

## **THE ROLE OF SOCIAL MEDIA IN RAISING FINANCIAL LITERACY AMONG THE YOUTH OF THE BHAVNAGAR DISTRICT**

**Priya Kamleshbhai Kanada**

Research Scholar, Dept of Com.,  
M.K. Bhavnagar University, Bhavnagar.

**&**

**Prof. (Dr) B.C. Ajmera**

Department of Commerce,  
M.K. Bhavnagar University, Bhavnagar.

### **Introduction**

Social media has become a potent instrument for knowledge sharing in the digital age, impacting many facets of life, including financial literacy. Financial literacy, which refers to the ability to understand and apply financial concepts for effective decision-making, is crucial for individuals, especially the youth. Here, the term “youth” refers to all those between the ages of 15 and 29, as reflected in the National Youth Policy, 2014, Government of India. So, the age range between 15–29 is taken in this study for youth and it's a time in life when financial choices, from investments and savings to credit management, can have a big influence on future financial security. Nonetheless, research shows that a large number of young people lack sufficient financial literacy, which results in bad financial choices and sustained unstable economies (Lusardi & Mitchell, 2014).

Social media platforms such as YouTube, Instagram, Facebook, and Twitter have become popular sources of financial education, offering accessible, engaging, and real-time content. Youth can get aware about budgeting, saving, investing, and management of debt in an informal but efficient way through financial influencers, educational websites, and interactive forums (Kaur & Arora, 2021). Additionally, these platforms enable young people to keep informed about economic trends, discuss financial strategies, and ask their peers for help. In areas like the Bhavnagar District, where traditional financial education resources could be scarce, this move towards digital financial learning is especially pertinent.

The study aims to examine how social media can improve financial literacy among young people in the Bhavnagar District. It examines the problems with digital financial education, the relationship between social media and financial behavior, and the accuracy of financial information available online. By looking at these factors, the study aims to ascertain whether social media is a useful tool to enhance young people's financial literacy and decision-making in Bhavnagar.

### **Review of Literature**

#### **1. Al-shami et al. (2024)**

The study focused on the Batik industry of Indonesia. This industry holds economic and cultural significance for the country and plays a crucial role in economic development, cultural

preservation, and the Country's GDP. However, the Batik industry faces several challenges, such as its development is slowed by the use of digital marketing techniques and a lack of financial understanding. This quantitative study looked at the moderating influence of online social networks in addition to determining the relationship between financial literacy, digital financial literacy, and financial inclusion among batik SMEs. 535 managers, owners, and financial officers of small batik businesses are included in this study. Data analysis was done using the SmartPLS statistical analysis approach. The results demonstrate the importance of financial literacy and digital financial literacy in enhancing small enterprises' capacity to achieve financial inclusion. Furthermore, it was discovered that social media use moderated these associations, increasing the impact of digital financial literacy on financial inclusion.

**2. Faturohman. T., et al. (2024)**

With an emphasis on the mediating function of financial behaviour, this study investigates the effects of social media, financial literacy, financial self-efficacy, an internal locus of control, and an external locus of control on financial well-being. Reducing the external locus of control, raising personal financial self-efficacy and financial knowledge, and making responsible use of social media are all ways to increase financial health. Additionally, the indirect effects of social media, financial literacy, financial self-efficacy, and external locus of control on financial wellness highlight the significance of financial behaviour. 438 people responded to the study's online survey form. Using PLS-SEM, relationships were examined. This study demonstrates that social media, financial literacy, external loc, and financial self-efficacy are significant factors in enhancing people's financial behaviour. Therefore, there is a constant message for the government, educational institutions, and leaders of the financial industry to create pertinent laws and curricula to encourage financial behaviour that results in self-efficacy, internal financial control, and excellent financial literacy. People's financial behaviour will be impacted by their degree of financial knowledge, which may improve their financial security.

**3. Syahnur, K.N.F. et al. (2024)**

Small and Medium-sized Enterprises (SMEs) account for the most of entrepreneurs' contributions to the economy of Indonesia, and 99% of UMKM in Indonesia are run by women. It is difficult for female entrepreneurs to keep up with the advancements of the digital world. Despite their high degree of digital inclusion, women entrepreneurs are at risk of fraud due to their poor literacy levels. Thus, the motive of this study is the evaluation of digital financial inclusion and literacy impacts empowerment of women entrepreneur. The study used a survey approach using a sample of South Sulawesi Province's female entrepreneurs. 29 samples were collected from women entrepreneurs and Cronbach alpha test was used to analyze the data. Seven cities or districts located throughout the Sulawesi Province of South were represented among the study's respondents. The study's findings demonstrate that women entrepreneurs' empowerment is significantly enhanced by digital financial inclusion and knowledge. Given the speed at which technology is developing, digital literacy and financial inclusion are crucial for female entrepreneurs.

**4. Vaze, A., & Lengure, B. (2024)**

In the context of working women, the study explores the crucial relationship among social media, financial literacy, and women's empowerment. It examines how social media use affects financial literacy and, in turn, women's sense of empowerment using a mixed-methods methodology. It starts with a quantitative phase with 100 varied participants selected by convenience sampling, using a sequential explanatory design. Likert-scale questions are used in an online survey to measure financial literacy, empowerment, and social media engagement. While regression analysis identifies connections between social media use, financial literacy, and empowerment, descriptive statistics describe survey responses and participant profiles. Social media use and financial literacy are significantly positively correlated, according to regression analysis, underscoring the platform's ability to close gaps in financial understanding. Furthermore, the study reveals strong connections among women's empowerment, financial literacy, and social media use, suggesting that the digital realm influences financial behaviour in addition to promoting greater empowerment. The results provide useful information for financial

institutions, educators, and legislators, recommending customised initiatives to further women's empowerment and financial inclusion via social media.

**5. Geenen, S. & Verhoeven, J. (2023)**

Young adults now have a new source of financial guidance thanks to the growth of social media financial gurus nowadays. Young folks' financial literacy may be raised by the financial guidance provided by social media financial gurus. Thus, to examine the possible moderating effect of schooling in the relationship between young adults' financial literacy and their exposure to financial influencers, this study comes into action. As elements of financial literacy, the linkage between financial behaviour, financial attitude, and financial knowledge was examined. Subjective standards and recognised behavioural control were investigated as potential predictors of financial behaviour in accordance with the Theory of Planned Behaviour. The online survey was finished by 318 participants, who were all between the ages of 18 and 29. The study's conclusions show that exposure to financial influencers has no discernible effect on financial knowledge, and that educational attainment has no bearing on this relationship. Furthermore, it was found that financial attitude is not immediately impacted by financial knowledge. However, it was found that both financial attitude and financial knowledge had a favourable impact on financial behaviour.

**6. Muwaffaq, B., S., & et al. (2023)**

This study intends to ascertain the degree of financial literacy among teenagers in Jabodetabek, the influence of financial literacy dimensions on consumer behaviour, the influence of social media use on consumer behaviour, and the influence of sociodemographic factors. Primary data (questionnaires) is the data source for this quantitative and qualitative study. Descriptive analysis and structural equation modelling with partial least squares (SEM-PLS) are the methods employed. The end conclusion is that 44% of late adolescents have a high level of financial literacy. Sociodemographic characteristics and financial literacy have no discernible impact on the consumption patterns of delinquent adolescents. The late teenage workforce in Jabodetabek is greatly impacted by social media usage, financial views, and financial behaviour.

**7. Resky, A., et al., (2023)**

Financial literacy is essential for Generation Z to avoid financial problems and make appropriate plans for the future. The purpose of this study is to determine how social media and technology can impact Generation Z's financial literacy. This type of research is quantitative in character. 150 Generation Z financial app users who were born between 1996 and 2010 make up the study's sample size. A five-point Likert scale questionnaire was utilised to collect data from respondents, which was the primary data source used in this inquiry. In this study, data was analysed using multiple linear regression techniques utilising the SPSS program analysis tool, which was assessed using validity and reliability tests. The results of the study show that all factors have a significant influence, with social media and technology having a significant influence both partially and simultaneously.

**8. Yanto et al. (2021)**

The millennial generation at various Indonesian universities was the subject of this investigation. The millennial generation is heavily reliant on information and communication technology and lacks sound money management skills. The construction of a financial behaviour model among Indonesian university students in the millennial generation is the main subject of this study. Five factors are included in the study: peer influence, social media exposure, financial behaviour, financial attitude, and financial knowledge. Using a five-point Likert scale, 327 responses were gathered for the study. The study's descriptive analysis indicates that respondents' money management behaviour, attitude, and knowledge were all strong points. The influence of peer pressure and social media on respondents' financial management practices is measured using structural equation modelling.

**9. Albeerdy, M.I. & Gharleghi, B. (2015)**

The study's main goal was to find out what influences Malaysian university students' financial literacy. The nature of this investigation was empirical. A straightforward sampling technique was used to gather 105 valid questionnaires. Multiple regression analysis and correlation were used to ascertain how the variables related to financial literacy interacted with one another. The

study revealed no correlation between financial socialisation agents and financial literacy, however it did find a strong association between independent variables of education and money attitude towards the dependent variable of financial literacy.

## Research Gap

From the above Literature Review the study found following gaps in the existing Literature Review:

- Most of these research work has been done in western world, very few researches have been done in the developing county like India.
- In most of the studies, the time period was before the year 2023 whereas this research took place in the year 2025.
- Earlier researcher used very few variables to study the financial literacy whereas in this research, extensive variables have been used.
- The age of respondents has been between 15 to 29 years in this study while on other hand in former research no one has taken this age group as their sample.
- No any this kind of research has been done in the Bhavnagar District, this is the first one being carried out in the Bhavnagar District.

## Objectives

1. To investigate the most constructive social media content (videos, infographics, blogs etc.) in enhancing financial awareness.
2. To determine the most favoured social media platform among youth for financial information.
3. To know which type of financial information is usually accessed by youth on social media platforms.

## Research Design

This study adopted a quantitative (Questionnaire) approach to gain comprehensive insights into the impact of social media on financial literacy. The study focuses on youth aged 15 to 29 years in Bhavnagar District.

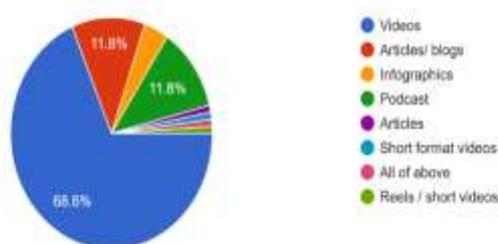
A convenient random sampling method is used for the study. This is a primary data-based study which is collected by questionnaires. Quantitative data (from the Questionnaire) is analyzed in this study.

## Data Analysis and Interpretation

In this study total of 102 responses were collected for analysis and interpretation. Out of 102 respondents, 61 (59.8%) were males and the remaining 41 (40.2%) were females. Most of the respondents had completed their UG degree, and they were around 56.86% of the total. 36.3% had completed their PG degree, and the remaining belong to the school-level education.

1: To investigate the most constructive social media content (videos, infographics, blogs etc.) in enhancing financial awareness.

Which format of financial content do you find most effective as a tool of financial awareness?  
102 responses



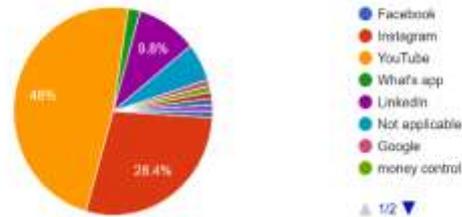
The pie chart illustrates the preferred formats of financial content that respondents find most effective for enhancing financial awareness, based on **102 responses**. A significant majority, **68.6%**, selected **videos** as the most effective format, indicating a strong preference for visual and engaging content. Both **articles/blogs** and

**podcasts** were equally favored by **11.8%** of the participants, suggesting that some users still value traditional and audio-based formats for financial learning. Other formats such as **infographics, short format videos, articles, reels,** and the “**all of the above**” option received minimal preference, highlighting that while there is some diversity in content consumption, **videos clearly dominate** as the most impactful tool for spreading financial awareness.

2: To determine the most favoured social media platform among youth for financial information.

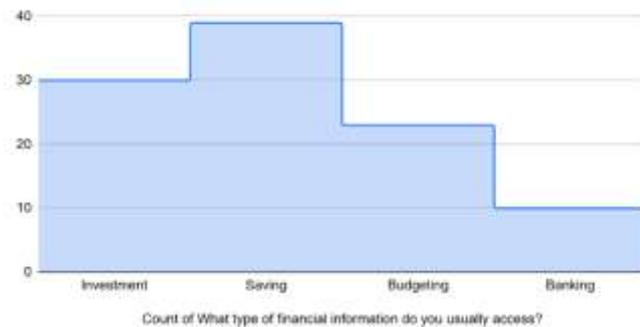
There were **48%** of respondents selected **YouTube** as the most favoured social media platform for financial information. **28.4%** of respondents chose **Instagram** as a social media platform for financial information, and **LinkedIn** stood third with **9.8%** as a financial information provider on social media in the Bhavnagar district.

If yes, which platform provided the most helpful financial information?  
102 responses



3: To know which type of financial information is usually accessed by youth on social media platforms.

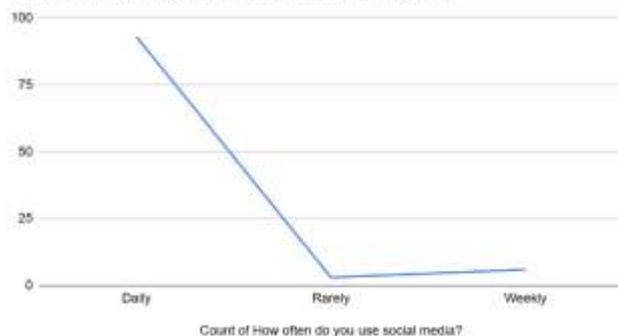
Count of What type of financial information do you usually access?



population, possibly reflecting a focus on financial security and future planning, whereas transactional or banking information is less of a priority.

The chart illustrates the frequency with which different types of financial information are accessed by respondents. Among the categories presented—Investment, Saving, Budgeting, and Banking—**Saving** is the most commonly accessed type of financial information, with a count 39. This is followed by **Investment**, accessed by 30 individuals. **Budgeting** information is accessed moderately, with 23 users indicating engagement, while **Banking** is the least accessed category, with only 10 counts. This distribution suggests a strong interest in saving strategies among the

Count of How often do you use social media?



In the study researcher wants to know how frequently respondents use social media platforms. The researcher found that there were **93** respondents who used social media platforms on a **Daily** basis, **6** respondents used social media platforms **Weekly**, and only **3** respondents used social media platforms very **Rarely**.

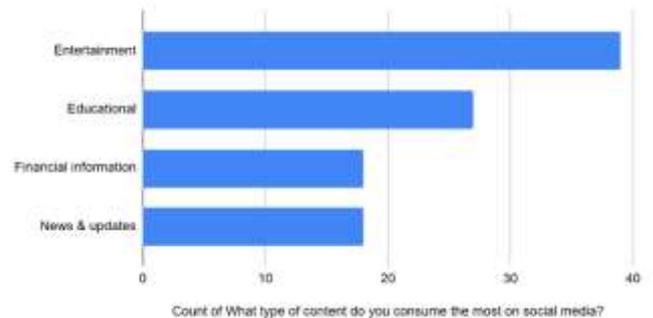
Count of Have you ever come across financial education content on social media?



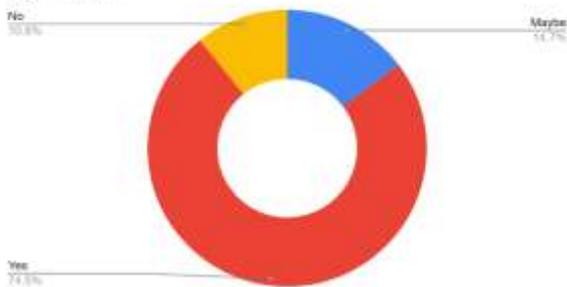
Among the participants, a significant **74.5% answered "Yes"**, indicating that the majority have encountered financial education content while using social media platforms. **14.7% responded with "Maybe"**, suggesting some uncertainty or limited recall of such content. Meanwhile, **only 10.8% answered "No"**, showing that a small portion of respondents have not come across financial education content at all. This data suggests that financial education content has a strong presence on social media and reaches a large audience.

The chart reveals that **entertainment content** is the most popular, with **39 individuals** indicating it as their primary consumption type. This is followed by **educational content**, chosen by **27 individuals**, highlighting a significant interest in learning through social media platforms. **Financial information** and **news & updates** were the least consumed types, each with **18 respondents**. This suggests that while users do engage with informative content, the primary use of social media among this group leans more towards entertainment and general education rather than financial literacy or current events.

Count of What type of content do you consume the most on social media?



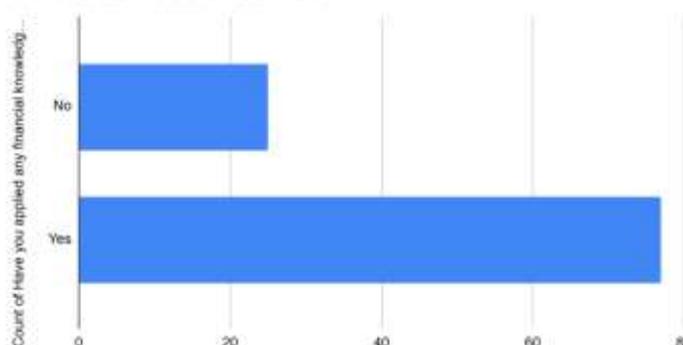
Have you ever come across financial education content on social media?



The donut chart illustrates the responses to the question, **"Have you ever come across financial education content on social media?"** A substantial majority, **74.5%**, answered **"Yes,"** indicating that most respondents have indeed encountered financial education content while using social media platforms. **14.7%** responded **"Maybe,"** suggesting some uncertainty or limited recall of such content, while only **10.8%** said **"No,"** meaning a small portion of the respondents have not come across financial education

online. This research shows that social media, which reaches over three-fourths of the audience, is an important medium for spreading financial education.

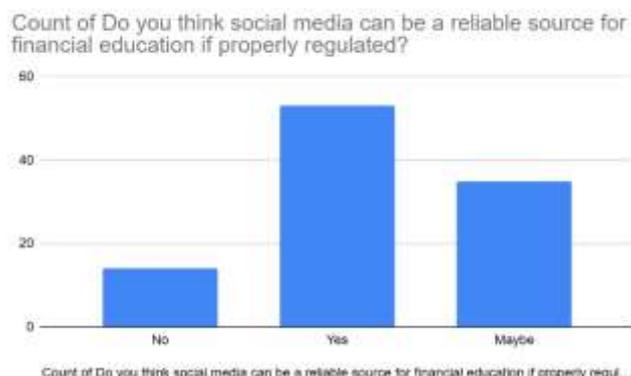
Count of Have you applied any financial knowledge learned from social media in real life?



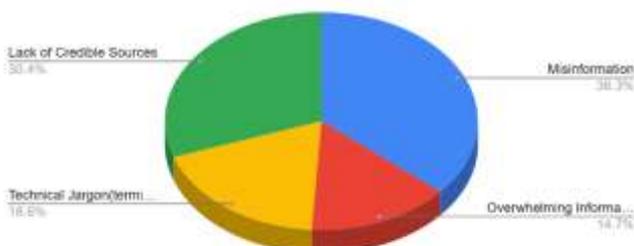
The bar chart illustrates the responses to the question: **"Have you applied any financial knowledge learned from social media in real life?"** A significant majority of respondents, approximately **77**, answered **"Yes,"** indicating they have implemented financial insights gained from social media platforms in their real lives. In contrast, a smaller portion, around **25** respondents,

reported not applying such knowledge. This suggests that social media plays a notable role in influencing financial behavior for a large number of individuals, highlighting its potential as an informal yet impactful educational tool in the area of personal finance.

The majority of participants, numbering 53, answered "Yes," indicating strong support for the potential of social media as a credible educational tool under appropriate regulatory conditions. 35 respondents selected "Maybe," suggesting a degree of cautious optimism or conditional trust. In contrast, only 14 individuals responded with "No," expressing unbelief about the reliability of financial education on social media even with regulation. These results reflect a prevailing belief in the transformative potential of social media for financial literacy, provided there are safeguards to ensure content accuracy and integrity.



Count of What challenges do you face while learning financial concepts on social media?



The pie chart presents the challenges individuals face while learning financial concepts on social media. The most frequently cited issue is **misinformation**, accounting for 36.3% of responses, highlighting concerns about the accuracy and reliability of content shared on these platforms. This is followed by the **lack of credible sources** at 30.4%, suggesting that users often struggle to verify the legitimacy of financial advice or information encountered online. **Technical jargon** or complex terminology poses a challenge for 18.6% of respondents, indicating that the

language used in financial content can be a barrier to understanding. Lastly, **overwhelming information** affects 14.7% of users, pointing to the difficulty in processing large volumes of content, which may lead to confusion or indecision. Collectively, these findings emphasize the need for clearer communication, better content regulation, and enhanced credibility in financial education on social media.

## Scope

This study looks at how social media might help young people in the Bhavnagar District, ages 15 to 29, become more financially literate. It focusses on the ways in which various social media sites—including Facebook, Instagram, YouTube, Twitter, and LinkedIn—help people become more financially aware, knowledgeable, and capable of making decisions. The research investigates:

- Aspects of Financial Literacy: Knowledge of fundamental financial ideas such digital payments, credit management, investing, saving, and budgeting.
- Social Media Platforms: The potency of influencer-driven material, instructional videos, and engaging conversations on social media platforms related to finance.
- Youth Engagement: The level of engagement with financial content and how it affects their financial behaviors and decision-making.
- Geographical Focus: The study is limited to youth residing in the Bhavnagar District, providing localized insights.

## Limitations

The findings are limited to Bhavnagar District and may not be generalizable to other regions with different socio-economic conditions. The study focuses only on individuals aged 15 to 29, excluding younger and older populations who may also use social media for financial learning. Survey responses may be influenced by personal biases, social desirability, or inaccurate self-assessment of financial knowledge. Other factors like formal education, parental influence, and economic background also impact financial literacy but are not the primary focus of this research. The dynamic nature of social media means that platforms and financial literacy content may evolve during or after the study, potentially affecting the long-term relevance of the findings.

### Bibliography

- Al-shami, S. A., Damayanti, R., Adil, H., Farhi, F., & Al mamun, A. (2024). Financial and digital financial literacy through social media use towards financial inclusion among batik small enterprises in Indonesia. *Heliyon*, 10(15), e34902. <https://doi.org/10.1016/j.heliyon.2024.e34902>
- Albeerdy, M. I., & Gharleghi, B. (2015). Determinants of the Financial Literacy among College Students in Malaysia. *International Journal of Business Administration*, 6(3), 15–24. <https://doi.org/10.5430/ijba.v6n3p15>
- Bahruddin Syah Muwaffaq, Farida Ratna Dewi, Eka Dasra Viana, & Rindang Matoati. (2023). The Influence of Financial Literacy, Use of Social Media, and Social Demographic Factors on Consumptive Behavior. *Greenomika*, 5(1), 1–12. <https://doi.org/10.55732/unu.gnk.2022.05.1.1>
- Faturohman, T., Megananda, T. B., & Ginting, H. (2024). Improving financial wellbeing in Indonesia: the role of social media as a mediating factor in financial behavior. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2319374>
- Geenen, S., & Verhoeven, J. (2023). The Impact of Financial Influencers on Social Media on the Financial Literacy of Young Adults [Master's Thesis].
- Resky, A., Jasman, J., & Asriany. (2023). The Influence Of Technology And Social Media In Improving The Financial Literacy Of Generation Z (Financial Application Users). *Proceedings Series on Proceedings of Multidisciplinary Sciences*, 1(1).
- Syahnur, K. N. F., Syarif, R., & Arianti. (2024). The Effect of Digital Financial Literacy and Digital Financial Inclusion on Women's Entrepreneurship Empowerment. *Jurnal Manajemen Bisnis*, 11(1), 175–187. <https://doi.org/10.33096/jmb.v11i1.662>
- Vaze, A., & Lengure, B. (2024). Empowering Working Women: Exploring the Influence of social media on Financial Literacy and Women's Empowerment. *International Research Journal of Commerce, Arts and Science*, 15(2), 24–28.
- Yanto, H., Ismail, N., Kiswanto, K., Rahim, N. M., & Baroroh, N. (2021). The roles of peers and social media in building financial literacy among the millennial generation: A case of Indonesian economics and business students. *Cogent Social Sciences*, 7(1), 1947579. <https://doi.org/10.1080/23311886.2021.1947579>
- Yaqoob Alshameri, Zakeya Sanad, & Muhammad Rizky. (2024). The Effect of Using Social Media on Financial Literacy: A Focus on the Kingdom of Bahrain. *Studies in Systems, Decision and Control*, 528, 735–758.
- [https://doi.org/10.1007/978-3-031-56586-1\\_54](https://doi.org/10.1007/978-3-031-56586-1_54)
- <https://doi.org/10.1080/23311886.2021.1947579>
- [https://en.wikipedia.org/wiki/Social\\_media](https://en.wikipedia.org/wiki/Social_media)
- <https://www.investopedia.com/terms/f/financial-literacy.asp#:~:text=Is%20Financial%20Literacy%3F-.Financial%20literacy%20is%20the%20ability%20to%20understand%20and%20effectively%20use,a%20smart%20relationship%20with%20money.>
- <https://www.stockgro.club/blogs/personal-finance/the-role-of-social-media-in-promoting-financial-literacy/#:~:text=Social%20media%20can%20promote%20financial,share%20information%20about%20financial%20services.>
- <https://www.stockgro.club/blogs/personal-finance/the-role-of-social-media-in-promoting-financial->

[literacy/#:~:text=The%20emergence%20of%20social%20media,to%20manage%20expenses%20and%20income.](#)

- [https://mospi.gov.in/sites/default/files/publication\\_reports/Youth in India 2022.pdf](https://mospi.gov.in/sites/default/files/publication_reports/Youth_in_India_2022.pdf)
- <https://vesit.ves.ac.in/>