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### Retail Investors' Experiences with Finfluencers and Social Media–Based Investment Advice

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	Abstract
<p><b>Faiz Ahmad</b> Lecturer At Malik Firoz Khan Noon Business School University Of Sargodha, Pakistan Email: <a href="mailto:faiz.ahmad@uos.edu.pk">faiz.ahmad@uos.edu.pk</a></p> <p><b>Hafiz Muhammad Ishaq</b> Assistant Professor at Department of Business Administration, Federal Urdu University of Science and Technology Islamabad, Pakistan Email: <a href="mailto:ishaq174nk@gmail.com">ishaq174nk@gmail.com</a></p> <p><b>Muhammad Wasim</b> Ph.D Scholar, Department of Business Administration, Federal Urdu University of Arts, Science and Technology, Islamabad, Pakistan. Email: <a href="mailto:drmwasim197@gmail.com">drmwasim197@gmail.com</a></p>	<p>Social media platforms gained significant acceptance in Pakistan which created different effects on young retail investors who were active in the investment market. Financial influencers, who people call finfluencers, function as important opinion leaders because they provide investment guidance together with market analysis and their own trading experiences through YouTube and TikTok and Instagram. Finfluencers have improved financial knowledge and access to financial resources but people still doubt their trustworthiness while investors make judgments about risks because of their behavioral patterns. The research study examines Gen Z and Millennial investor behavior when they utilize finfluencers together with social media platforms to gather investment information. The research team employed a qualitative interpretivist approach to conduct semi-structured interviews with ten active young retail investors who follow finfluencers online. Thematic analysis identified patterns related to trust and learning and behavioral influence and risk-taking and ethical concerns. The research results show that finfluencers significantly impact investment knowledge and investor confidence while becoming essential to decision-making. However, People who depend on influencer advice become more prone to follow others and develop excessive confidence and face greater financial risks. The study shows that while finfluencers make investing easier for people who want to start investing, people need to develop better financial knowledge to evaluate content correctly and decrease their risk of falling for false information and developing biased behavior. The practical insights from the study help regulators and educators and investors to promote responsible social media-based investment practices in Pakistan.</p>
<b>Keywords:</b>	Finfluencers, Retail Investors, Gen Z, Millennials



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### Introduction

The development of social media sites has brought complete changes to the ways people produce and distribute and find financial data. Investors used to rely on financial advisors and institutional reports and formal education to obtain investment guidance. People now share their personal investment experiences and stock recommendations and market opinions through platforms like YouTube and TikTok and Instagram, which have created an equal playing field for financial knowledge sharing (Renuka & Swaminathan, 2025; World Economic Forum, 2024). Finfluencers have emerged as financial influencers who achieve widespread recognition among young retail investors.

Gen Z and Millennial investors represent a digitally native generation who maintain social connections while developing their interest in personal finance and wealth building. Research shows that social media platforms serve as the primary investment information sources for younger investors, who enter the financial market without formal training but possess strong exposure to online financial content (CFA Institute & FINRA Foundation, 2023). Research indicates that social media platforms serve as the primary source of investment information for younger generations who frequently use these platforms more than traditional media outlets. Novice investors use social media to engage in active short term investing and trend-driven strategies which links their social media use to these behaviors (Kim 2025; Subramanian 2021). Finfluencers present financial concepts in a simplified manner by using relatable language and showing that investing is both accessible and enjoyable which makes their content attractive to inexperienced investors (World Economic Forum 2024; Awad, Aziz & Shma, 2025).

Finfluencers have become a major force in the financial industry which creates important problems that need to be addressed. Finfluencers lack regulatory authority to operate their businesses and also lack the necessary formal qualifications which certified financial advisors possess. Finfluencer content may contain biased information which promotes products or services through undisclosed conflicts of interest that arise from sponsorships and affiliate marketing (CFA Institute, 2024; Qi & Hull, 2024). Social media platforms enable users to consume content at high speeds while experiencing strong emotions, which leads to increased behavioral biases that include herd behavior and FOMO and overconfidence, which research shows drive decision-making processes of young investors (Mu'awiyah & Jurana, 2025; Yuniasih et al., 2025).

Researchers have studied social media activity to determine how online sentiment affects market movements through its impact on short term trading volumes and investor psychology as demonstrated by their associated effects (Kim, 2025). Subramanian (2021) demonstrates that social media signals can drive investors to become more active in their engagement and make short term preferences, despite potential lack of relation to actual financial information. Young retail investors use their investment journeys to experience and understand the finfluencer advice which needs to be examined through research activities.

The absence of regulations for finfluencers creates a situation where their increasing importance remains unregulated, while research has not provided sufficient evidence to show how investors make decisions based on the advice they receive. Finfluencer engagement does not ensure that investors will behave rationally, because novices find it hard to identify which content delivers actual education versus promotional messages, which results in wrong choices that increase their financial hazards (Saelee & Pankham, 2024). Singh, Mahajan and Kaur (2025) research reveals that online communities and influencer narratives have a powerful impact on shaping sentiment which leads to herding behavior and increased speculation on assets.

The research demonstrates that retail investors use finfluencers as their primary investment resource to obtain necessary information for their investment choices. However, their ability to understand this information remains untested. Young investors may be drawn to finfluencer content due to its accessibility and immediacy because social media displays unfiltered content which results in various quality levels for different pieces of advice. The social media content contains misinformation and hype along with sentiment-driven recommendations which distort users' ability to assess risks and resulted in choosing incorrect investment approaches (Awad, 2025; Saelee & Pankham, 2024). The understanding of these dynamics serves as the foundation which academics and regulators and practitioners require promoting responsible digital native generation investing.

### Research Objectives

The study has established these objectives to accomplish its research goals:

To evaluate trust and credibility of finfluencers and young retail investors.

To analyze how finfluencers influence investment learning and financial awareness through their activities.

To examine how social media investment advice impacts investor behavior and their tendency to take risks.

To identify the main obstacles and ethical problems that arises from finfluencer investment advisory services.

### Research Questions

The study uses these research questions:

How do Gen Z and Millennial retail investors trust and evaluate finfluencers as credible sources?

How do Investors learn about investment topics through finfluencer content which serves as educational material for their financial education?

To what extent finfluencer content impacts both investment decisions and investors' risk-related behaviors?

How do Investors develop their perceptions about social media investment advice through their experiences?

### Literature Review

#### Finfluencers and Social Media Finance

Social media platforms allow finfluencers to develop educational finance content which they share through their YouTube TikTok and Instagram channels by combining educational content with their personal investment experiences (Renuka & Swaminathan, 2025; Khoirotunnisa, 2024). The growing popularity of their platform stems from their capability to present complicated financial topics, which include stock valuation and cryptocurrency and portfolio diversification, through short and understandable and visually attractive content (Renuka & Swaminathan, 2025). Finfluencers serve as accessible financial guidance sources for young retail investors who belong to Gen Z and Millennials because they offer another choice of consultation which costs less than traditional financial advisors who intimidate clients (CFA Institute & FINRA Foundation, 2023). Research shows that finfluencers gain credibility because they show genuine behavior when they frequently interact with followers, which makes their advice stick over time (Bhatt & Bhatt, 2025).

Finfluencers who achieve rapid popularity on social media platforms for financial content create major obstacles for these social media platforms which operate as financial ecosystems. The lack of professional training and regulatory supervision enables finfluencers to operate their platforms without professional supervision which increases the chance of presenting biased, misleading content. Some content creators promote high risk assets, which they attempt to hide through their relationship with the creator, because



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they prefer to present their content without showing their payment partnerships with sponsors (CFA Institute, 2024; Qi & Hull 2024). The assessment of finfluencers needs an evaluation process which identifies educational value, but this process must protect against ethical misconduct and misinformation threats.

### **Trust and Credibility in Online Investment Advice**

Trust establishes the primary foundation which people need to make financial decisions in situations when they experience uncertainty (Gefen, 2000; Gefen & Pavlou, 2004). Users of online platforms and social media services use indirect social signals which include follower count and likes and comments to assess credibility because they consider popularity as a measure of reliability instead of relying on formal credentials (Cha et al., 2010). Young retail investors who rely extensively on digital platforms for information consumption may adopt these heuristic indicators of credibility, increasing their vulnerability to misleading advice.

Finfluencer trust depends on their ability to show transparency about their financial situation through consistent behavior and their honest communication methods. Investors who want to trust influencers should focus on those who share their financial results because this helps them understand whom the influencers sponsored (Gefen & Pavlou, 2004). The unreliable content which lacks verification becomes a threat to credibility because it enables unverified success stories and one sided promotions to become actual success stories (IOSCO, 2025). Trust development becomes harder for investors, because they must assess multiple sources of investment information, which makes their trust in online investment advice fluctuate between constant and temporary states.

### **Behavioral Finance and Social Media Influence**

According to behavioral finance theories, psychological biases and emotional reactions shape how investors make decisions (Barberis & Thaler, 2003). Social media platforms enable rapid information diffusion and continuous exposure to influential narratives, which allows these platforms to spread psychological biases throughout their network. People who use social media become more susceptible to biases because they can access trending content which shares investment stories that become popular among their circle of friends. Investors who use social media platforms to learn about investments will follow finfluencers who highlight amazing success stories which show popular assets while creating low risk experiences for upcoming investors.

TikTok and Instagram platforms create visually exciting content which leads users to make decisions based on these emotional elements. Investors should make quick decisions rather than take the time to build critical judgment about their discoveries. Retail investors tend to follow popular investment trends without conducting proper research, which leads them to experience financial losses because of market fluctuations and short-term investment patterns. Social media platforms encourage young retail investors to engage in excessive short-term trading activities, especially when these users demonstrate overconfidence about their investing behavior (Kim, 2025).

### **Financial Learning through Social Media**

Young investors today use social media as an informal educational platform to achieve their financial education goals (Olajide, Pandey & Pandey, 2024). Budgeting and stock market knowledge and personal finance strategies become accessible through YouTube TikTok and Instagram content platforms. The accessibility of this resource allows individuals to study financial concepts through their first experience which happens outside traditional educational environments and professional financial advice (CFA Institute & FINRA Foundation, 2023). The research shows that social media platforms help users achieve better financial results when users choose to use these platforms for investment guidance (Olajide et al., 2024).

Learning outcomes from social media depend on three factors which include content quality and creator credibility and how learners critically engage with the material. Some finfluencers provide educational material which includes well researched content, while other finfluencers prioritize their entertainment or promotional content at the expense of accurate information. Social media platforms become effective educational platforms for financial learning when users conduct their own research and learn through formal education (CFA Institute & FINRA Foundation, 2023). Social media platforms deliver useful educational content, but users need to understand and evaluate what they receive before they can learn effectively.

### **Methodology**

#### **Research Approach**

The study uses a qualitative research design to investigate how retail investors experience their interactions with finfluencers and social media investment recommendations. The study uses qualitative research methods because these methods provide researchers with access to information about people's beliefs and personal experiences which cannot be captured through numerical measurements (Lim, 2025). The research method allows researchers to study how investors evaluate and interact with influencer content during actual investment activities.

#### **Research Design**

The research used an interpretivist design which showed that investment experiences develop through social interactions when people express their beliefs and use online platforms (William, 2024). The research method enables an extensive investigation of how retail investors evaluate influencer advice about investment decisions through social media information which they use in different personal situations and against different online platforms.

#### **Data Collection**

The primary research gathered data through semi-structured interviews with ten Gen Z and Millennial retail investors who actively follow finfluencers on YouTube, TikTok, and Instagram (Adeoye-Olatunde & Olenik, 2021). Participants also participated in personal investment activities. The interviews examined how participants perceived finfluencers and their learning outcomes and how their behavior was affected and what difficulties emerged from social media investment advice.

#### **Data Analysis Technique**

The researchers used thematic analysis to study the interview data through six phases which included familiarization and coding and theme development and theme review and theme definition and reporting. The method allowed researchers to identify common patterns and themes in investors' experiences with finfluencers and social media-driven investment behavior through structured yet flexible insights.



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### Data Analysis

The chapter provides analysis results which researchers obtained from their study using semi-structured interviews with ten Gen Z and Millennial retail investors who follow influencers through social media platforms including YouTube and TikTok and Instagram. The chapter analyzes how investors experience and perceive and act based on social media investment advice. The research analysis uses six interview questions which directly stem from the research questions. Thematic analysis helped the researchers find the main themes and patterns which appeared during the interview process. The study used both informational content and emotional content to measure how influencers affect retail investors.

### Demographic Information of Respondents

The research included ten retail investors from Islamabad Pakistan who came from various educational and professional and investment backgrounds. All participants belonged to Gen Z or Millennial age groups and had prior experience in financial markets. The study captured multiple perspectives on trust and learning and decision-making and perceived risks which participants believed about influencer-based investment advice within their local context. The analysis gained depth through including participants from different professional backgrounds which helped researchers study how young investors in Islamabad understand social media-based investment guidance.

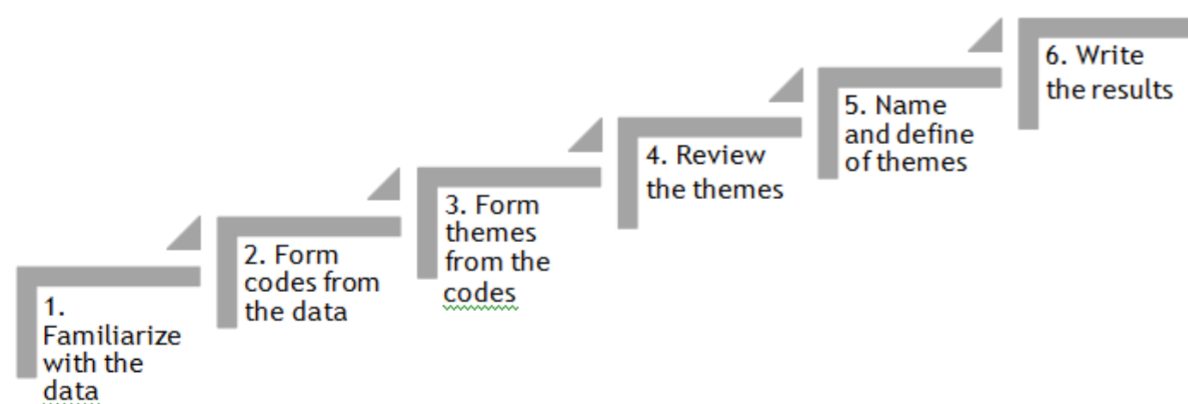
**Table 4.1: Demographic Profile of Respondents**

Respondent	Background / Role
R1	University Student
R2	Marketing Executive
R3	Software Engineer
R4	Business Graduate
R5	Freelance Professional
R6	MBA Student
R7	Entrepreneur
R8	Banking Professional
R9	IT Consultant
R10	Content Creator & Investor

### Stages of Thematic Analysis

The analysis of interview data used thematic analysis which followed the six-stage process suggested by (Nowell, Norris, White, & Moules, 2017) starting with data familiarization and continuing through initial coding and theme generation and theme review and theme definition and reporting. The researchers read the interview transcripts multiple times to become familiar with the interview data. Initial codes were applied to important text segments which were later organized into wider themes. The method provided analytical consistency through its systematic approach while enabling researchers to study how participants experienced influencers and social media investment advice.

**Figure 4.1: Phases of thematic analysis (Nowell et al. 2017)**





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### Thematic Analysis of Interview Responses

#### Question 1: How do you generally feel about following influencers on social media?

##### Theme 1: Engagement and Accessibility

Table 4.2: Engagement with Finfluencer Content

Respondents	Initial Code	Sample Response	Re-coded As	Theme
R2, R4, R6	Positive experience	"They make investing easy to understand."	Accessible content	Engagement
R1, R5, R7	Conditional interest	"Good when content is educational, not hype."	Value-based engagement	
R3, R8	Neutral experience	"Some videos are useful, others repetitive."	Mixed engagement	
R9, R10	Platform appeal	"Short videos grab attention quickly."	Format-driven engagement	

#### Results:

The participants found that influencers provided investment knowledge through their engaging and friendly presentation style. A beginner in investing may enhance his/her understanding of investment concepts from this video, which is made interesting by providing visual content, lucid explanations, and short video formats. The participants showed the highest level of interest when the content provided educational materials which were relevant and presented in an understandable format. Content that included promotional material and repetitive content and common information caused viewers to lose interest. Participants noted that platform design elements including algorithm-based recommendations and trending content influenced their engagement with the platform. Finfluencers maintain audience interest through financial education by successfully attracting initial interest from viewers.

#### Question 2: What makes you trust or not trust investment advice shared by influencers?

##### Theme 2: Trust and Credibility

Table 4.3: Trust in Finfluencer Advice

Respondents	Initial Code	Sample Response	Re-coded As	Theme
R3, R6, R8	Transparency	"I trust those who show losses too."	Honest disclosure	Trust
R1, R4	Consistency	"Consistent advice feels more reliable."	Reliability	
R2, R7	Sponsorship concerns	"Paid promotions reduce trust."	Credibility risk	
R9, R10	Popularity bias	"Followers don't always mean expertise."	Skepticism	

#### Results:

People trust influencers when they establish trustworthiness through continuous examination of their behavior. The participants believed that transparency about the influencers' investment losses and risks and their recommendation reasons increased trustworthiness. Trustworthiness of advisors developed through their provision of consistent advice and their display of expert knowledge. The presence of undisclosed sponsorships and hype-driven content and exaggerated claims led to trust issues. The participants showed doubt about the idea that a person who has numerous followers or popularity would be trustworthy. Investors made their investment decisions after evaluating all available information which included both influencer guidance and their own research with reliable sources.

#### Question 3: How have influencers helped you learn about investing?

##### Theme 3: Financial Learning

Table 4.4: Learning Outcomes from Influencers

Respondents	Initial Code	Sample Response	Re-coded As	Theme
R3, R6, R8	Basic knowledge	"I learned about stocks and ETFs."	Foundational learning	Learning
R1, R4	Confidence	"Helped me start investing."	Confidence building	
R2, R7	Cross-checking	"I verify information elsewhere."	Supplementary learning	
R9, R10	Limited depth	"Short videos lack detail."	Surface learning	

#### Results:

Influencers served as effective educational resources for teaching fundamental financial concepts to learners. Participants developed fundamental stock market knowledge which increased their confidence to begin investing. Some participants used influencer content to verify information from other sources which demonstrates their requirement for authentic verification. Learning typically remained at a basic level because it failed to deliver advanced knowledge and technical specifications. Participants confirmed that influencers improve their understanding of difficult subjects but they should use formal education and expert advice as their primary educational resources. The main purpose of social media platforms existed to provide users with initial educational content.

#### Question 4: Has influencer content influenced your investment decisions?

##### Theme 4: Behavioral Influence



Table 4.5: Influence on Investment Behavior

Respondents	Initial Code	Sample Response	Re-coded As	Theme
R2, R5, R7	Direct influence	"I invested after seeing recommendations."	Action-oriented influence	Behavior
R1, R4	Timing	"It affects when I invest."	Timing decisions	
R3, R8	Indirect influence	"Creates interest, not decisions."	Awareness influence	
R9, R10	Trend following	"Trending stocks feel tempting."	Herd behavior	

**Results:**

Finfluencers affected investment interest and behavior changes which differed among investors with different levels of experience. Some participants executed the investment advice by selecting particular stocks while others changed their investment behavior through product knowledge and stock tracking. Less experienced investors showed a higher tendency to follow market trends which led them to react based on popular content that had gained viral status. Participants observed that finfluencers enable users to engage with financial markets more effectively while increasing their active investment activities. Participants required self-reflection together with independent analysis to protect themselves from making decisions based on impulse or strong emotional reactions.

**Question 5: How does finfluencer advice affect your view of investment risk?**

**Theme 5: Risk Perception**

Table 4.6: Perceived Investment Risk

Respondents	Initial Code	Sample Response	Re-coded As	Theme
R1, R6	Overconfidence	"Success stories reduce fear."	Risk underestimation	Risk
R3, R7	Balanced view	"Some influencers explain risks."	Risk awareness	
R2, R4	Emotional impact	"Quick gains look tempting."	Emotional bias	
R8, R10	Learning from losses	"Loss stories made me cautious."	Risk correction	

**Results:**

The content shared by finfluencers created complex effects which changed how investors viewed potential risks. Positive success stories led to a decreased perception of risk which caused people to become overconfident while content that showed losses produced a more cautious approach to risk perception. Emotional storytelling which included tales of fast profits drove decision-making processes which resulted in people making hasty choices. Participants valued finfluencers who presented equal emphasis on potential advantages and disadvantages because this approach enabled them to make better investment choices. People developed their investment confidence and risk assessment abilities through exposure to selective content which proved that social media can either boost existing biases or create valuable learning opportunities about investment risk.

**Question 6: What problems or concerns do you see with finfluencer-based investment advice?**

**Theme 6: Ethical and Practical Concerns**

Table 4.7: Concerns with Finfluencer Advice

Respondents	Initial Code	Sample Response	Re-coded As	Theme
R1, R6, R9	Misinformation	"Advice can be misleading."	Information risk	Concerns
R2, R4	Paid promotions	"Sponsorships aren't clear."	Ethical concern	
R3, R7	Oversimplification	"Investing looks too easy."	Unrealistic expectations	
R5, R8, R10	Financial loss	"Hype led to losses."	Practical risk	

**Results:**

Participants identified major ethical issues together with practical challenges which prevented them from using finfluencer-based financial recommendations. Misinformation together with regulatory vacancies and hidden sponsorships represented major challenges which resulted in investors experiencing investment losses. People who were new to the field created false expectations because they received simplified explanations of complex financial topics. Several respondents reported experiencing financial loss after they followed hype-driven investment advice. These concerns underscore the need for ethical standards, transparency, and investor education. Participants affirmed that users should assess finfluencer content with critical judgement while they should retain their ability to make independent decisions to protect themselves from potential problems.

**Discussion and Conclusion**

The research aimed to study how social media investment advice together with finfluencers affect the retail investment experiences of young investors from Islamabad, Pakistan through their learning process and behavioral changes and risk evaluation. Gen Z and Millennial investors from diverse education and work experiences participated through ten semi-structured interviews which collected qualitative data about their investment practices. The research team utilized a diverse study group to examine how financial content on social media affects local trust, learning, and decision-making processes in Islamabad which reveals both advantages and difficulties young investors face in the area.

The participants described finfluencers as financial information sources who possess approachable characteristics which enable them to connect with their audience through their relatable nature. Simple explanations together with visual aids and short video formats made it easier for beginners to understand investing concepts. The audience showed more engagement with educational content which provided clear information through interactive elements but they displayed less interest in content that contained excessive



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promotional material or repetitive information. Research studies show that social media finance content becomes more engaging when it displays both accessible characteristics and authentic and relatable attributes (Chikhi, 2021; Saxena, Chowhan & Saxena, 2025).

The second objective examined trust and credibility in finfluencer content. Participants reported that transparent information together with actual result sharing established trust between them and their audience. The audience lost trust in the service because of undisclosed sponsorships and exaggerated service claims and popularity-driven judgments. Participants showed trust toward finfluencers based on conditional trust through their practice of verifying information with external resources. Research studies show that online investment advice trust develops through direct exchanges between users together with content producers (Awad et al., 2025; Trinh, Jia, Cheng & Ni, 2025).

The third objective assessed the educational achievements which students had accomplished. Finfluencers provided essential financial educational resources which enabled participants to develop their fundamental financial knowledge and market understanding through stock market and ETF education. Social media often served as their first exposure to investment concepts, particularly for those with limited formal training. The study showed that participants needed to conduct independent research when they required more in-depth content than the provided materials. People show social media as an efficient informal learning tool, but its effectiveness depends on users who must assess multiple sources while they access verified materials (Rijanto & Utami, 2024; Yuniasih, Aisyah & Suryani, 2025).

The fourth objective investigated how both behavioral aspects and risk-related factors affected outcomes. Finfluencers created two different effects on investor behavior: some individuals made investments based on their advice while others changed their investment patterns because they learned about their recommendations and saw market movements. Social media environments caused less experienced investors to experience more pronounced behavioral biases which made them more vulnerable to herd behavior and FOMO. Success stories created two separate effects because they decreased risk perception while increasing overconfidence and loss-oriented content produced a different result which raised risk perception while promoting careful behavior. The study results demonstrate that digital investment content creates two opposing effects which encourage investor participation and lead to impulsive decision-making based on emotional states according to previous research in behavioral finance and social media influence (Barberis & Thaler, 2003; Yuniasih et al., 2025).

The participants highlighted two types of issues which included ethical matters and practical challenges. Inexperienced investors faced major risks because of misinformation and oversimplification and the absence of regulatory control. The reviewers of the content identified undisclosed sponsorships and promotional materials as factors which diminished credibility and created opportunities for financial losses. The findings indicate that three elements which include ethical standards and transparency and investor education should be implemented to reduce the dangers which stem from social media investment recommendations.

### Conclusion

Finfluencers and social media investment advice create vital strategic functions which determine how Finnish retail investors learn and interact with investment material. The program provides content which people can access while it delivers financial literacy and confidence-building learning materials through its entertaining and inspiring content. The people who watched the program found its information trustworthy except for cases which involved behavioral biases and ethical issues. The transparent presentation of information coupled with content balance and assessment methods will help students learn better while reducing potential hazards. The research shows how digital finance ecosystems change how investors nowadays approach their investment activities.

### Study Contributions

The study provides social media finance literature with new theoretical insights which show how finfluencer interactions with young investors affect their learning and engagement and their behavioral and risk perception changes. The study provides practical guidance for regulators and educators and content creators to use transparent methods and balanced content and critical evaluation methods which will improve the effects of finfluencers on inexperienced investors.

### Limitations

The study has some limitations which restrict its findings. The research results from ten participants who made up the small group which reduced their potential to apply their discoveries to other populations. All participants in the study originated from Islamabad and used digital platforms which create a sample that does not reflect the investor base of Pakistan's various regions or individuals with limited access to digital channels. Self-reported experiences face two potential biases: people might misremember events or they might interpret events wrongly. The qualitative design prevents researchers from measuring how finfluencer investment advice affects retail investor learning and behavior and risk perception.

### Future Recommendations

The future research project should recruit additional participants from multiple geographical areas and diverse demographics. The research should investigate how finfluencer content affects three areas: investment decisions and risk perception and market behavior. Researchers can use longitudinal studies to track how people learn and change their behavior over time while cross-cultural studies will compare how different markets use social media finance. The researchers should study how online investors act after they receive educational content about responsible digital investing which builds on their existing awareness of online investing.

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