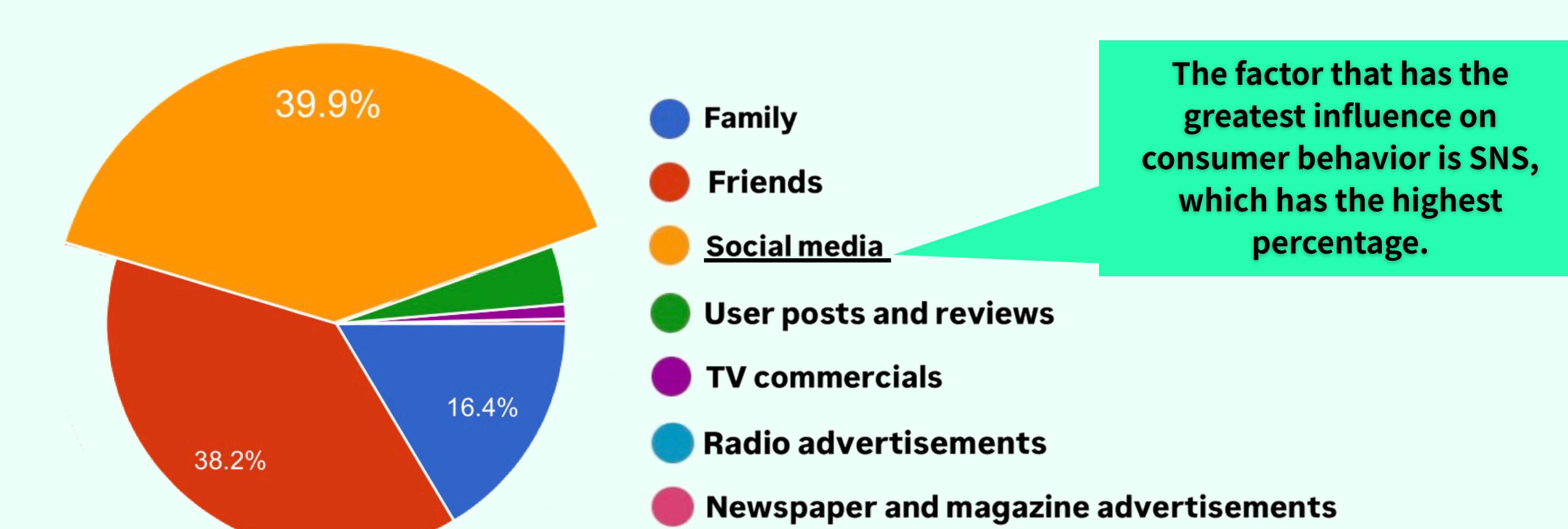


Figure 4: "Which of the following do you think has the greatest influence on your spending behavior?"



Analysis

Fashion spending tends to be high, and clothing and accessories are important for self-expression. Because trends spread quickly on social media, students' desire to buy new items increases. Social media therefore strongly influences purchasing decisions.

Countermeasures

- Develop media literacy
- Establish rules and guidelines for using social media
- Provide financial education at school and at home
- Strengthen regulations on stealth marketing by companies

References

Recruit "Current high school students and their parents respond! Allowance Survey 2025": This year's average allowance is ¥5,415, continuing the upward trend seen since 2024." <https://prtimes.jp/main/html/rd/p/000003045.000011414.html> July 11, 2025

SMBCgroup 2024 Survey on Teenager's Money Awareness https://www.smbc-cf.com/news/data/2024/08/news_20240822.pdf August 22, 2024

Recruit Co., Ltd. 2023 High School Students' Allowance Survey <https://prtimes.jp/main/html/rd/p/000002082.000011414.html> September 29, 2023

Yoshii, M., Okutani, M., Suzuki, M., & Ohmoto, K. 2013. Study on Children's Consumer Culture, Media Contact, their Sense of Monetary Value and Ethics https://www.jstage.jst.go.jp/article/jjace/33/0/33_99/_pdf/-char/ja

Miyake, M. 2012. The Reality of High School Students Consumption Behavior-Aspect of Consumer Literacy Education. https://www.jstage.jst.go.jp/article/jhe/63/6/327/_pdf/-char/ja Journal of Home Economics of Japan 63(6) 327-336

Future research

After this project, we will review our smartphone use and examine changes in purchasing desire and actual spending. We will also study the influence of advertisements, social media recommendations, influencers, and friendships, and record spending for one month. In addition, we will display this poster at school to raise awareness.

Countermeasure Poster

