

# YOUTH AND THEIR SPENDING ATTITUDES: A STUDY ON BEHAVIORAL PATTERNS AND FINANCIAL AWARENESS

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## Abstract:

The financial behavior of youth is a growing area of interest in the fields of consumer psychology and economic studies. With the rise of digital transactions and a consumer-driven society, the spending patterns of young adults have undergone a significant transformation. This paper examines the attitude of youth toward money spending, highlighting factors such as impulsivity, peer influence, brand perception, and emerging financial awareness. The study also explores how digital tools and social media affect youth consumption behavior. Through a behavioral lens, the paper aims to understand how socio-economic and psychological variables shape the spending habits of this demographic, offering insights for educators, policymakers, and marketers.

## Keywords:

Youth spending, financial behavior, consumer attitude, digital economy, impulsive buying, financial literacy, Gen Z, peer influence

## 1. Introduction

The contemporary youth, particularly those between the ages of 18 and 25, face a dynamic consumer environment that influences their financial decisions daily. With easy access to credit, mobile wallets, and online marketplaces, spending money has become more convenient than ever. This paper investigates the

underlying attitudes and factors that drive youth spending, emphasizing the dual nature of their behavior—ranging from impulsive spending to informed financial planning.

## 2. Literature Review

Past studies suggest that youth are often categorized as impulsive consumers (Verplanken & Herabadi, 2001), susceptible to emotional and social triggers. However, recent research indicates a gradual shift toward financial awareness, attributed to increased exposure to personal finance content online (Lusardi, 2019). Social learning theory also supports the idea that spending behavior is largely learned through observation and peer modeling (Bandura, 1977).

## 3. Methodology

A mixed-methods approach was adopted for this study, combining survey data from 210 college students with focused group discussions to understand qualitative perceptions. The sample included respondents from urban colleges, ensuring diversity in income levels, academic backgrounds, and spending habits.

### GENDER

The Table 1 shows respondents are classified based on gender group.

TABLE 1: GENDER

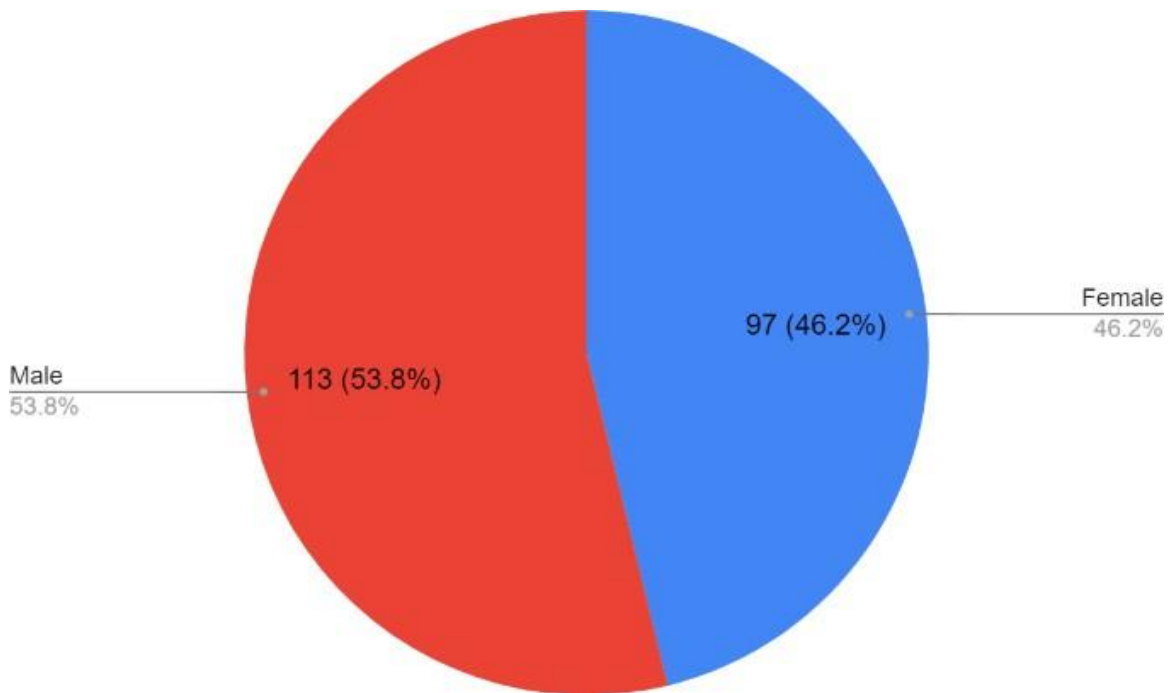
PARTICULARS	FREQUENCY	PERCENT
Male	113	53.8%
Female	97	46.2%
Total	210	100.0

SOURCE: PRIMARY DATA

### INTERPRETATION:

The above Table 1 portrays that 53.8 percent of the respondents are Male, 46.2 percent are Female.

CHART 1: GENDER



**AGE:**

The Table 2 shows respondents are classified based on age group.

TABLE 2: AGE

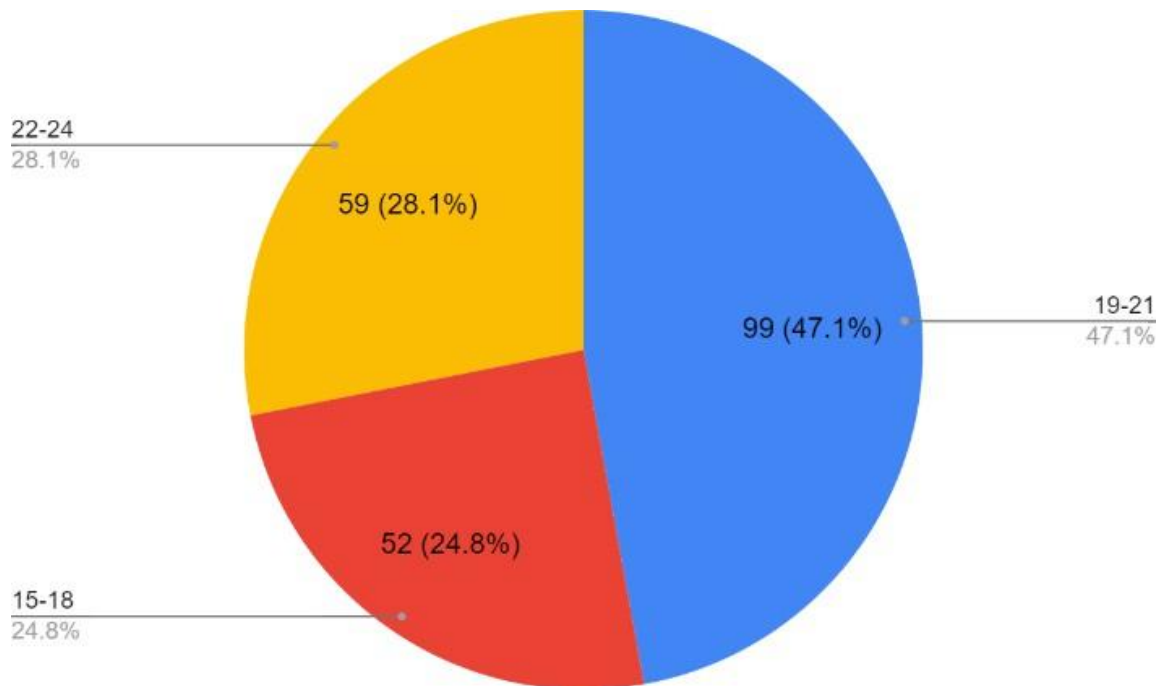
PARTICULAR	FREQUENCY	PERCENT
15-18	52	24.8%
19-21	99	47.1%
22-24	59	28.1%
Total	210	100.0

SOURCE: PRIMARY DATA

**INTERPRETATION:**

The Table 2 portrays that, 24.8 percent of the respondents belongs to age group 15-18, 47.1 percent of the respondents belongs to age group 19-21, 28.1 percent of the respondents belongs to age group 22- 24.

CHART 2: AGE



**LOCATION:**

The Table 3 shows the location of the respondents.

TABLE 3: LOCATION

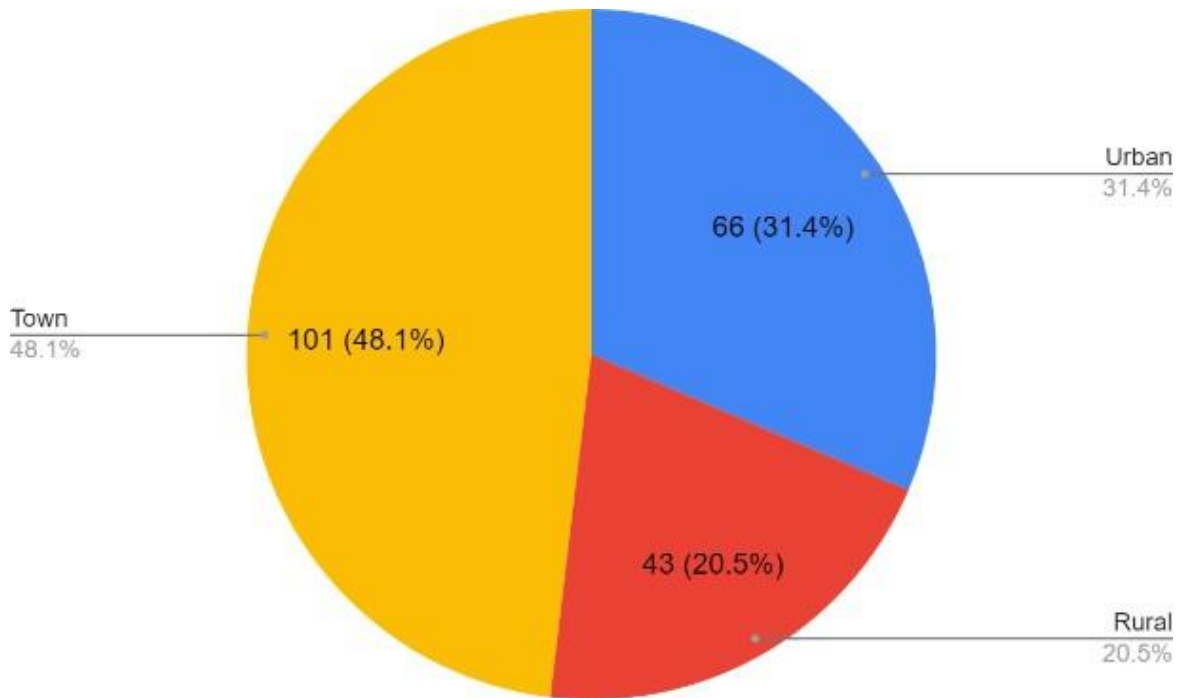
PARTICULAR	FREQUENCY	PERCENT
Rural	43	20.5%
Town	101	48.1%
Urban	66	31.4%
Total	210	100.0

SOURCE: PRIMARY DATA

**INTERPRETATION:**

The above Table 3 portrays that 20.5 percent of the respondents are in Rural, 48.1 percent of the respondents are in Town, 31.4 percent of the respondents are in Urban

CHART 3: LOCATION



**EDUCTIONAL QUALIFICATION:**

The table 4 shows the qualification of respondents

TABLE 4: EDUCTIONAL QUALIFICATION

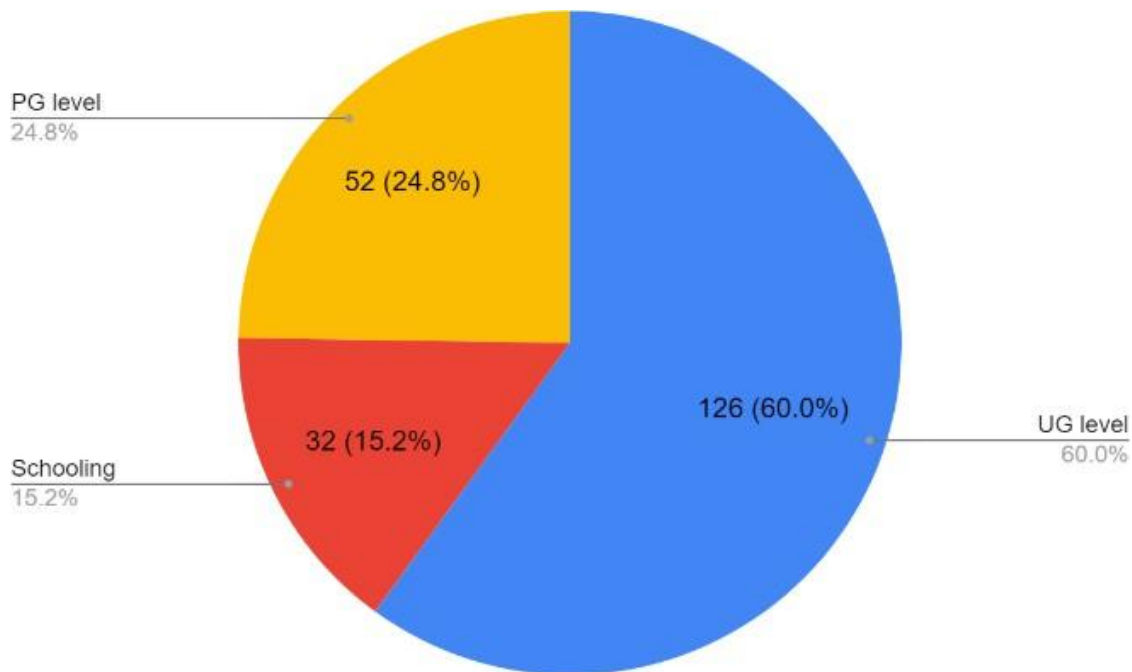
PARTICULARS	FREQUENCY	PERCENT
Schooling	32	15.2%
UG level	126	60.0%
PG level	52	24.8%
Total	210	100.0

SOURCE: PRIMARY DATA

**INTERPRETATION:**

The above Table 4 portrays that 15.2 percent of the respondents are in Schooling, 60 percent of the respondents are in UG level, 24.8 percent of the respondents are in PG level.

CHART 4: EDUCATIONAL QUALIFICATION



#### FINDINGS:

#### BASED ON PERCENTAGE ANALYSIS:

- 53.8% of the respondents are male and 46.2% of the respondents are female
- 47.1% of the respondents are of age of the group between 19-21.
- 48.1% out of 210 people is from Town
- 60% of the respondents are studying UG.

#### 4. RESULTS AND DISCUSSION

The findings reveal that while 65% of respondents admitted to frequent impulsive purchases, over 70% were also aware of budgeting tools and financial apps. Social media was identified as the strongest influencer of spending, particularly through influencer marketing and brand collaborations. Peer pressure, lifestyle aspirations, and FOMO (Fear of Missing Out) were major emotional triggers. On the positive side, a growing number of students showed interest in investment platforms, savings challenges, and sustainable consumption, indicating a shift toward financial maturity.

#### 5. CONCLUSION

Youth spending behavior is complex and multi-dimensional. While impulsive and emotionally driven purchases still dominate, there is a noticeable movement toward responsible spending. Educators and policymakers can leverage this shift by introducing financial literacy programs at an early stage. Meanwhile, brands must recognize their ethical responsibility in shaping youth consumer behavior.

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