Key factors that determine the saving habit in the Millennial generation.

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Abstract: This study aims to identify the key factors that determine the saving habit in the Millennial generation. The research adopts a quantitative approach, collecting data from a sample of 120 Millennials residing in Medellín, Colombia. A conceptual model is proposed to explain the saving behavior of this generational group, analyzing the relationships among six main constructs: Financial education, Family influence, Low attachment to the material, Cost of living, Motivation for saving, and Low income. The statistical analysis was carried out using Cramer's V coefficient to measure the strength of association between variables. The findings reveal that the cost of living exerts a positive effect on both low income and the motivation to save. Additionally, financial education positively influences family dynamics, and in turn, family influence has a direct positive relationship with low income, which emerges as a determining factor in the decision to save. These results suggest that savings behavior in Millennials is shaped not only by economic factors but also by educational and cultural components transmitted through family structures.

Keywords: Saving habit; Saving intention; Generation Y; Millennials; Model

1. Introduction

The advances in technological development have changed the lifestyles of the last decades and the characteristics of the new native generations in the use of these technologies (Escandon-Barbosa et al., 2020). Among the generations, the millennials, also known as Generation Y, stand out for having very different consumption trends and financial habits from their predecessor generations (Gallo et al., 2021). According to Nawaz (Nawaz, 2020), this generation has different buying patterns as they are characterized by their affinity for technological devices, social and digital media. In the workplace, Kilber et al. (Kilber et al.,

2014) argue that they find it easier to absorb information, they are multi-taskers, they believe that education is the key to success, and their priorities include family and personal growth.

Today, Generation "Y" leads the workforce in the world, therefore their income and financial decisions have an impact on global consumption (Butar et al., 2021). Regarding the financial behavior of millennials, according to Friedline and West (Friedline & West, 2016), this generation has a low income due to the increase in unemployment and the decrease in salaries; moreover, they did not have a positive influence on the culture of saving during their childhood, therefore, they tend to increase the level of debt to meet their needs. Similarly, within the framework of the Covid-19 pandemic, changes in consumer behavior and financial challenges have been observed for the majority of the population, especially for young adults, which has increased the level of financial anxiety, affecting the intention to save in millennials (Trkulja & Tadic, 2021).

On the other hand, the fact that this generation is framed in the technological era has affected the saving mechanism, as virtual media and the various applications are attractive and easy to use, an example of which are the products and services of formal financial institutions with mobile applications that autonomously manage savings (Mirthala Huerta-Cerda, 2018). According to Martin (Martin, 2018), 80% of these individuals do not invest for their future, which reveals the need for savings training, which is important because, for López (López, 2016), they must be aware of the financial and economic management of resources by creating opportunities that minimize the risk or deterioration of their future quality of life.

In the Latin American literature, it is observed that there is a gap in research that describes the millennials, their characteristics, and behaviors in order to understand their financial decisions (Gallo et al., 2021). According to previous research, in the city of Medellín, little is known about the characteristics and savings habits of Generation "Y" (Giraldo & Herrera, 2016). Moreover, for Colombia, millennials represent more than a quarter of the population, estimated at 49,291,609 inhabitants (Gonzales-Miranda, 2019).Therefore, this research contributes and enriches empirical studies on Colombian millennials in relation to the decision to save. Thus, this study aims to identify the key factors that determine the saving habit in the Millennials generation.

1.2. Saving in the Millennial Generation

Analyzing the behavior related to savings is important because, for a person, this habit is key to achieving financial autonomy, economic stability, and projecting goals to be achieved in the future, as well as achieving goals that improve the quality of life, such as: access to higher education, purchase of one's own home, preferred health benefits, among others (Lobato et al., 2018). Similarly, saving can enable individual financial well-being, which is the financial state in which a person or family has sufficient resources to live a comfortable life (Iramani & Lutfi, 2021). Saving is not only about setting aside money for future use, but also about preserving any aspect of economic value. According to Newmeyer et al. (Newmeyer et al., 2021), for the general population, not saving means an inability to absorb financial shocks and an increased likelihood of financial distress. For Gjertson (Gjertson, 2016), the importance of saving lies in developing the ability to anticipate future needs and control current spending to meet them.

The literature reveals two types of savings, one that refers to short-term financial planning to cover immediate aspects; in this sense, financial behavior is characterized as short-term when it is related to savings and spending behavior emergencies (Butar et al., 2021) and long-term in terms of retirement planning (Liu et al., 2019). Thus, much research has focused on examining savings in different populations. Gjertson (Gjertson, 2016) examines whether individuals in households that report saving do so for emergencies in the near future, testing through regression models that small and unrestricted savings may play a protective role for low-income households, meaning that they are less likely to experience subsequent economic hardship. Other authors, such as (Uzelac, 2017), have also dealt with the study of variables related to attitudes towards saving, financial capacity and propensity to save, especially for Generation Z or Centennials. The results show that the majority of this generation saves on their own and not in the bank, which also indicates that they need to improve their knowledge of personal finances and savings strategies that take into account their needs.

In the same vein, Bona (Bona, 2019) conducted research on the savings behavior of the Centennials generation, identifying the factors that determine this decision, such as: financial education, parental socialization, peer influence and self-control. that increase financial awareness. For their part, Setiawan et al., (Setiawan et al., 2020), explored in the Millennial population the relationship between various factors such as digital financial literacy, savings behavior, current spending and the forecast of future savings and spending behavior, finding that, income and education improve digital financial literacy in this generation, which may affect both current savings and spending behavior.

Considering the above, the reason why many studies focus on studying saving in different generations, especially in digital natives such as millennials, has to do with what (Fiergbor, 2020) stated when mentioning that, developing money management skills is important for life, especially in the youth stage, since this is where the creation of wealth occurs, which is not only determined by how hard a person works, but there are other factors such as the ease of understanding how money works and how its management principles are applied; Thus, saving is constituted as an integral aspect of an individual's financial management skills, as it is the basis of personal financial success, especially if it is established as a habit from youth and university years.

Generation "Y" or Millennials is characterized by being the population born between 1980 and 2000 and by having priorities related to work flexibility and professional development; but most importantly, they are currently part of the labor market with a high participation rate, where the making of their financial decisions has been framed in a complex and volatile era (Fernández et al., 2020). As stated by Safira and Rahadi (Safira & Rahadi, 2020), all millennials of this generation are digitally literate, but not all of them are literate in managing their finances, which makes it essential to analyze the savings behavior of millennials in this population. Furthermore, Dent (Dent, 2017) points out that the majority, 59% of Generation Y, use technology for their financial activities, but little is known about the proportion of Millennials who actually save.

Although previous research has analyzed the financial aspects of the Millennial generation, whether they save and how they do it, the factors and motivations that determine the decision to save in this generation have not been sufficiently examined, as only some of the specific savings goals have been identified. In this sense, Kim et al. (Kim et al., 2019) found that millennials are unlikely to save for emergencies, but those who do, stay away from high-cost, high-interest alternative financial services, such as payday loans. payment and tax advances, in order to avoid too much debt and achieve a more stable financial position. Friedline and West (Friedline & West, 2016) argue that millennials are perceived as financially vulnerable people who lack not only emergency but also long-term savings and have too much debt, making it difficult for them to be financially stable in the future. For their part, other previous studies, such as that of Tikhomirova (Tikhomirova, 2020), have analyzed the financial situation of university Millennials, indicating that the high level of debt in this population has to do with student loans as a response to the lack of savings funds. to invest, added to the inability to plan budgets and manage their personal finances along with a low level of financial education. These problems have caused many traditional financial institutions to lose interest in this generation due to lack of trust and poor credit history. Consequently, for Rey-Ares et al. (Rey-Ares et al., 2021), the "Y" generation currently faces challenges that condition the future financial well-being of society as a whole, in relation to the fact that decision-making now presents worse circumstances. than those of previous generations due to the decline in salaries and the obvious crisis caused by COVID19.

1.3. Hypothesis and proposed model

To study the behavior of young people from the millennial segment in Medellín, Colombia, on the factors that influence their savings habits and financial planning, the following research hypotheses are proposed. According to Bongiovanni et al. (Bongiovanni et al., 2017), Generation "Y" is also characterized by having grown up in material abundance, which is estimated to create an attachment to obtaining and accumulating material things to feel satisfied, where it is observed that the greater the attachment, the greater the consumption and the lower the savings. Thus, Kultalahti (Kultalahti, 2016) confirms the existence of an attachment to the telephone as an instrument of communication and socialization through social networks. On the other hand, the cost of living refers to the expenses that must be covered to achieve the monthly consumption of what the individual perceives as well-being or quality of life, including the costs associated with the purchase of material goods, health, food, or housing, among others (Neyra, 2018). This can determine savings to the extent that these costs are perceived to be low. Thus, if millennials do not feel attached to the purchase of material goods, their perception of the cost of living is relatively low. Therefore, the following hypothesis is proposed:

H1: The attachment to material things experienced by Millennials positively influences their perception of the cost of living.

It is worth noting that the cost of living has been increasing every year. Hollas (Hollas, 2019) points out that today's young adults have more economic challenges than previous generations due to rising housing prices and low salaries, which has made it difficult for them to decide to save. Therefore, for some millennials, finding a reason to plan their finances with the idea of allocating a percentage to savings

allows them to feel secure (Larios-Gómez, 2019). Then, it is possible to show how the perception of a low cost of living becomes a motivation to improve the savings habit, as presented in the hypothesis:
H2: The cost of living perceived by young people positively influences the level of motivation they want to invest in improving their savings habit.
Another aspect proven by the literature regarding the savings decision in the "Y" population is what was argued by Cherian et al. (Cherian et al., 2019), which states that if the cost of living perceived by millennials is low compared to your income, you will better plan your finances towards the exercise of saving. The above is also confirmed by Larios-Gómez, (Larios-Gómez, 2019), when he points out that any person who earns an income or compensation for a job will end up saving if their expenses are less than the income received. Therefore, it is proposed as a hypothesis:
H3: The cost of living perceived by millennials influences their perception of the low income they may receive as compensation for a job.
Regarding the lack of financial education, for the general population, it means not being prepared to face an economic crisis, resulting in poverty, because financial education is a key factor that must be considered when a person's ability to make good investment decisions is questioned, resulting in successful financial decisions (Ateş et al., 2016). Financial education analyzes a person's income and the effective and efficient use of their savings and allocates them to make reliable decisions according to the current economic situation (Rosdiana, 2020). For Millennials, the savings culture of their parents significantly influences their savings decision, as mentioned by Alwi et al. (Alwi et al., 2015), this population turns to those they trust: their parents, for guidance on their finances. However, Millennials who receive help from their parents and who also still live with them have a reduced need to save (Hollas, 2019). Thus, for Millennials, having training in financial management can affect the influence of parents on the example received in terms of saving. From the above, the hypothesis is presented:
H4: Financial education on the part of the young person has a direct relationship with family influence on financial issues.
Another factor that influences the culture and savings habit is related to income, in this sense it is necessary that they be greater than expenses (Mirthala Huerta-Cerda, 2018), this generates the need for millennials to constantly seek to increase them. by changing jobs, which makes them appear to society as unstable at work (Ng et al., 2017). This can directly condition the decision to save. This is the proposed hypothesis:
H5: The young person's motivation to plan his financial life and his savings project have a direct relationship with his perception of low income.
Likewise, authors such as Mpaata et al. (Mpaata et al., 2021) have verified that family influence is a direct and significant predictor of young people's savings behavior. In other words, the actions of the millennial family unit in managing the finances of this population have a great impact. In addition to this, Molina (Molina, 2018) claims that while the demands for well-being in society are increasing, for Millennials the search for satisfaction is directly related to variables such as income in terms of expected expectations, which would also increase. Therefore, it is possible to observe how the direct influence of parents on members of Generation "Y" is also related to the pursuit of high levels of income that exceed expenses, which will allow them to later allocate money to savings. The proposed hypothesis is.
H6: Family influence positively influences Millennials' income expectations.
The proposed research hypotheses give rise to a model based on the behaviors observed from the responses given by the participant’s, said model is expressed in Figure 1.

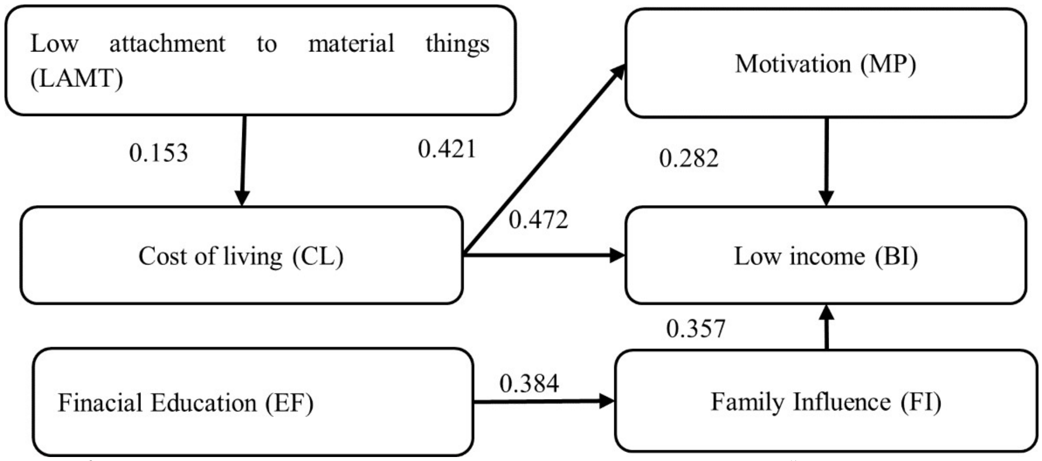

Figure 1. Proposed model based on the responses of the youth of Itagüi.

2. Methodology

In order to achieve the objective of identifying the key factors that determine the savings habit of the millennial generation of Medellín and to establish a model that explains their financial behavior around this habit, an investigation was structured with a quantitative and inferential statistical approach. The methodological scope of the research is correlational explanatory, with a non-experimental design, in other words, without manipulating the study variables (Hernández et al., 2010).

2.2. Participants

The unit of analysis of this study was people who belonged to the millennial generation, between 22 and 40 years old in the city of Medellín, as a representative sample of the study population. This segmentation takes into account, on the one hand, Millennials who are working or earning a salary for which they could have the intention to save; and on the other hand, it takes into account the older Millennials, since, according to Álvarez et al. (Álvarez et al., 2020), Millennials may have differences in their life stages that determine their behavior and financial capabilities, despite belonging to the same generation. For example, those born in the first cohort of the generation tend to have some similar characteristics to previous generations, and those born close to the millennium share affinities with the Centennials generation.

Regarding the socio-demographic characteristics of the study population, it was observed that 64% of the population interviewed were women, while the male population corresponded to 35.8%. Also, more than 80% of the respondents have higher education studies, with technology being the most relevant with a total of 30.8% participation in the survey, while at the technical and undergraduate level they add up to just over 50%. % of the results. In terms of socio-economic strata, the majority of the population was between strata 2 and 3, with 30% and 53% respectively. Likewise, more than half of the respondents are employees, with 53% participation, while independent workers make up 30% of the sample. The unemployed and students represent 10% and 5.83% respectively. Finally, regarding the importance of saving, 65.8% of the respondents consider it important, while 34.2% do not consider it a relevant habit in their lives. Similarly, 57.5% of all Millennials surveyed affirm that they practice the habit of saving.

2.3. Collection of information

The application of the questionnaire was carried out virtually during the first semester of this year, in a period of five weeks, obtaining a total of 120 completed surveys. A non-probabilistic convenience sampling technique was used to select the sample, that is, these questionnaires were distributed to the Generation Y population that was closest and most accessible to the study (Sharma, 2017). It should be emphasized that the participants completed the questionnaires anonymously and voluntarily, and they were verified to ensure the reliability of the information in terms of the completeness of the fields completed. The geographical space of the study was located in the city of Medellín, specifically in the municipality of Itagüí.

2.4. Construction of the scales and design of the instrument

The research instrument was designed to ensure that the validity and reliability of all adapted scales were within acceptable limits. The research instrument was composed of 18 items that were scored on a 5-point Likert scale (strongly agree, agree, neither agree nor disagree, disagree and strongly disagree) and based on six proposed and adapted constructs. in accordance with the literature review presented in the hypothesis and proposed model section of this document. The questionnaire also included questions related to demographic characteristics such as gender, level of education, class and occupation of the respondents; and was presented to millennials from the municipality of Itagüí in Medellín; the complete description of each item is found in Table 1.

Table 1. Equivalence of the constructions of the proposed model

Factor	Item	Variable
Financial Education (FE)	FE1	Financial education influences the development of a savings habit
	FE2	Remember that you have financial concepts and skills that help you plan budgets and make savings decisions.
	FE3	Financial education leads to better and higher income
Family Influence (FI)	FI1	You have put into practice advice from family members on how to practice savings habits.
	FI 2	Think that if your family saves, you would too
	FI3	Instilling savings habits in your children will benefit them throughout their lives.
Low attachment to material things (LAMT)	LAMT1	Spend money on experiences before spending it on material purchases
	LAMT2	It is less important for you to think about your future because the most important thing is to live in the moment.
	LAMT3	Prioritizing luxuries over basic needs leads to obtaining recognition and social position
	LAMT4	A better quality of life is associated with spending on clothing, movies, lunches, dinners, travel, and alcoholic beverages.
Cost of living (CL)	CL1	The increase in the cost of living causes the individual to consume fewer goods or services in the long run.
	CL2	Due to the rising trend in the cost of living in recent years, you can think about saving in the short term because prices would be lower.
Motivation (MP)	MP1	The increase in the cost of living has decreased people's ability to save.
	MP2	Motivation is an influential factor in people's savings.
	MP3	Setting a goal or objective to achieve determines the decision to adopt a savings habit.
Low income (LI)	LI1	Think that low income affects the adoption of a savings habit
	LI2	The expectation of (low) income in the future also influences when people save in the present.
	LI3	He thinks that if he invests in new projects, his income will allow him to save more.

2.5. Data Processing

Exploratory factor analysis was used to examine the normality of the data, and confirmatory factor analysis was used to determine the reliability of the constructs and the discriminant and convergent validity of the instrument. Hypothesis testing was performed using Cramer's V statistic.

2.6. Analysis of results

Factor analysis involves the measurement of hypothetical constructs used to represent variables that share a common variance and are unobservable, based on measurable and observable variables. Initially, EFA is used to measure and discover the number of observable variables that make up a construct, which is commonly referred to as a latent factor (Yong & Pearce, 2013). First of all, factor extraction is one of the most important processes. The objective is based on the analysis of principal components, which requires elliptical symmetry. Thus, previous studies have analyzed the minimum threshold for the validity of factor loadings. Specifically, in the social sciences, it has been determined that a loading factor greater than 0.60 is very appropriate, while a loading of less than 0.40 is a strange factor, so opting for an intermediate value, 0.5 is considered an acceptable value for factor loadings.

In Table 2 we can see the values obtained for this study, where the items of the analyzed factors mostly exceed the value of 0.6 and, in addition, the minimum validity threshold is exceeded (Treiblmaier & Filzmoser, 2010). This is also the case for the cost-of-living construction, which, despite being composed of two variables, is considered reliable because they are highly correlated with each other (>0.7), as recommended by the theory (Yong & Pearce, 2013).

Table 2. Factor loadings of the proposed model.

Factor	Item	Factor loading	Average factor loading
Finacial Education (FE)	FE1	0.588	0.707
	FE2	0.723	
	FE3	0.810	
Family Influence (FI)	FI1	0.720	0.730
	FI2	0.787	
	FI3	0.684	
Low attachment to material things (LAMT)	LAMT1	0.597	0.694
	LAMT2	0.810	
	LAMT3	0.755	
	LAMT4	0.615	
Cost of living (CL)	CL1	0.771	0.771
	CL2	0.771	
Motivation (MP)	MP1	0.627	0.681
	MP2	0.653	
	MP3	0.763	
Low income (LI)	LI1	0.77	0.763
	LI2	0.830	
	LI3	0.690	

Source: self -made

For its part, CFA deals with the measurement of the relationship between the observable variables and the latent factors. This analysis allows us to determine the number and nature of the factors that explain the variation and covariation between a set of indicators (Brown & Moore, 2012). The present study was conducted to analyze the factorial validity of the savings habit in the millennial generation, using convergent validity to examine the extent to which the instrument assesses the same underlying construct (Qiao & Schaufeli, 2011). At this stage, a first approximation of the data is demonstrated by a good index of sampling adequacy with the Kaiser-Meyer-Olkin (KMO) statistic and Bartlett's sphericity test (Imhoff & Brussino, 2019). Table 3 shows the results obtained from the construct validity of these two statistics to explore any significant correlation between the items (Shrestha et al., 2018). In this way, values equal to or greater than 0.5 were considered (Ul Hadia et al., 2016).

Table 3. Suitability of KMO and Bartlett's sample for the proposed model

Factor	KMO	Bartlett
Finacial Education	0.555	0.000
Family Influence	0.609	0.000
Low attachment to material things	0.667	0.000
Cost of living	0.500	0.000
Motivation	0.561	0.000
Low income	0.617	0.000

Source: Self-generated

Another source of validity analyzed was discriminant validity. Unlike convergent validity, which requires that measures of the same construct be highly correlated with each other, discriminant validity requires the opposite, since it is expected that these correlations will discriminate among other constructs (Martínez García & Caro, 2009). In this sense, the method proposed by Anderson et al. (Anderson et al., 1987) is applied, in which 95% confidence intervals are established for the mean, so that the correlations of the constructs do not include 1. Table 4 shows that all the analyzed correlations are different from 1, which means that the criterion is met in the proposed model.

Table 4. Discriminate validity of the proposed model

Factor	Finacial Education	Family Influence	Low attachment	Cost of living	Motivation	Low inco me

			to material things			
Finacial Education	1					
Family Influence	[0.249; 0.592]	1				
Low attachment to material things	[-0.153; 0.197]	[-0.092; 0.252]	1			
Cost of living	[0.039; 0.385]	[-0.065; 0.311]	[-0.254; 0.091]	1		
Motivation	[-0.251; 0.323]	[-0.080; 0.268]	[-0.324; 0.032]	[-0.030; 0.310]	1	
Low income	[0.138; 0.470]	[-0.153; 0.207]	[-0.098; 0.256]	[0.085; 0.464]	[0.096; 0.427]	1

Source: Self created

Subsequently, the degree of correlation between the items of the instrument was evaluated using the Cronbach's alpha coefficient. This coefficient considers that an adequate internal consistency is one greater than the value of 0.7 (Rivera et al., 2015). In Table 5, it can be seen that all the constructions of the proposed model meet the criteria of internal consistency. This tests the extent to which the scale items are similar and interrelated (Shelby, 2011).

Table 5. Discriminant validity of the proposed model

Factor	Cronbach's alpha
Finacial Education	0.747
Family Influence	0.771
Low attachment to material things	0.805
Cost of living	0.770
Motivation	0.700
Low income	0.811

Source: Self-Made

Once the model has been validated and its reliability verified, the proposed hypotheses are contrasted. The test used for this contrast was Cramer's V, which measures the association of variables in the mixed data mode. Thus, according to Wu et al. (Wu et al., 2014), in order to test whether there is interdependence between two random variables, cross-tabulations are usually calculated in such a way that different statistical measures can be defined accordingly. Thus, in this study, the degree of association of the variables of the proposed model is measured in order to analyze the key factors that determine the savings habit in the Millennial generation, assuming the theoretical recommendations of the interpretation of the coefficient. Cramer's V ranges from 0 to 1. However, experience shows that the value 0.6 is practically considered the maximum usual value (López-Roldán & Fachelli, 2015), so this statistic tends to underestimate the degree of association between the variables, in this way it is considered that values below 0.3 are not recommended and do not show significant interdependence (Betancourt Velásquez & Niño, 2018). In Figure 2, we can see the relationships of the proposed model based on the responses of millennials.

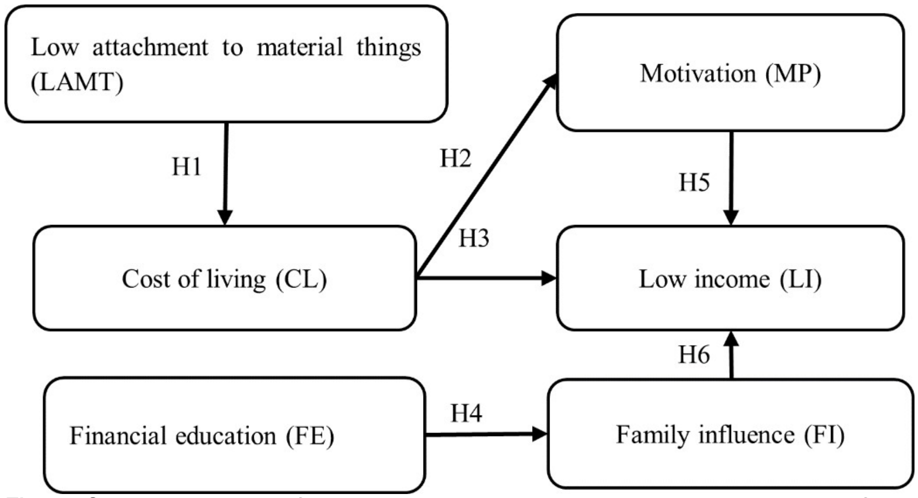

Figure 2. Relationships of the proposed model based on the responses of the young people of Itagüí according to Cramer's V

It is evident that the majority of the relationships meet the criteria of coefficients, but a low association is observed in H1 and H5, while the most representative relationships are those indicated in H3, H2, H4 and H6, respectively. Thus, the results indicate that the cost of living perceived by Millennials positively influences their perception of the low income they can receive for the compensation of a job, as the most influential relationship in the model. . Likewise, the cost of living perceived by young people positively influences the level of motivation they want to invest in improving their savings habits. Therefore, the key factors that determine the savings habit of the millennial generation of the sample of this study are mainly: the cost of living, low income and the motivation of young millennials.

3. Discussion

The data analyzed in this study indicate that with regard to H1, the results did not yield values that show that there is an influence of low attachment to material things on the cost of living of young people. The above contradicts the study of Sirgy (Sirgy, 2019), who states that there is a relationship between factors related to values and lifestyle (materialism), habits such as compulsive consumption and a high cost of basic needs in the individual. This can be explained by the fact that there are some millennials who argue that their cost of living does not depend on the accumulation of goods, but rather that the feeling of well-being is mainly based on experiences and the establishment of social and emotional relationships. Regarding H2, the results show one of the most significant relationships in the study between the cost of living and the motivation to save among Millennials, that is, for the individual, the perception of the cost of living has a positive effect. in the motivation to acquire a saving habit, which is consistent with the findings of Chakravarthy (Chakravarthy, 2019), since saving will depend on the gradual increase in this cost.

The results of H3 represent the strongest relationship in this study between the cost of living factors and the perception of low income, results that are consistent with the study of Larios-Gómez (Larios-Gómez, 2019), where it is stated that the individual shapes his perception. low income depends on the cost of living assumed, which will also end up influencing the decision to save the money that remains available after covering said costs. For its part, H4 shows in the results of this study that the financial education received by young people from Generation "Y" has a positive relationship with family influence on the saving habit, which is in line with the research of Ningsih et al. (Ningsih et al., 2018), where the family environment and saving behavior are positively influenced by financial management skills.

Regarding H5, a low relationship was observed between the motivation to save that millennials have and low income, in other words, in the savings culture of this population, the income level did not play as important a role as the other factors. This contrasts with the results of Mirthala Huerta-Cerda (Mirthala Huerta-Cerda, 2018), who highlighted that savings can be determined by income to the extent that it exceeds costs. Finally, the results of the H6 tests indicate that in the Millennial population, family influence positively affects their income expectations, so their salary aspirations and the money available for savings can be influenced by the opinions of their family members. This is in line with the results of Mpaata et al. (Mpaata et al., 2021), where it was demonstrated that there is a direct and significant relationship between the influence of the family environment on the savings behavior of young people.

4. Conclusions

After collecting the perceptions of Generation Y on the savings habit and its importance, the six proposed constructs were analyzed using hypotheses: "financial education," "family influence," "low attachment to material things," "cost of living," "motivation to save," and "low income," and found four important and sustainable relationships that represent the determining factors of savings in the Millennial population. The relationships observed in the hypotheses indicate that the cost of living has a positive effect on low income and a positive effect on motivation to save. Likewise, it was found that financial literacy has a positive relationship with family influence, and this last factor has a positive effect on low income, which ultimately determines the decision to save.

As could be seen in the discussion section, some of the findings obtained in this research coincide with other studies that have been carried out on the topic, such as the relationships of H3 (cost of living and low income), H2 (cost of living and motivation), H4 (financial education and family influence) and H6 (family influence and low income). While the results, which contradict the literature where the relationship of hypotheses H1 (Low attachment to material and cost of living) and H5 (Motivation and low income) was not tested, allow opening a line of future research in the sense in which aspects such as the definition of quality of life and well-being perceived by millennials and the relationship with the importance of life experiences and the establishment of social and emotional bonds must be delved into.

Among the most important implications of this work is to provide, through the results of the factors that influence savings, recommendations to those responsible for formulating policies aimed at involving Millennials in healthier financial behaviors regarding the use of their own resources. Also, given the need for a better understanding of the behavior of young Millennials, who are part of emerging economies and the fourth industrial revolution, the results obtained have a great impact on the literature by providing an input on the perception of savings in this population so important for society, since in the global context, more than 50% of the population is Millennials.

Given the importance of savings as a dynamic element of the economies of nations and a factor of public economic growth due to its social advantages for the individual, it is imperative that constant campaigns be directed towards Millennials for the practical exercise of this financial habit, taking advantage also of the use of social networks to more effectively segment these savings promotion campaigns according to the characteristics that the youngest and most adult Millennials may have.

As future work, it is necessary to explore factors that can explain the financial decisions of Millennials, but that are related to internal behaviors such as self-control, consumption, satisfaction and financial attitudes, considering the current global dynamics of financial systems and the digitalization of business. It is also highlighted that the results of this study present a Latin American case, as an original contribution that provides an analysis of the financial behavior of the millennial population of Medellín, Colombia, as part of the new generations that currently predominate in the world.

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