

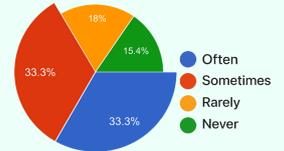


THE INFLUENCE OF SOCIAL MEDIA ON HIGH SCHOOL STUDENTS' SPENDING BEHAVIOR

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.

Fig1. "Have you ever had an experience where you couldn't buy something you wanted because your allowance wasn't enough?"

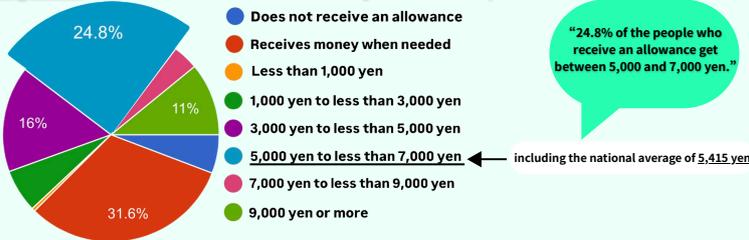


Study 1: A Survey on Allowances Among High School Students

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

Results

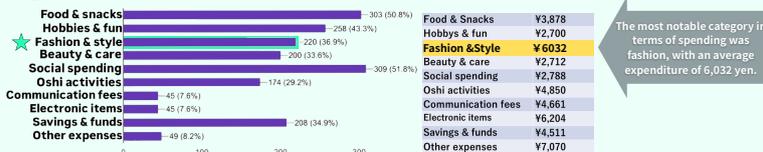
Figure 2: "How much allowance do you receive per month?"



"24.8% of the people who receive an allowance get between 5,000 and 7,000 yen."

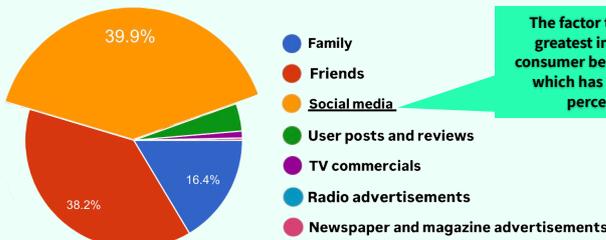
including the national average of 5,415 yen

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



The most notable category in terms of spending was fashion, with an average expenditure of 6,032 yen.

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



The factor that has the greatest influence on consumer behavior is SNS, which has the highest percentage.

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.

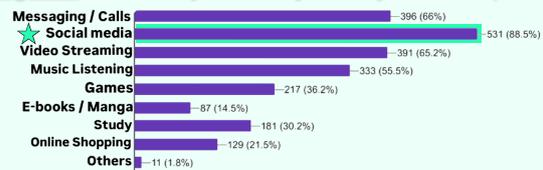
Study 2: Social Media and High School Students' Consumer

(Method: We conducted a survey targeting 21 nearby high schools.)

Hypothesis: High school students feel short of money each month because social media stimulates their desire to purchase goods.

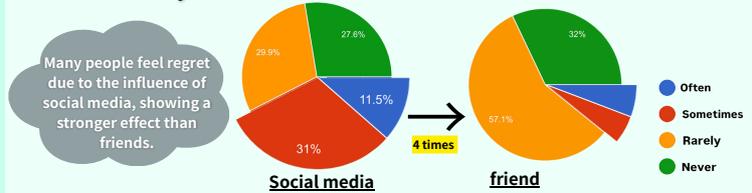
Results

Figure 5: "What do you mainly do on your smartphone?"



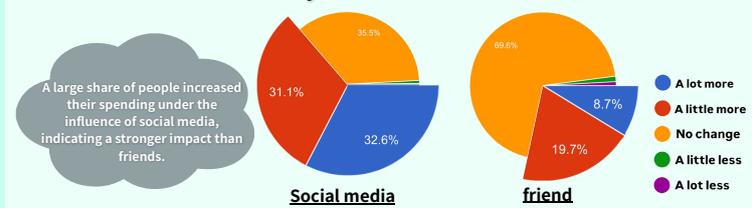
It shows that high school students mainly use their smartphones for social media.

Figure 6: "Have you ever regretted a purchase influenced by social media or your friends?"



Many people feel regret due to the influence of social media, showing a stronger effect than friends.

Figure 7: "Do you think your spending has changed due to the influence of social media or your friends?"



A large share of people increased their spending under the influence of social media, indicating a stronger impact than friends.

Analysis

High school students are more influenced by social media than by friends. Advertisements and posts increase spending and impulse buying. Because fashion involves high spending and frequent regret, sponsored posts and ads are likely related. This increased purchasing desire is one reason students feel they lack money each month.

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

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



References

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