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# The impact of social media on the personal financial management behavior of young people in Hanoi, Vietnam

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**Abstract:** In the digital era, social media has become a key channel for accessing financial information, particularly among Generation Z (Gen Z). Beyond communication, it serves as an important source of financial knowledge and influences decision-making. However, empirical evidence on its impact in developing countries, including Vietnam, remains limited. This study examines the effect of social media on the personal financial management behavior of Gen Z in Hanoi, focusing on financial attitude, subjective financial knowledge, and financial socialization. A mixed-method approach was adopted, with data collected from 258 respondents and analyzed using descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that social media use and subjective financial knowledge significantly influence financial behavior, while financial attitude has a weaker effect, and financial socialization mainly exerts an indirect influence. These findings highlight the role of social media as an informal learning channel and its potential to enhance financial literacy and promote responsible financial practices among Gen Z.

***Keywords:*** *Financial behavior, Financial literacy, Generation Z, Social media, Vietnam.*

## 1. Introduction

Most individuals want to manage their finances efficiently to maximize the value derived from their financial resources. Personal financial management is a structured process aimed at achieving both financial and personal satisfaction; however, it is often overlooked in everyday life despite its importance.

In recent years, the rapid expansion of social media has significantly changed personal financial behavior, especially among Gen Z. As the first generation to grow up in the digital technology boom, Gen Z tends to obtain financial information from a wide range of online sources instead of traditional channels such as books or professional financial advisors. Despite numerous studies on the impact of social media on spending habits, investment behavior, and personal finance in general, they have not managed to provide a clear and comprehensive understanding of the relationship between social media and Gen Z's personal financial management. This gap in the existing literature can be summarized as follows:

First, there is a lack of research on how social media shapes Gen Z's financial mindset. Previous studies have largely focused on the impact of social media on consumer behavior or trend-driven investment activities without providing a deep analysis of its impact on personal financial management skills, including investment, savings, and expenditure control.

Second, no previous study has successfully identified the mechanism by which social media affects personal financial management. Despite substantial evidence that Gen Z accesses financial information through social media, the existing literature has not reached a conclusion on whether social media helps improve their financial management or makes them susceptible to unsustainable spending habits.


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In order to bridge this gap, the study analyzes how social media influences Gen Z's personal financial management behavior and proposes solutions to improve financial knowledge and skills among this generation. After surveying Gen Z's personal financial management behavior in Hanoi and evaluating the impact of social media on their financial behavior, the study puts forward several proposals to promote positive practices and mitigate negative ones.

This study seeks to further understand the role of social media in personal financial management behavior. The findings confirm that social media plays a mediating role in the relationship between financial knowledge and personal financial management behavior. This highlights the role of social media as an informal educational channel that helps individuals improve their financial understanding and adopt better financial management practices. In addition, the study compares the impact of subjective financial knowledge and financial attitude on personal financial management behavior. The results indicate that subjective financial knowledge has a stronger influence than financial attitude, emphasizing that financial awareness is the main factor in changing financial management behavior.

Based on these findings, financial institutions, policymakers, and social media platforms should collaborate to monitor and improve the quality of financial content on platforms such as Facebook, TikTok, and YouTube so that users can develop better financial behavior. Financial institutions and government agencies can also use social media to offer free financial education courses, host livestream sessions with experts, and develop interactive online programs to help individuals improve their personal financial management skills. Furthermore, governments may develop national financial education programs on digital platforms in collaboration with social media platforms to further spread financial knowledge.

## 2. Literature Review

Personal financial management has recently become a topic of interest. Personal finance includes all financial decisions and activities undertaken by individuals or households, such as saving, investing, and borrowing. Without sufficient financial knowledge and information, individuals are unable to effectively manage or select appropriate savings, loans, or investment options [1, 2]. In general, scholars define personal financial management behavior as the process through which individuals control and coordinate their financial activities, including income, spending, saving, investment, and debt management. Effective personal financial management has a positive impact not only on individuals but also on businesses and the country. According to Goyal et al. [3], personal financial management behavior is a key factor in determining whether an individual can achieve financial stability. Effective personal financial management plays a crucial role in controlling expenditure and making appropriate savings and investment decisions. This, in turn, helps individuals and households be proactive in emergency situations and avoid unexpected financial difficulties. Furthermore, it improves quality of life, creates a sense of financial security for individuals, and helps them plan for future needs, such as homeownership, education, childcare, and retirement. Individuals are also less likely to incur excessive debt, misuse credit, or waste financial resources [4]. Individual savings and investments also create capital through financial instruments such as stocks, bonds, and consumer credit to expand businesses [5]. At the national level, when citizens can create sound financial plans, they typically generate stable income and contribute to the economy through personal income taxes, consumption taxes, and other revenues from investment and consumption activities. This also alleviates pressure on social welfare programs such as health insurance, unemployment support, and other government subsidies. Moreover, a population with strong financial knowledge and personal management skills reduces financial risks in society [6]. Individuals who manage finances effectively tend to invest in education, healthcare, and productivity enhancement activities, thereby improving human capital and contributing to economic growth [7].

Recently, social media has become a popular channel for obtaining information about personal financial management. A recent study by Sathya and Prabhavathi [8] shows that social media platforms such as Facebook, Twitter, LinkedIn, and YouTube, as well as various applications and blogs,

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significantly influence individual investors' behavior by amplifying herding behavior and behavioral biases. Consumers increasingly rely more on online customer reviews than professional advice when making purchases. Similarly, recent research has shown that social media platforms such as Twitter and StockTwits are gradually becoming more popular among investors for discussing stocks, accessing market information, and shaping expectations regarding future performance Ballinari and Behrendt [9]. Sofyan et al. [10] also indicate that many investors use social media as an information source because of its low cost and accessibility; however, investors may be prone to irrational behavior.

With rapid technological development and growing interest in financial management, social media has become a primary source of information for individuals seeking personal financial advice. According to Pahlevan Sharif and Yeoh [11], young people tend to make unplanned purchases when they spend excessive time on social networks. In a recent study on university students' use of 'Buy Now, Pay Later (BNPL)' payment services, Aisjah [12] indicates that the frequency of social media participation is positively associated with BNPL purchasing. Therefore, the use of social media may contribute to excessive credit use, conspicuous consumption, and impulsive purchasing.

According to Turner [13], Gen Z, individuals born between 1995 and 2010, grow up during the rapid expansion of the Internet and digital technologies, making them often described as "digital natives." As this generation enters the workforce, they will become the main consumer segment. They tend to show particular interest in aligning their purchasing potential with the United Nations Sustainable Development Goals for 2030 [14]. They are also savvy consumers who seek greater value than the price they pay, while expecting products to carry appropriate meanings and align with their personal values [15].

Gen Z tends to make cautious decisions based on practical evaluation. They frequently search for and compare options before making decisions, particularly in financial matters. Their technological proficiency and ability to synthesize diverse sources of information help them take the initiative to use free financial knowledge resources to stay up to date [16]. For example, Sajeev et al. [17] show that approximately 60% of Gen Z investors researched stock market information online before making investment decisions, with the most common channels being YouTube (41%), TikTok (24%), Instagram (21%), Twitter (17%), Facebook (16%), and Reddit (13%).

However, there are also persistent stereotypes about Gen Z's financial management behavior, such as excessive spending and a lack of long-term financial plans. Borden et al. [18] argue that many young individuals lack a sense of responsibility in financial management because they grow up in an era with greater tolerance for debt and easier access to credit cards, without much consideration for long-term consequences. Moreover, a significant portion of Gen Z individuals are susceptible to social media influences, which can result in impulsive purchasing and overspending relative to their income [19].

Gen Z also has good awareness of the importance of preparing financially for the future. According to the Deloitte [20] report, Gen Z tends to begin saving earlier than previous generations. However, they often have difficulty maintaining long-term savings due to relatively low incomes, rising living costs, and ongoing economic uncertainty.

In the investment domain, Gen Z shows strong adaptability to technological platforms and prefers using budgeting and investment management applications such as MoMo and Timo. They actively monitor income and expenditures and participate in investment channels such as the stock market and cryptocurrencies [21].

Various studies have shown that Gen Z leans toward financial technology services mainly because of their ease of use, speed, and technological compatibility [22]. These services facilitate faster payments, save time, and offer a convenient way to track expenditure, savings, and investment activities [23].

## 3. Research Hypothesis

In an era of rapid digitalization, social media has become an important channel for young people, particularly Gen Z, to access financial information. Financial attitudes influence how individuals save, spend, and invest Parrotta and Johnson [24]. Farrell et al. [25] also emphasize that social media

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influences consumers' financial behavior, particularly among individuals with a high level of financial literacy. Higher levels of financial literacy enable individuals to make appropriate financial decisions, spend rationally, maintain savings, accumulate financial resources for the future, and utilize idle funds effectively through saving, reinvestment, and income generation Morgan and Long [26]. Peng et al. [27] indicate that individuals with financial knowledge tend to actively seek information, engage in discussions, and use multiple online information sources to support their decision-making. Similarly, Perry and Morris [28] find that individuals with better financial knowledge are more likely to make cautious financial decisions and develop long-term personal financial plans. Various studies have shown that financial socialization significantly influences how individuals manage their personal finances Gudmunson and Danes [29] and Hira et al. [30]. Kim and Torquati [31] further show that social media can shape perceptions of finance and influence financial decisions in both positive and negative ways. Studies by Ameliawati and Setiyani [32] and Manfrè [33] also confirm that financial socialization plays a crucial role in forming individuals' financial awareness, attitudes, and behaviors. Accordingly, it is reasonable to expect that financial socialization has a positive impact on subjective financial knowledge, as it helps individuals access information, learn from others, and strengthen their confidence in their financial capability.

In this study, the authors propose the following hypotheses:

*$H_1$: Social media positively influences personal financial management behavior.*

*$H_2$: Financial attitude positively influences personal financial management behavior.*

*$H_3$: Financial attitude positively influences the use of social media for personal financial management.*

*$H_4$: Subjective financial knowledge positively influences personal financial management behavior.*

*$H_5$: Subjective financial knowledge positively influences the use of social media for personal financial management.*

*$H_6$: Subjective financial knowledge positively influences financial attitude.*

*$H_7$: Financial socialization positively influences personal financial management behavior.*

*$H_8$: Financial socialization positively influences the use of social media for personal financial management.*

*$H_9$: Financial socialization positively influences financial attitude.*

*$H_{10}$: Financial socialization positively influences subjective financial knowledge.*

Based on a literature review of previous studies and relevant theoretical frameworks, the study applies behavioral theories, specifically the Theory of Planned Behavior (TPB) and Social Cognitive Theory, to explain personal financial management behavior. The hypotheses are that social media directly influences personal financial management behavior, while subjective financial knowledge and financial socialization indirectly affect it through social media. Accordingly, the proposed research model is presented as follows:

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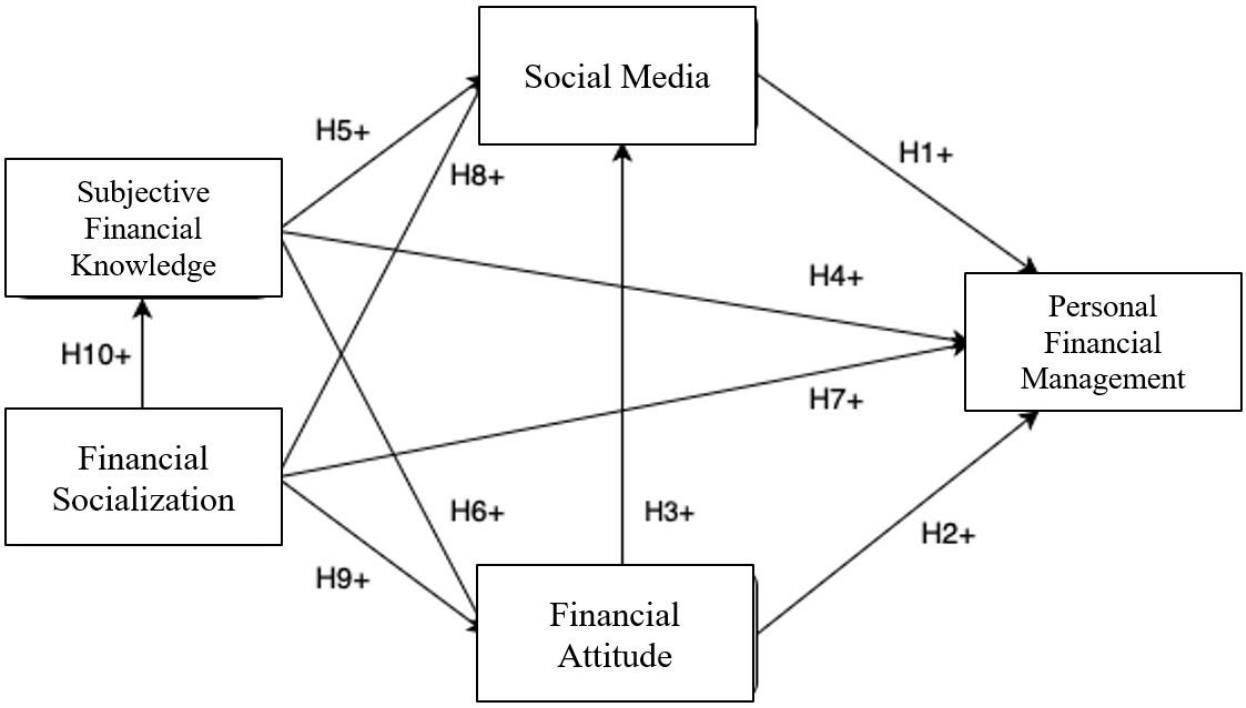


**Figure 1.**
Proposed Research Model.

## 4. Data and Methodology

*4.1. Qualitative Research Method*

Qualitative research was employed to analyze and synthesize models, methods, and findings from previous studies. It was also used to refine and validate the research model and to develop measurement scales and survey questionnaires for the quantitative phase. Additionally, it helped identify key constructs and the impact of social media on young people's personal financial management behavior in Hanoi. The qualitative phase includes the following methods:

*Desk research (secondary research)*: Existing domestic and international documents and databases were reviewed to develop both the theoretical and practical frameworks for this study. This method focused on analyzing factors that affect personal financial management behavior and evaluating the impact of social media on young individuals' financial behavior. It also played an important role in designing the questionnaire and developing appropriate measurement scales to ensure the study's validity and objectivity. Sources included library materials, reputable websites, published survey datasets, and reports and statistics provided by governmental and non-governmental organizations.

*Expert consultation method:* This method was conducted through semi-structured interviews with experts experienced in behavioral research and personal finance. Based on feedback from experts, the authors evaluated and revised the research model, measurement scales, and overall suitability. The authors also included comments regarding questionnaire items, wording clarity, and rating scales (ranging from negative to positive) to improve the questionnaire, thereby enhancing the objectivity, reliability, and accuracy of the quantitative research method.

*4.2. Quantitative Research Method*

- Scale Construction and Coding

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**Table 1.**
Measurement scale for Personal Financial Management Behavior.

| Construct | Code | Measurement Item | Source |
|---|---|---|---|
| Personal Financial Management Behavior | PF1 | I track my monthly expenditures | Perry and Morris [28] |
| | PF2 | I always spend within my budget | |
| | PF3 | I save money monthly for specific goals (e.g., education, purchasing a vehicle) or for emergencies (e.g., accidents, illness). | |
| | PF4 | I allocate a portion of my income for investment or business activities. | |

**Table 2.**
Measurement scale for Social Media.

| Construct | Code | Measurement Item | Source |
|---|---|---|---|
| Social Media | SM1 | I spend a lot of time reading blogs about personal finance or investment | Cao, et al. [2] |
| | SM2 | I frequently browse social media platforms to obtain information about personal investments | |
| | SM3 | I spend a considerable amount of time searching for financial advice across different social media platforms | |
| | SM4 | I learn about finance through social media platforms | |
| | SM5 | Social media influences my financial planning decisions | |

**Table 3.**
Measurement scale for Subjective financial knowledge.

| Construct | Code | Measurement Item | Source |
|---|---|---|---|
| Subjective Financial Knowledge | FK1 | I understand that the value of money decreases over time | Kumar, et al. [34] |
| | FK2 | I understand the importance of saving and know how much should be set aside for an emergency fund | |
| | FK3 | I am good at managing daily financial matters such as checking savings accounts, credit or debit cards, and tracking expenses | |
| | FK4 | I have knowledge of different investment channels such as bank savings, securities, and real estate | |
| | FK5 | I am aware of the advantages of different types of insurance | |

**Table 4.**
Measurement scale for Financial Attitude.

| Construct | Code | Measurement Item | Source |
|---|---|---|---|
| Financial Attitude | FA1 | Controlling monthly expenditures is important. | Kumar, et al. [34] |
| | FA2 | Saving money every month is important. | |
| | FA3 | The way I manage money today will affect my future. | |
| | FA4 | Regular investment is necessary to achieve long-term financial goals. | |

**Table 5.**
Measurement scale for Financial Socialization.

| Construct | Code | Measurement Item | Source |
|---|---|---|---|
| Financial Socialization | FS1 | Have you ever discussed personal financial matters with friends or colleagues? | Hira, et al. [30]; Goyal, et al. [3] |
| | FS2 | When you were younger, did your parents often talk to you about how to manage money? | |
| | FS3 | When you were younger, did your parents often talk to you about the importance of saving money for the future? | |
| | FS4 | Did your parents teach you about investing when you were younger? | |

- Questionnaire Design and Survey Procedure: Based on the measurement scales described above and previous studies, the research team revised and supplemented several questionnaire items to better suit the research context and the identified constructs. The authors also consulted with experts about the questionnaire after it was completed. Furthermore, a pilot survey was conducted

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with individuals born between 1995 and 2010. Based on direct discussions with the participants and their feedback, the questionnaire was refined to ensure that the questions were clear, easily understood, and free from ambiguity.

- The final questionnaire consisted of closed-ended questions and employed a five-point Likert scale to collect primary data for examining the impact of social media on young people's personal financial management behavior in Hanoi. The survey was distributed through direct distribution and online via Google Forms to potential participants. The questionnaire included the following sections:
- (+) General information about the participants, including age, residential or working area, occupation type, monthly income, social media use frequency, time spent on social media, and types of social media platforms used;
- (+) Personal financial management behavior and financial well-being;
- (+) Factors influencing personal financial management behavior.
- For the pilot survey stage, a convenience sampling method was employed. After the questionnaire was revised, the official survey was conducted from September 2, 2025, to December 15, 2025. During this stage, the study adopted a snowball sampling technique.
- According to Hair et al. [35], the minimum sample size required for analysis is 50, although it is preferable to have 100 or more participants. Additionally, each measurement variable should have at least five observations. After three months of data collection, 310 questionnaires were returned. Invalid responses were removed due to unclear information or inconsistent answers, leaving 258 valid and complete questionnaires as the final total, with a response rate of 83.22%. The number of valid responses met the study requirements.
- Data Analysis Method: After data collection, the questionnaires were screened, and the dataset was cleaned and coded using Microsoft Excel. For descriptive statistical analysis, the data were entered and analyzed using Stata 17. To test the proposed hypotheses, the study employed a structural equation modeling (SEM) approach using the partial least squares method (PLS-SEM), given the relatively small sample size and the presence of mediating variables.

## 5. Results and Discussion

After nearly three months of data collection, the authors received 258 valid responses for analysis. The results indicate that the age distribution within the Gen Z sample was sufficiently diverse to ensure representativeness across different age groups of the generation. The majority of participants reported a monthly income below VND 5 million (57.75%), followed by those earning between VND 5 million and VND 10 million per month (21.71%). Only 13.95% of the participants reported a monthly income between VND 10 million and VND 20 million, and 6.59% earned above VND 20 million. This income distribution is consistent with the occupational characteristics of the sample, as most participants were students or early-career employees. Most participants reported using social media for more than three hours per day (53.49%), while those using social media for 2–3 hours and 1–2 hours accounted for 27.13% and 16.67%, respectively. Only 2.71% of the participants spent less than one hour per day on social media. These findings indicate that social media constitutes an integral part of Gen Z's daily life and further highlight its important role in influencing their financial behavior. In addition, the typical duration of social media usage among participants was over five years (79.46%), indicating long-term engagement with these platforms. Those who had used social media for 3–5 years accounted for 13.18%, whereas the groups using it for 1–3 years and less than one year represented 5.43% and 1.94%, respectively. This suggests that Gen Z individuals began accessing social media at a very young age and gradually used it more frequently over time.

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**Table 6.**
Descriptive statistics.

| | Measurement Item | N | Mean | Standard deviation | Min. | Max. |
|---|---|---|---|---|---|---|
| Personal Financial Management Behavior | PF1 | 258 | 3.49 | 0.98 | 1 | 5 |
| | PF2 | 258 | 3.66 | 1.01 | 1 | 5 |
| | PF3 | 258 | 3.50 | 1.11 | 1 | 5 |
| | PF4 | 258 | 2.68 | 1.27 | 1 | 5 |
| Social Media | SM1 | 258 | 2.86 | 0.87 | 1 | 5 |
| | SM2 | 258 | 3.04 | 0.92 | 1 | 5 |
| | SM3 | 258 | 2.90 | 0.99 | 1 | 5 |
| | SM4 | 258 | 3.28 | 0.86 | 1 | 5 |
| | SM5 | 258 | 3.03 | 1.02 | 1 | 5 |
| Subjective Financial Knowledge | FK1 | 258 | 3.78 | 0.94 | 1 | 5 |
| | FK2 | 258 | 3.95 | 0.83 | 1 | 5 |
| | FK3 | 258 | 3.17 | 0.96 | 1 | 5 |
| | FK4 | 258 | 2.98 | 1.05 | 1 | 5 |
| | FK5 | 258 | 2.82 | 1.06 | 1 | 5 |
| Financial Attitude | FA1 | 258 | 4.14 | 0.74 | 1 | 5 |
| | FA2 | 258 | 4.11 | 0.77 | 1 | 5 |
| | FA3 | 258 | 4.03 | 0.81 | 1 | 5 |
| | FA4 | 258 | 3.77 | 0.82 | 1 | 5 |
| Financial Socialization | FS1 | 258 | 3.00 | 0.91 | 1 | 5 |
| | FS2 | 258 | 3.19 | 0.95 | 1 | 5 |
| | FS3 | 258 | 3.53 | 0.87 | 1 | 5 |
| | FS4 | 258 | 2.97 | 1.09 | 1 | 5 |

Overall, the above results indicate that although participants demonstrate a generally positive perception of personal financial management, significant challenges remain regarding subjective financial knowledge. While social media plays a supportive role, it has not yet been fully utilized to enhance financial knowledge and skills. The findings can be interpreted as follows:

(+) Personal Financial Management Behavior (PF): Behaviors such as tracking monthly expenditures and saving money monthly were performed at a moderate level. Spending within budget limits showed a higher mean score, suggesting that some individuals in this generation have developed sound financial management practices. In contrast, investment or profit-generating business activities recorded the lowest mean score, reflecting limited engagement with more complex financial instruments.

(+) Social Media (SM): Activities such as searching for financial information and learning about finance through social media were reported at a relatively high rate. However, the influence of social media on financial planning decisions remained moderate, indicating that it primarily serves as a reference rather than a decisive factor.

(+) Subjective Financial Knowledge (FK): Gen Z exhibited a certain level of awareness regarding basic aspects of personal finance. Items related to recognizing the time value of money and the importance of saving received the highest scores. However, knowledge about investment channels and insurance products was more limited, suggesting a gap in investment knowledge and financial protection awareness.

(+) Financial Attitude (FA): A positive financial attitude was clearly observed, as items concerning the importance of controlling monthly expenditures and saving regularly received very high scores. This indicates that Gen Z recognizes the role of financial management in daily life.

(+) Financial Socialization (FS): Financial socialization processes, such as discussing financial matters with friends and parental guidance regarding money management, were reported at a moderate level, indicating that the environment has yet to play an important role.

*Assessment of Measurement Items:* Based on the initial outer loading evaluation, the authors found that items FK1, FK2, FS3, PF2, and SM5 had outer loading values below 0.70. This indicates that these

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items did not meet quality standards and should be removed from the model. After eliminating these items, a second evaluation of the measurement items was conducted. The results showed that all remaining items met the required threshold (values greater than 0.70) and were suitable for further analysis. Accordingly, Financial Attitude consisted of four measurement items (FA1, FA2, FA3, FA4); Subjective Financial Knowledge consisted of three items (FK3, FK4, FK5); Financial Socialization consisted of three items (FS1, FS2, FS4); Personal Financial Management Behavior consisted of three items (PF1, PF3, PF4); and Social Media consisted of four items (SM1, SM2, SM3, SM4).

*Internal Consistency, Reliability, and Convergent Validity:* Regarding Cronbach's alpha, the scales FA (0.849), FK (0.789), and SM (0.822) demonstrated high reliability, while FS (0.692) and PF (0.700) remained within acceptable thresholds. For composite reliability (CR), all values were ≥ 0.80, and none exceeded 0.90, indicating good composite reliability of the measurement scales. Convergent validity was assessed using the average variance extracted (AVE). All constructs achieved AVE values greater than 0.50, indicating that each construct explained the majority of the variance in its measurement items. Overall, all measurement scales satisfied reliability and convergent validity requirements. The values of Cronbach's alpha, CR, and AVE exceeded the recommended thresholds, confirming internal consistency and the convergent validity of the measurement model.

**Table 7.**
Reliability and convergent validity of the measurement scales.

| | Cronbach's Alpha | Composite Reliability (ρa) | Composite Reliability (ρc) | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| FA | 0.849 | 0.972 | 0.889 | 0.668 |
| FK | 0.789 | 0.801 | 0.877 | 0.705 |
| FS | 0.692 | 0.697 | 0.827 | 0.615 |
| PF | 0.700 | 0.735 | 0.829 | 0.619 |
| SM | 0.822 | 0.834 | 0.883 | 0.655 |

*Discriminant Validity Assessment:* According to Henseler et al. [36], discriminant validity is established when the heterotrait–monotrait ratio (HTMT) is below 0.85. In this study, the HTMT values ranged from 0.150 to 0.707, all below the recommended threshold of 0.85. This indicates that the constructs in the model demonstrate good discriminant validity; in other words, each construct measures a distinct concept and does not overlap with others. These results confirm that the model satisfies the discriminant validity criterion based on the HTMT approach.

**Table 8.**
Discriminant validity assessment using the Heterotrait–Monotrait ratio (HTMT).

| | FA | FK | FS | PF | SM |
|---|---|---|---|---|---|
| FA | | | | | |
| FK | 0.216 | | | | |
| FS | 0.150 | 0.523 | | | |
| PF | 0.296 | 0.707 | 0.458 | | |
| SM | 0.170 | 0.690 | 0.414 | 0.666 | |

*Source: Authors' calculations.*

*Multicollinearity Assessment of the Structural Model:* The variance inflation factor (VIF) values ranged from 1.000 to 1.610, all below the threshold of 3. This indicates that the structural model does not suffer from serious multicollinearity, as no variable exhibited a VIF greater than 3. Therefore, the constructs in the model show acceptable levels of correlation and do not significantly affect the estimation of the model.

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**Table 9.**
Multicollinearity assessment results.

| | FA | FK | FS | PF | SM |
|---|---|---|---|---|---|
| FA | | | | 1.046 | 1.043 |
| FK | 1.185 | | | 1.610 | 1.217 |
| FS | 1.185 | 1.000 | | 1.207 | 1.188 |
| PF | | | | | |
| SM | | | | 1.498 | |

*Structural Model Evaluation:* The results of the relationships and their significance levels, obtained after testing the theoretical model integrated with the structural model diagram, are presented in Figure 2 and summarized in Table 10.

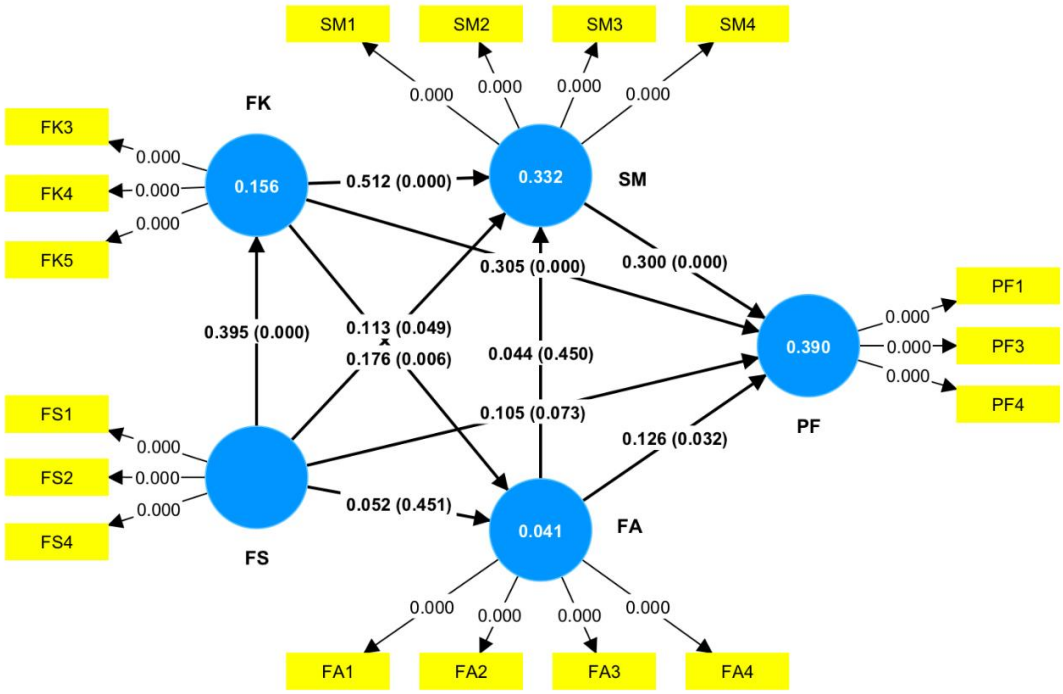


**Figure 2.**
Summary results of the theoretical model testing.

**Table 10.**
Structural model path coefficient results.

| | Original sample (O) | Sample mean (M) | Standard deviation | T statistics | P values |
|---|---|---|---|---|---|
| FA -> PF | 0.126 | 0.127 | 0.059 | 2.144 | 0.032 |
| FA -> SM | 0.044 | 0.049 | 0.058 | 0.756 | 0.450 |
| FK -> FA | 0.176 | 0.186 | 0.064 | 2.747 | 0.006 |
| FK -> PF | 0.305 | 0.303 | 0.061 | 4.970 | 0.000 |
| FK -> SM | 0.512 | 0.511 | 0.057 | 8.963 | 0.000 |
| FS -> FA | 0.052 | 0.053 | 0.068 | 0.754 | 0.451 |
| FS -> FK | 0.395 | 0.399 | 0.057 | 6.962 | 0.000 |
| FS -> PF | 0.105 | 0.107 | 0.059 | 1.795 | 0.073 |
| FS -> SM | 0.113 | 0.115 | 0.057 | 1.971 | 0.049 |
| SM -> PF | 0.300 | 0.301 | 0.059 | 5.044 | 0.000 |

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The results show that the independent variables have a positive impact on the dependent variables, as indicated by positive path coefficients. Most relationships are statistically significant at the 5% level, except for the effects of Financial Attitude (FA) on Social Media (SM), and Financial Socialization (FS) on both Financial Attitude (FA) and Personal Financial Management Behavior (PF). The findings also indicate that Social Media (SM) has a clear impact on Personal Financial Management Behavior (PF) ($\beta = 0.300$, $p = 0.000$). Additionally, several paths exhibit high coefficients and strong statistical significance. For instance, Subjective Financial Knowledge (FK) strongly influences Social Media (SM) ($\beta = 0.512$, $p = 0.000$) and Personal Financial Management Behavior (PF) ($\beta = 0.305$, $p = 0.000$), while Financial Socialization (FS) significantly affects Subjective Financial Knowledge (FK) ($\beta = 0.395$, $p = 0.000$). Conversely, some paths demonstrate weaker effects, such as the relationship between Subjective Financial Knowledge (FK) and Financial Attitude (FA) ($\beta = 0.176$, $p = 0.006$) and between Financial Attitude (FA) and Personal Financial Management Behavior (PF) ($\beta = 0.126$, $p = 0.032$). Although these effects are statistically significant, the relatively low coefficients suggest a modest level of influence. Notably, the path from Financial Socialization (FS) to Financial Attitude (FA) ($\beta = 0.052$, $p = 0.451$) is not statistically significant. The hypothesis testing results are summarized in Table 11 below:

**Table 11.**
Hypothesis testing results.

| Hypothesis | Result | Confidence Level |
|---|---|---|
| H1: Social media positively influences personal financial management behavior | Supported | 95% |
| H2: Financial attitude positively influences personal financial management behavior | Supported | 95% |
| H3: Financial attitude positively influences the use of social media for personal financial management | Not supported | 95% |
| H4: Subjective financial knowledge positively influences personal financial management behavior | Supported | 95% |
| H5: Subjective financial knowledge positively influences the use of social media for personal financial management | Supported | 95% |
| H6: Subjective financial knowledge positively influences financial attitude | Supported | 95% |
| H7: Financial socialization positively influences personal financial management behavior | Not supported | 95% |
| H8: Financial socialization positively influences the use of social media for personal financial management | Supported | 95% |
| H9: Financial socialization positively influences financial attitude | Not supported | 95% |
| H10: Financial socialization positively influences subjective financial knowledge | Supported | 95% |

**Table 12.**
Mediation effect estimation results.

| | Original sample | Sample mean | Standard deviation | T statistics | P values |
|---|---|---|---|---|---|
| FS -> FA -> PF | 0.007 | 0.007 | 0.010 | 0.651 | 0.515 |
| FS -> FK -> FA -> PF | 0.009 | 0.009 | 0.006 | 1.535 | 0.125 |
| FK -> SM -> PF | 0.154 | 0.154 | 0.036 | 4.312 | 0.000 |
| FS -> SM -> PF | 0.034 | 0.035 | 0.020 | 1.728 | 0.084 |
| FS -> FK -> FA -> SM | 0.003 | 0.004 | 0.005 | 0.635 | 0.526 |
| FS -> FK -> PF | 0.121 | 0.121 | 0.031 | 3.915 | 0.000 |
| FS -> FA -> SM -> PF | 0.001 | 0.001 | 0.002 | 0.360 | 0.719 |
| FK -> FA -> PF | 0.022 | 0.023 | 0.014 | 1.596 | 0.111 |
| FA -> SM -> PF | 0.013 | 0.015 | 0.018 | 0.730 | 0.465 |
| FK -> FA -> SM | 0.008 | 0.009 | 0.012 | 0.659 | 0.510 |
| FS -> FA -> SM | 0.002 | 0.003 | 0.006 | 0.367 | 0.714 |
| FS -> FK -> FA -> SM -> PF | 0.001 | 0.001 | 0.001 | 0.617 | 0.538 |
| FS -> FK -> FA | 0.070 | 0.075 | 0.029 | 2.388 | 0.017 |
| FK -> FA -> SM -> PF | 0.002 | 0.003 | 0.004 | 0.633 | 0.527 |
| FS -> FK -> SM -> PF | 0.061 | 0.061 | 0.016 | 3.712 | 0.000 |
| FS -> FK -> SM | 0.202 | 0.204 | 0.039 | 5.252 | 0.000 |

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**Table 13.**
Coefficient of determination ($R^2$).

| | R-square | R-square adjusted |
|---|---|---|
| FA | 0.041 | 0.033 |
| FK | 0.156 | 0.153 |
| PF | 0.390 | 0.380 |
| SM | 0.332 | 0.325 |

The $R^2$ value for Personal Financial Management Behavior (PF) is 0.39, indicating that the independent variables in the model explain 39% of the variance in this dependent variable. This suggests that the model demonstrates relatively good predictive capability for personal financial management behavior. Additionally, the Social Media (SM) construct has an $R^2$ value of 0.332, showing that Subjective Financial Knowledge (FK), Financial Attitude (FA), and Financial Socialization (FS) explain 33.2% of the variance in social media use. Meanwhile, Financial Socialization (FS) explains a relatively small proportion (15.6%) of the variation in Subjective Financial Knowledge (FK). Conversely, the $R^2$ value for Financial Attitude (FA) is very low, indicating that the independent variables do not explain much of the variation in this construct. This is also reflected in the path coefficients, as the relationships between FK and FA and between FS and FA are weak and statistically insignificant (or only marginally significant) at the 5% level.

## 6. Discussion

The quantitative analysis results show that social media has a positive and significant impact on personal financial management behavior. This suggests that accessing financial information through social media can positively influence how individuals manage their finances, including budgeting, saving, and investment planning. Several factors can explain this influence. First, social media serves as an important source of financial information. With the widespread use of platforms such as Facebook, TikTok, YouTube, and Twitter, users can easily access content related to investment, saving, expense management, and personal financial strategies. Such information is provided not only by financial experts but also by influencers and online communities, enabling users to obtain multidimensional perspectives on financial decision-making. Second, social media creates an interactive learning environment in which individuals can ask questions, participate in discussions, and share financial experiences with others. Learning from the community not only expands individuals' knowledge but also encourages them to adopt better financial practices. Third, the influence of social media on personal financial behavior can also be explained through social influence and behavioral psychology. When individuals observe friends or public figures discussing financial topics, they may feel motivated, or even socially pressured, to adopt similar financial behaviors. This is particularly relevant for younger generations, who tend to learn and modify their behavior through online content.

In addition to the impact of social media on personal financial management behavior, the model results reveal several other important relationships among the studied factors. For instance, financial knowledge significantly influences the use of social media as a channel for accessing financial information, indicating that individuals with better financial knowledge tend to use social media as a tool to expand their knowledge and improve their financial management skills. This relationship reflects the role of social media as an informal educational channel through which individuals can learn from financial experts, investors, and even user communities.

The model results also show that subjective financial knowledge (FK) has a significant impact on personal financial management behavior (PF). This suggests that individuals with higher levels of financial knowledge are more likely to manage their finances effectively. When individuals understand interest rates, investment risk, and budgeting principles, they are better able to adjust their financial behavior in a more sustainable manner. In addition to its direct impact on financial behavior, subjective financial knowledge also affects financial attitude (FA). This implies that as an individual's financial understanding increases, they are more likely to develop a more positive attitude toward personal

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financial management. This relationship can be explained by the idea that accurate financial awareness fosters a stronger sense of responsibility in the use of money.

Furthermore, the findings indicate that financial attitude has a weaker effect on personal financial management behavior. This may be explained by the fact that, although financial attitudes influence financial decisions, actual behavioral change requires sufficient knowledge and motivation to act. Financial attitude also does not serve as a strong mediating factor between subjective financial knowledge and personal financial management behavior.

Notably, the model results show that financial socialization does not have a significant direct effect on personal financial management behavior. In other words, merely receiving financial knowledge from family, friends, and social surroundings is not sufficient to produce meaningful changes in how individuals manage their daily finances.

## 7. Conclusion

Based on the above discussion, social media plays an important role in influencing personal financial management behavior, particularly through enhancing financial knowledge. However, to optimize these positive effects and minimize associated risks, coordinated solutions are required from multiple stakeholders, including individuals, educational institutions, policymakers, and social media platforms.

First, financial education should be closely integrated with practical application platforms to help individuals transform knowledge into effective financial management skills. Merely providing theoretical information is insufficient to change financial behavior; instead, interactive training programs incorporating real-life scenarios, simulation games, and technological applications should be developed to enhance the learning experience. Social media platforms can play a significant role in delivering financial education content in an engaging and audience-appropriate manner. Potential measures include producing multimedia content such as videos, posts, podcasts, and infographics on common financial topics (e.g., saving, investing, and credit) to attract young audiences; and building online financial communities, such as Facebook groups, Reddit forums, or TikTok channels dedicated to personal finance, where users can share experiences, learn from one another, and engage in financial discussions.

Second, as social media has become a major source of financial information, measures are needed to ensure the quality and accuracy of disseminated content. Currently, a substantial amount of financial content on social media is promotional in nature or lacks scientific grounding, which may lead to poor financial decision-making. Therefore, platforms should implement moderation mechanisms, evaluate content credibility, and encourage participation from reputable financial institutions to provide transparent and accurate information. At the same time, users must be equipped with the skills to critically evaluate and selectively process information, thereby avoiding misleading content or profit-driven messaging.

Third, financial education policies should focus on improving individuals' ability to access and apply financial information, rather than merely providing theoretical knowledge. This requires training programs to be flexible and tailored to the characteristics of different target groups, especially young people, who tend to acquire information through social media. Online financial courses, short instructional videos, and practical assessments on digital platforms can enable individuals to more easily access and apply financial knowledge in daily life.

In addition, policymakers play a crucial role in establishing a legal framework to regulate financial content on social media. Such policies may include regulations regarding platform accountability in controlling information, transparency requirements for individuals or organizations that provide financial content, and guidelines aimed at protecting users from financial risks.

In summary, the study demonstrates that social media use significantly influences personal financial management behavior. Specifically, social media not only acts as a driver of financial management behavior but also serves as a mediating channel through which individuals translate financial knowledge into financial practices. The findings highlight the importance of improving users' ability to filter and

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interpret financial information on social media and recommend financial education measures that support the development of more effective personal financial management behaviors.

## Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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