

# Digital Habits and Financial Well-Being:

## A Comparative Analysis of Active and Passive ICT Usage Across Generations in Japan

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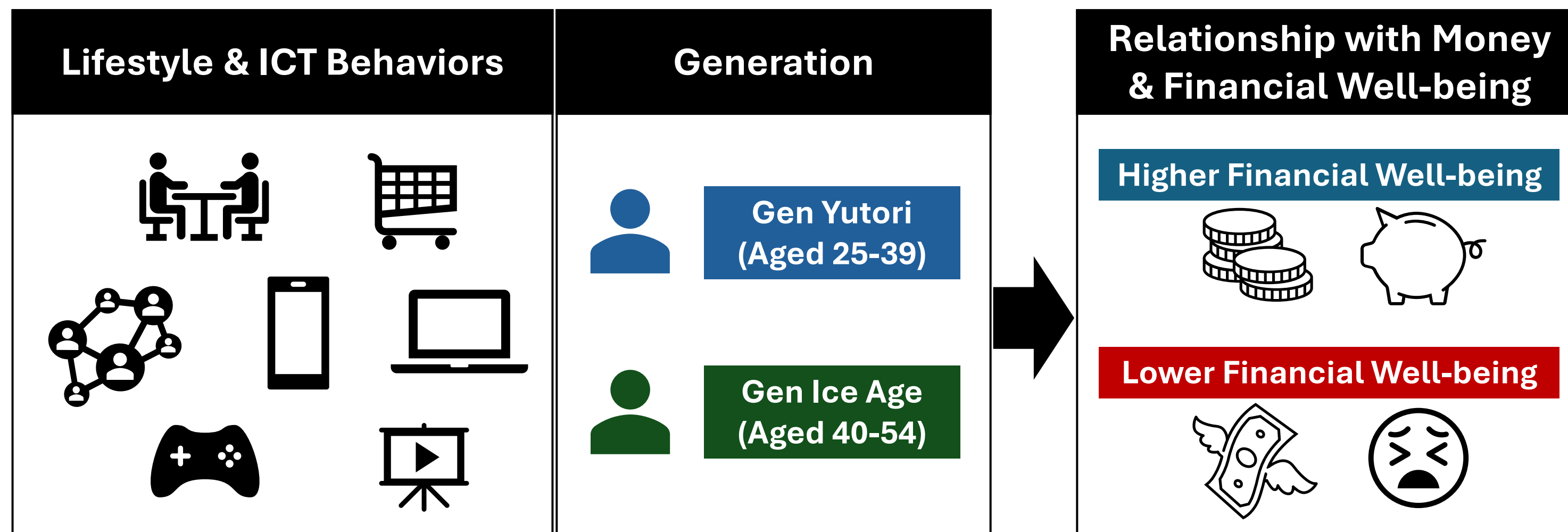
### 1. BACKGROUND & RESEARCH QUESTION

#### Background

- ICT use is widespread among working-age adults in Japan; however, digital access alone does not predict financial health.
- Different ICT behaviors may relate differently to individuals' relationship with money, with these associations varying by generation.

#### Research Question

How do lifestyle and ICT behaviors relate to the subjective sense of having a healthy relationship with money, and do these patterns vary by generation?



### 2. DATA & METHODS

#### Sample

Online survey of adults aged 25-54 in Japan (N=3,489)

#### Analytical Groups

##### 1. "Yutori" Generation (Aged 25-39)

Educated under Japan's relaxed curriculum; digitally native (n = 1,533)



##### 2. "Employment Ice Age" Generation (Aged 40-54)

Entered labor market during Japan's hiring freeze (1993-2005) (n = 1,956)



#### Outcome

"Good Relationship with Money" scale (5 items, 4-point; summed score range: 5-20;  $\alpha > .87$ )

#### Analysis

Multiple regression (standardized  $\beta$ ), estimated separately by cohort, controlling for demographics

### 3. RESULTS

**Table: Predictors of "Good Relationship with Money"**

Highlighted cells indicate predictors (blue = positive, red = negative association). Non-highlighted values were retained in the model but did not reach significance.

Variable	Gen Yutori (Aged 25-39) n=1,533	Gen Ice Age (Aged 40-54) n=1,956
	Std. $\beta$	Std. $\beta$
<b>Demographics</b>		
Gender (female=1)	-.146***	-.015
Age	-.146***	.014
Married (yes=1)	.133***	.074**
<b>Digital service use (used=1)</b>		
Video streaming (YouTube, Netflix, etc.)	-.051*	-.039
Gaming	-.104***	-.021
Food / restaurant apps	.103***	.031
Online securities	.133***	.176***
<b>Social media use</b>		
X use frequency	-.072**	-.021
<b>Device use time</b>		
Smartphone	-.079**	-.087***
Tablet	.002	.043*
PC	.052*	.060**
<b>Social &amp; lifestyle activities</b>		
Dining / outings with friends	.140***	.079**
Solo outings	.022	.102***
Convenience store visits	-.036	-.085***
Online shopping frequency	.083**	.048*
Online supermarket / food delivery	.042	.091***
<b>Financial literacy activities (engaged=1)</b>		
Watched videos (YouTube, etc.)	.060*	.030
Researched online	.053*	.083**
Read books	.063*	.062**
Consulted FP / financial advisor	.083***	.068**
Attended events / seminars	.049*	.027
Adjusted $R^2$	.25	.20

\*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .001$

Note: Non-significant predictors omitted ( $p > .05$ ) include: additional digital service use variables, social media platforms (Facebook, TikTok), television use, family and friend communication frequency, additional lifestyle activity variables, and additional financial literacy activity variables.

### 4. DISCUSSION

#### Active ICT use $\rightarrow$ higher financial well-being

Online securities trading showed the strongest positive association across both generations, suggesting goal-directed digital engagement supports financial health.



#### Passive consumption $\rightarrow$ lower financial well-being

Video streaming, gaming, and prolonged smartphone use were negatively associated, which is consistent with the displacement of time and attention from financial planning.



#### Life stage shapes which behaviors matter

- Gen Yutori (Aged 25-39)**
  - Everyday choice behaviors (restaurant apps, social outings)  $\rightarrow$  higher financial well-being
  - Entertainment-oriented use (gaming, X)  $\rightarrow$  lower financial well-being
- Gen Ice Age (Aged 40-54)**
  - Efficiency-oriented ICT use (food delivery, tablet and PC use)  $\rightarrow$  higher financial well-being
  - Routine convenience-oriented behaviors (frequent convenience store visits)  $\rightarrow$  lower financial well-being

### 5. CONCLUSION

#### Key Takeaways

- Digital access  $\neq$  financial well-being
- How you use technology matters more than how much
- Active, purposeful engagement  $\rightarrow$  better financial health
- Passive entertainment consumption  $\rightarrow$  lower financial well-being, particularly among younger adults
- Generational context shapes which digital behaviors are most impactful

#### For Practice

These findings suggest that interventions may benefit from focusing on **the quality and purpose of digital engagement**, with attention to generational context.