A COMPARATIVE STUDY ON INVESTMENT HABITS AMONG GENERATION Y AND GENERATION Z

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CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

In today's financial landscape, characterized by rapid technological advancements, shifting socio-economic paradigms, and global interconnectedness, understanding the investment habits of Generation Y (born between 1981-1996) and Generation Z (born from the mid-1990s to early 2010s) is imperative for stakeholders across various sectors. These cohorts, shaped by distinct historical events, societal changes, and technological revolutions, exhibit unique approaches to financial decision-making, risk assessment, and investment preferences.

At the heart of our research lies the recognition of the multifaceted factors influencing the financial behaviors of Generation Y and Z. From the widespread adoption of digital platforms for investment management to the aftermath of significant global events like the 2008 financial crisis and the COVID-19 pandemic, these generations navigate a complex web of influences that shape their financial outlook.

Our study employs a comprehensive research methodology, integrating quantitative surveys and qualitative interviews, to delve deep into the psyche of these generational cohorts. Through rigorous analysis, we aim not only to identify patterns and contrasts in their investment habits but also to unearth the underlying motivations and aspirations that drive their financial decisions.

Technological advancements play a pivotal role in shaping the investment landscape for Generation Y and Z. With access to a plethora of fintech solutions, robo-advisors, and mobile trading apps, these digital natives are redefining traditional notions of investing. Their comfort with technology, coupled with an innate desire for convenience and accessibility, propels them towards innovative investment avenues, such as cryptocurrency, peer-to-peer lending, and fractional ownership of assets.

Moreover, socio-economic conditions significantly influence the financial attitudes of these generations. For Generation Y, characterized by witnessing the dot-com bubble burst and the Great Recession, a cautious approach towards investing may prevail, marked by a focus on stability, long-term planning, and risk mitigation. In contrast, Generation Z, coming of age in an era of economic uncertainty and rapid disruption, may exhibit a more entrepreneurial mindset, seeking high-growth opportunities, and embracing risk as a catalyst for innovation.

Beyond technological and socio-economic factors, cultural and generational values also shape investment preferences. For Generation Y, often labeled as "Millennials," a strong emphasis on social responsibility, sustainability, and ethical investing may drive their portfolio decisions. Conversely, Generation Z, characterized by their digital fluency, may prioritize authenticity, transparency, and personalized investment experiences.

The implications of our research extend far beyond academia, offering actionable insights for financial professionals, policymakers, and investors alike. By understanding the nuanced needs and preferences of Generation Y and Z, stakeholders can tailor strategies and offerings that resonate with these dynamic demographic groups. Whether it's designing user-friendly investment platforms, implementing targeted financial education programs, or crafting socially responsible investment products, adapting to the evolving dynamics within the investment landscape is paramount in an ever-changing world.

1.2 STATEMENT OF THE PROBLEM

In navigating the contemporary financial landscape, the distinct investment behaviors of Generation Y and Z emerge as critical areas of exploration. Key issues prompting this study include:

Understanding how the unique characteristics of Generation Y and Z influence their investment choices, risk tolerance, and financial goals is essential for tailoring effective financial strategies.

The pervasive impact of technology on financial decision-making requires investigation to determine the extent and ways in which Generation Y and Z leverage digital platforms for their investments.

Examining how the socio-economic conditions during their formative years shape the financial perspectives of Generation Y and Z is crucial for contextualizing their investment habits.

Assessing the impact of financial literacy and education on the investment decisions of Generation Y and Z provides insights into their readiness to make informed financial choices.

Exploring the differences in risk perception and understanding the long-term financial goals of these generations offers valuable insights into the motivations guiding their investment strategies.

This study aims to address these issues, providing a concise yet comprehensive examination of the investment habits of Generation Y and Z. The findings will offer practical guidance for financial professionals, policymakers, and investors navigating the challenges of an ever-evolving financial landscape.

1.3 RESEARCH QUESTIONS

- What are the most preferred investment instruments among Generation Y and Generation Z?
- How do both generations differ in their risk tolerance levels when it comes to investing?
- What role does financial literacy play in the investment decisions of Gen Y and Gen Z?
- What are the implications of understanding the investment habits of Gen Y and Gen Z for financial professionals and policymakers?

1.4 HYPOTHESIS OF THE STUDY

A hypothesis is a statement or prediction that suggests a relationship between two or more variables. It's an educated guess or assumption that can be tested through research and analysis. In scientific research, hypotheses are used to guide experiments or investigations to determine if there is evidence to support or refute the proposed relationship. They are essential in the scientific method as they help researchers formulate specific research questions and design experiments to gather evidence that either supports or rejects the hypothesis. There are two types of hypotheses they are Null hypothesis and Accept hypothesis.

Hypothesis 1: Older Millennials prefer traditional investments like stocks and bonds, while younger Gen Z individuals lean towards newer options such as cryptocurrency and peer-to-peer lending.

Hypothesis 2: Millennials are more cautious with their investments, preferring safer options, while Gen Z tends to take more risks, aiming for higher potential returns.

Hypothesis 3: People who understand finance better are more likely to spread out their investments, regardless of their generation.

1.5 RESEARCH GAP

Despite the growing importance of understanding the investment behaviours of Generation Y and Generation Z, there remains a gap in the literature regarding the influence of social media on their investment decisions. While previous research has examined the impact of social media on financial decision-making, there is limited empirical evidence specifically focusing on how social media platforms, such as Reddit, Twitter, or TikTok, shape the investment choices and risk perceptions of Millennials and Gen Z. Exploring this gap could provide valuable insights into the role of social media in shaping the investment landscape for

these demographic groups and inform the development of targeted educational campaigns or regulatory measures to promote responsible investing practices in the digital age.

1.6 SCOPE OF THE STUDY

This study focuses on investigating and comparing the investment habits of Generation Y (born 1981-1996) and Generation Z (born mid-1990s to early 2010s). The scope encompasses the following key aspects:

The study investigates how socio-economic conditions during the formative years impact the investment behaviors of Generation Y and Z. While broader trends will be analyzed, the study does not delve into a detailed examination of specific economic policies or regional economic variations.

The research evaluates the level of financial literacy and the influence of financial education programs on the investment decisions of both generations. It aims to understand how well-equipped Generation Y and Z are to navigate the complexities of the financial landscape.

The study explores differences in risk perception and delves into the long-term financial goals of both generations. While providing insights into motivations guiding investment strategies, it does not extensively cover individual risk profiles or highly personalized financial goals.

The study focuses on the current investment landscape and recent trends. Historical perspectives will be considered where relevant, but the primary emphasis is on understanding the contemporary investment habits of Generation Y and Z.

By delineating these specific aspects within the scope of the study, we aim to provide a comprehensive and insightful analysis of the investment behaviors exhibited by Generation Y and Z. The findings will contribute valuable insights to inform financial professionals, policymakers, and investors in adapting strategies that align with the preferences and priorities of these dynamic demographic groups.

1.7 OBJECTIVES OF THE STUDY

- To Analyze Generational Variances
- To Examine Technological Influence
- To Understand Socio-Economic Impact
- To Explore Risk Perception and Long-Term Goals
- To Identify Trends in Investment Instruments

1.8 RESEARCH METHODOLOGY

When gathering, analyzing, and interpreting quantitative or qualitative data to address research questions or test hypotheses, research technique is a methodical, scientific approach. A research technique helps researchers stay on track by restricting the scope of the study, much like a plan for carrying out research.

1.8.1 SAMPLING DESIGN / FRAMEWORK

In the present study, 120-140 individual responses are selected for the sample

At a 50% response rate (60) from 'Generation Y' and

A 50% response rate (60) from 'Generation Z'.

To get equal data from both the generations comparatively.

1.8.2 PERIOD OF THE STUDY

The duration of the research project is four to five months.

1.8.3 DATA COLLECTION

It relies on primary data collection through the exclusive use of a structured questionnaire. The questionnaire is designed to gather quantitative data on investment habits, risk tolerance, and financial goals among Generation Y and Z. Participants will be recruited through online platforms, and the survey will cover various investment instruments, technological influences, and socio-economic factors. The goal is to analyze the responses using statistical tools, providing a detailed understanding of the differences and similarities in investment behaviors between the two generations. The questionnaire's design ensures efficiency, accessibility, and a broad representation of demographic factors within Generation Y and Z. Ethical considerations, including participant confidentiality and privacy, are prioritized throughout the data collection process. The results will contribute valuable insights to the evolving landscape of investment preferences and guide strategies for financial professionals, policymakers, and investors.

1.8.4 STATISTICAL TOOLS USED:

1. Percentage Analysis

2. Rank Analysis

3. Chi-Square Test

1.9 LIMITATIONS OF THE STUDY

- Participants may provide biased responses, affecting the accuracy of self-reported investment habits.
- The study's time frame may not capture long-term trends or evolving economic conditions.
- Variations in technology adoption may not be fully captured, leading to potential oversights.
- Correlation does not imply causation, restricting the ability to establish clear cause-and-effect relationships.

1.10 CHAPTER SCHEME

The project is classified into five chapters the following are the chapter of the study

CHAPTER I

This chapter deals with the introduction, statement of the problem, objectives of the study, research methodology, tools and techniques, limitation of the study and chapter scheme.

CHAPTER II

This chapter discuss about the "Review of Literature".

CHAPTER III

This chapter deals with the overview of profile of generation Y and Z and their investment habits.

CHAPTER IV

This chapter includes analysis and interpretation of data.

CHAPTER V

This chapter includes findings, suggestions and conclusion based on the data analysis and interpretation results.

CHAPTER – II

REVIEW OF LITERATURE

Gupta and Sharma (2019) The study explores the factors influencing the digital adoption of financial services among young Indians and its impact on their investment behavior, as the Indian millennials and gen Z. It also includes investment platforms and mobile payment apps.

Chatterjee and Taparia (2018) The study focuses on the reliance on Gen Y and Gen Z on family and cultural norms when making investment decisions. It examines the influence of family dynamics, cultural factors and social norms on the investment habits of young Indians.

Kumar and Seth (2020) This study explores the motivations, challenges and investment strategies adopted by Gen Z and Y investors in the stock market, due to the growing interest in the stock market among younger investors.

Shah (2021) Discusses the growing interest in alternative investments such as real estate crowdfunding, peer – to – peer lending and crypto currency among young Indian investors compared to Gen Y investors.

Banerjee and Chakraborty (2019) The study evaluates the effectiveness of financial education programs in improving investment knowledge and behavior among Gen Y and Z in India.

Mandell and Klein (2009) They highlight that both Gen Y and Gen Z while they are proficient in technology they may lack financial literacy, particularly in areas like investment and wealth management.

Deloitte (2019) Shows that Millennials and Gen Z show a preference for digital investment platforms and Robo-advisors over traditional methods of investing. They value accessibility, convenience and low fees offered by these platforms.

Morgan Stanley (2019) Highlights on the fact that there is growing interest among Gen Z investors in socially responsible investing. They are values and support environmental, social and Governance initiatives.

Hanna et al., (2012) The study suggests that Gen Y and Gen Z are heavily influenced by peer networks and social media when making investment decisions. They are more likely to seek advice from family, friends and online communities before investing.

Schneider et al., (2020) This study shows that Gen Z tend to prefer short-term investments such as cryptocurrencies, individual stocks and ETFs over long-term investments like retirement accounts and real estate. They are attracted easy liquidity and quick returns.

Lusardi and Mitchell (2014) This study focuses on economic factors like student loan debt, stagnant wages and the rising cost of living due to inflation impacts the investment habits of Gen Y and Gen Z. They may have less disposable income to allocate towards investments compared to previous generations.

Hastings et al., (2013) Highlights the need for education and awareness programs aimed at improving their understanding of investment principles and strategies. And incorporating financial education into school curriculums and workplace training is seen as crucial.

Gutter et al., (2010) The study indicates that compared to previous generations, Gen Y and Z may exhibit higher levels of risk aversion when it comes to investment decisions. They witnessed the impact of the 2008 financial crisis during their formative years, leading to a more cautious approach to investing.

Jain and Dahiya (2020) The study states that Indian Millennials and Gen Z are heavily influenced by social media when making investment decisions. It mainly investigates the role of social media platforms like X(Twitter), Facebook and Instagram in shaping the investment behavior and preferences of young Indian investors.

Bhattacharya and Pal (2018) This study explores gender differences in investment habits among Indian Gen Y and Z. It focuses on factors such as risk tolerance, investment goals and portfolio preferences. Showing the unique challenges and opportunities faced by male and female investors in India.

Sharma and Srivastava (2017) The study investigates the psychological factors influencing investment behavior among young Indians. The study explains concepts like behavioral biases, risk perception and decision-making processes behind investment decisions among Gen Y and Z in India.

Gupta and Kumar (2021) The study explores the financial goals, risk attitudes and investment strategies adopted by young Indians, providing insights into their long-term wealth accumulation plans and investment preferences based on their life stages and aspirations in their life.

CHAPTER – III

OVERVIEW OF THE STUDY

MEANING:

Investment habits among Generation Y (born between the early 1980s and mid-1990s) and Generation Z (born mid-1990s to early 2010s) encapsulate the financial behaviors, strategies, and decisions these two cohorts employ when managing and growing their wealth. The study of investment habits goes beyond mere financial transactions; it delves into the psychological, sociological, and economic factors that influence how individuals from these generations approach and navigate the complex world of investments. Understanding the meaning of investment habits involves exploring the values, attitudes, and motivations that shape financial decisions, considering the unique historical and technological contexts that have marked the formative years of Generation Y and Z.

ECONOMIC LANDSCAPE & INVESTMENT HABITS:

1. **Economic Landscape Before 1997:**

    Before 1997, the investment landscape was characterized by traditional methods and limited accessibility. Paper-based transactions were the norm, with individuals relying heavily on financial advisors and physical exchanges to execute trades. The prevalence of analog technologies and slower information dissemination impacted the speed and efficiency of investment decision-making.

2. **Economic Landscape After 1997:**

    The post-1997 era witnessed a paradigm shift in the economic landscape, primarily driven by the widespread adoption of the internet and technological advancements. Online trading platforms, robo-advisors, and instant access to financial information transformed the investment landscape. The democratization of information empowered individuals to take greater control of their investment decisions.

3. **Investment Habits of Baby Boomers Before 1997:**

    Before 1997, Baby Boomers, born between 1946 and 1964, largely engaged in traditional investment methods. Stock markets and mutual funds were primary vehicles, often managed through financial advisors. The slower pace of information flow influenced a more cautious and deliberate approach to investment.

4. **Investment Habits of Baby Boomers After 1997:**

    After 1997, Baby Boomers adapted to the digital era, embracing online trading platforms and electronic communication. The increased access to real-time market data influenced more dynamic investment strategies. However, the transition also brought challenges as some faced a learning curve in adopting technology.

5. **Investment Habits of Generation X Before 1997:**

    Generation X, born between 1965 and 1980, navigated the investment landscape before 1997 with a mix of traditional and emerging options. Mutual funds, real estate, and retirement accounts were common

choices. Limited access to real-time information required a reliance on financial institutions and print media for market updates.

6. **Investment Habits of Generation X After 1997:**

Post-1997, Generation X experienced a notable shift with the advent of online trading platforms. The ability to execute trades at one's convenience and access to a wealth of financial information online reshaped their investment habits. Generation X adapted quickly to technological advancements, blending traditional and digital investment strategies.

7. **Investment Habits of Millennials Before 1997:**

Before 1997, Millennials were in their formative years, with limited direct engagement in investment activities. The economic environment was influenced by factors such as the dot-com bubble burst, shaping early perceptions of risk and opportunity.

8. **Investment Habits of Millennials After 1997:**

After 1997, Millennials became key players in the digital investment era. Their investment habits reflect a tech-savvy approach, with a preference for online platforms, sustainable investments, and a penchant for diversified portfolios. The global financial crisis of 2008 further influenced a cautious attitude towards risk.

9. **Investment Habits of Generation Z After 1997:**

Generation Z, born after 1997, grew up in a fully digitalized era. Their investment habits are characterized by a strong reliance on technology, early adoption of innovative financial instruments, and a proactive engagement in online investment communities. The ease of access to information has shaped a more dynamic and diverse approach to investing.

Advantages of Each Generation:

Advantages of Generation Y:

1. Financial Literacy: Many individuals from Generation Y exhibit a strong foundation in financial literacy, having experienced the impact of the 2008 financial crisis and recognizing the importance of financial education.

2. Long-Term Planning: Millennials are proactive in long-term financial planning, often taking steps early in their careers to secure their financial future.

3. Diversification: Generation Y is adept at diversifying their investment portfolios, balancing traditional investments like stocks and bonds with emerging opportunities in the market.

Advantages of Generation Z:

1. Tech-Savvy Investing: Generation Z's innate familiarity with technology allows them to leverage digital tools and platforms for efficient and tech-savvy investing.

2. Early Adoption of Innovation: Being early adopters, Generation Z is quick to embrace innovative investment options, such as cryptocurrencies and decentralized finance, potentially positioning them at the forefront of emerging market trends.

3. Adaptability: Generation Z displays a high level of adaptability in the face of economic uncertainties, making swift and informed investment decisions in dynamic market conditions.

Disadvantages of Each Generation:

Disadvantages of Generation Y:

1. Economic Fallout: Some members of Generation Y may still bear the economic scars of the 2008 financial crisis, leading to risk aversion and a more conservative investment approach.

2. Student Loan Debt: Millennials, on average, carry higher levels of student loan debt, impacting their financial flexibility and ability to engage in riskier investment strategies.

3. Tech Hesitancy: While generally tech-savvy, some individuals from Generation Y may exhibit hesitancy towards fully embracing new and innovative investment technologies.

Disadvantages of Generation Z:

1. Lack of Experience: Generation Z, being relatively young, may lack the experience needed to navigate complex financial markets, potentially exposing them to higher risks.

2. Impulsiveness: The higher risk appetite of Generation Z can sometimes lead to impulsive investment decisions, influenced by trends and short-term market fluctuations.

3. Limited Financial History: Due to their youth, Generation Z may have a limited financial history, making it challenging to establish a solid credit score and access certain investment opportunities.

Comparison Between Gen Y and Z:

Aspect	Generation Y (Millennials)	Generation Z
Tech Adoption	Comfortable with technology; early adopters.	Innately tech-savvy; quick adoption of innovations.
Risk Tolerance	Cautious, influenced by economic downturns.	Higher risk appetite, influenced by digital fluency.
Investment Choices	Diversified portfolio, incl. socially responsible.	Embrace of digital assets, DeFi, and innovative options.
Financial History	Experienced 2008 crisis; impacted by student debt.	Limited financial history; challenges in credit building.
Adaptability	Proactive in long-term planning; adapting to tech.	Highly adaptable to dynamic market conditions.

The investment landscape has undergone significant transformations over the years, with a pivotal point being the year 1997. This shift has impacted the investment habits of various generations, reshaping their approaches to financial planning, risk-taking, and wealth accumulation. This exploration aims to dissect the nuances of investment behaviors before and after 1997, considering the socio-economic, technological, and global changes that have influenced each generation's financial decisions.

Pre-1997 Investment Habits:

1. Economic Stability and Traditional Investments: Before 1997, a prevailing sense of economic stability influenced investment habits. Traditional investment avenues, such as stocks and bonds, were dominant. The economic climate favored long-term planning, with a focus on retirement and real estate as key pillars of wealth accumulation.

2. Limited Access to Information: Access to financial information was constrained, primarily relying on traditional media sources. Investors had to rely on brokerages and financial advisors for market insights, resulting in a more centralized and controlled flow of information.

3. Conservative Approach to Risk: A conservative approach to risk prevailed. The aftermath of past economic downturns, such as the 1987 stock market crash, instilled a cautious mindset among investors. Risk aversion was a key characteristic of investment strategies.

Post-1997 Investment Habits:

1. Technological Advancements and Digital Transformation: The post-1997 era witnessed a seismic shift with the rise of the internet and digital technologies. Online trading platforms, financial apps, and robo-advisors revolutionized the investment landscape, providing individuals with unprecedented access to real-time market data.

2. Diversification and Globalization: Investors increasingly embraced diversified portfolios and global investments. The interconnectedness of global markets, coupled with technological advancements, allowed for a more expansive and diverse approach to investment strategies.

3. Rise of Individual Empowerment: With the democratization of information, investors gained greater control over their financial decisions. Self-directed investing surged as individuals leveraged online resources and educational materials, reducing reliance on traditional intermediaries.

Impact on Different Generations:

1. Silent Generation (born before 1946): Before 1997, the Silent Generation leaned towards conservative investments, such as bonds and fixed-income securities. The shift post-1997 saw them adapting to digital tools cautiously, with an increased focus on preserving wealth through diversified portfolios.

2. Baby Boomers (born 1946-1964): Pre-1997, Baby Boomers favored traditional retirement investments. Post-1997, they navigated the digital landscape, balancing traditional assets with a growing interest in global investments and technology stocks.

3. Generation X (born 1965-1980): Before 1997, Generation X experienced the rise of mutual funds and the advent of 401(k) plans. The post-1997 era saw them embracing online trading platforms, diversifying portfolios, and adapting to changing economic landscapes.

4. Millennials (born 1981-1996): Millennials witnessed the transition from traditional to digital investment tools. Post-1997, they gravitated towards sustainable and tech-driven investments, leveraging technology for financial planning and relying on digital platforms for investment decisions.

5. Generation Z (born 1997 onwards): Generation Z, born into the digital age, experienced a seamless transition into the post-1997 investment landscape. They embraced technological advancements early on, displaying a comfort with diverse investment options and a preference for sustainable and socially responsible investments.

Future Trends:

1. Integration of Artificial Intelligence (AI) and Machine Learning: Looking ahead, AI and machine learning are expected to play a significant role in investment decisions. Algorithms analysing vast datasets may offer personalized investment recommendations, reshaping the way individuals approach financial planning.

2. Continued Emphasis on Sustainable and Impact Investing: The post-1997 era has seen a rising interest in sustainable and impact investing, aligning investments with environmental, social, and governance (ESG) principles. This trend is likely to persist as younger generations prioritize values-based investing.

3. Further Digital Transformation: The integration of blockchain technology, decentralized finance (DeFi), and other innovations may further transform the investment landscape. Digital transformation is expected to continue, providing investors with more accessible, transparent, and decentralized financial systems. The investment landscape has undergone significant transformations over the years, with a pivotal point being the year 1997. This shift has impacted the investment habits of various generations, reshaping their approaches to financial planning, risk-taking, and wealth accumulation. This exploration aims to dissect the nuances of investment behaviour before and after 1997, considering the socio-economic, technological, and global changes that have influenced each generation's financial decisions.

IMPACT ON VARIOUS ASPECTS:

1. **Impact of Global Events Before 1997:**

Before 1997, global events like the oil crisis and geopolitical tensions significantly influenced investment habits. These events often led to periods of economic volatility, affecting investment strategies. The limited speed of information dissemination meant that individuals relied heavily on traditional news sources and expert opinions to navigate these challenges.

2. **Impact of Global Events After 1997:**

After 1997, the impact of global events on investment habits became more immediate and interconnected due to advances in communication technology. The 9/11 attacks, the 2008 financial crisis,

and subsequent events shaped a new era of real-time reactions, where investors could swiftly adjust their portfolios based on unfolding global developments.

3. **Regulatory Changes Before 1997:**

Regulatory frameworks before 1997 were characterized by a more traditional and manual approach. The oversight of financial markets and investment products involved a slower bureaucratic process, impacting the speed at which new investment instruments were introduced and monitored.

4. **Regulatory Changes After 1997:**

Post-1997, regulatory changes were driven by the need to adapt to the fast-paced digital economy. Regulatory bodies implemented measures to address online trading, cybersecurity, and the emergence of new financial products. This shift aimed to strike a balance between fostering innovation and ensuring investor protection in the digital era.

5. **Information Accessibility Before 1997:**

Before 1997, access to financial information was limited. Investors primarily relied on newspapers, television, and periodic financial reports to make informed decisions. The lack of real-time data meant that investment decisions were often made with a longer time horizon and less immediate reaction to market changes.

6. **Information Accessibility After 1997:**

After 1997, the digital age revolutionized information accessibility. The internet became a central hub for real-time financial data, analysis, and news. Online forums and social media platforms facilitated the sharing of investment insights, transforming the way individuals gathered information and made investment decisions.

7. **Psychological Factors Before 1997:**

Psychological factors, such as fear and optimism, played a crucial role in investment decisions before 1997. Market sentiment was often influenced by macroeconomic trends and societal attitudes towards financial risk, with a slower reaction time due to limited real-time information.

8. **Psychological Factors After 1997:**

Post-1997, psychological factors continued to influence investment decisions, but the immediacy of information heightened the impact of emotions on market volatility. Behavioural finance gained prominence as the speed of digital communication allowed for swift and sometimes emotionally-driven responses to market movements.

9. **Long-Term Investment Strategies Before 1997:**

Before 1997, long-term investment strategies were often characterized by a buy-and-hold approach. Investors focused on building diversified portfolios and relied on professional advice to navigate market fluctuations. The slower pace of trading facilitated a more patient approach to wealth accumulation.

10. **Long-Term Investment Strategies After 1997:**

After 1997, long-term investment strategies evolved to incorporate more dynamic approaches. The rise of algorithmic trading, robo-advisors, and online tools allowed for automated portfolio management and the implementation of more sophisticated investment strategies. Investors could adjust their portfolios more frequently in response to market changes.

CHAPTER – IV

DATA ANALYSIS AND INTERPRETATION

MEANING:

Data analysis is the systematic process of examining, cleaning, transforming, and interpreting data to uncover meaningful insights, patterns, and trends. It involves applying various statistical and analytical techniques to extract valuable information from raw data. This process encompasses steps such as data preprocessing, descriptive statistics, inferential statistics, and advanced analytics methods like regression analysis or machine learning algorithms. Once the analysis is complete, interpretation follows, where the significance of the findings is explained, conclusions are drawn, and insights or recommendations are provided based on the data. Interpretation requires understanding the context of the research, critically evaluating the findings, and relating them back to the research questions or hypotheses. Effective interpretation involves presenting the results in a clear, concise, and meaningful manner to facilitate informed decision-making.

4.1 SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is used to find out the percentage value of all the entire different questions used in finding comparison between two or more series of data

COMPUTATION OF PERCENTAGE ANALYSIS

Percentage analysis = Number of respondent /Total number of Respondents * 100

TABLE NO 4.1.1

AGE OF THE RESPONDENTS

S. NO	AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Y	60	50
2	Z	60	50
TOTAL		120	100

(Source: Primary Data)

INTERPRETATION

The above table shows that 50 % of the respondents belong to the category of Gen Y and 50 % of the respondents belong to the category of Gen Z.

INFERENCE

The evenly split data with a 50-50 % distribution suggests that there is an equal representation of both categories of Gen Y and Gen Z.

4.1.1 EXHIBIT SHOWING

AGE OF THE RESPONDENTS

■ Y (AGE BELOW 26)   ■ Z (AGE ABOVE 26)
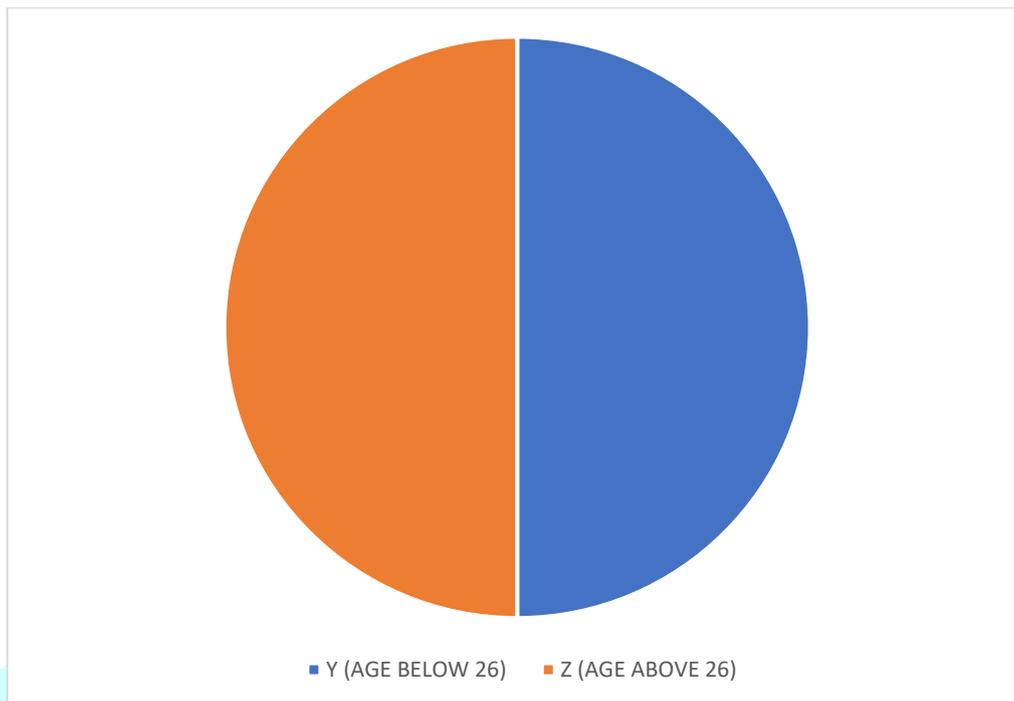
TABLE NO 4.1.2

OCCUPATION OF THE RESPONDENTS

S.NO	OCCUPATION	NO. OF THE RESPONDENTS	PERCENTAGE (%)
1	Student	43	35.83%
2	Employee	37	30.83%
3	Self-Employed	27	22.50%
4	Others	13	10.84%
Total		**120**	**100**

(Source: Primary Data)

INTERPRETATION

The above table shows that 35.83 % of the respondents are Students, 30.83 % of the respondents are Employees, 22.50% of the respondents are Self-Employed, 10.84% of the respondents belong to others category.

INFERENCE

Majority of the respondents (35.83%) are in the field of Students.

4.1.2 EXHIBIT SHOWING

OCCUPATION OF THE RESPONDENTS
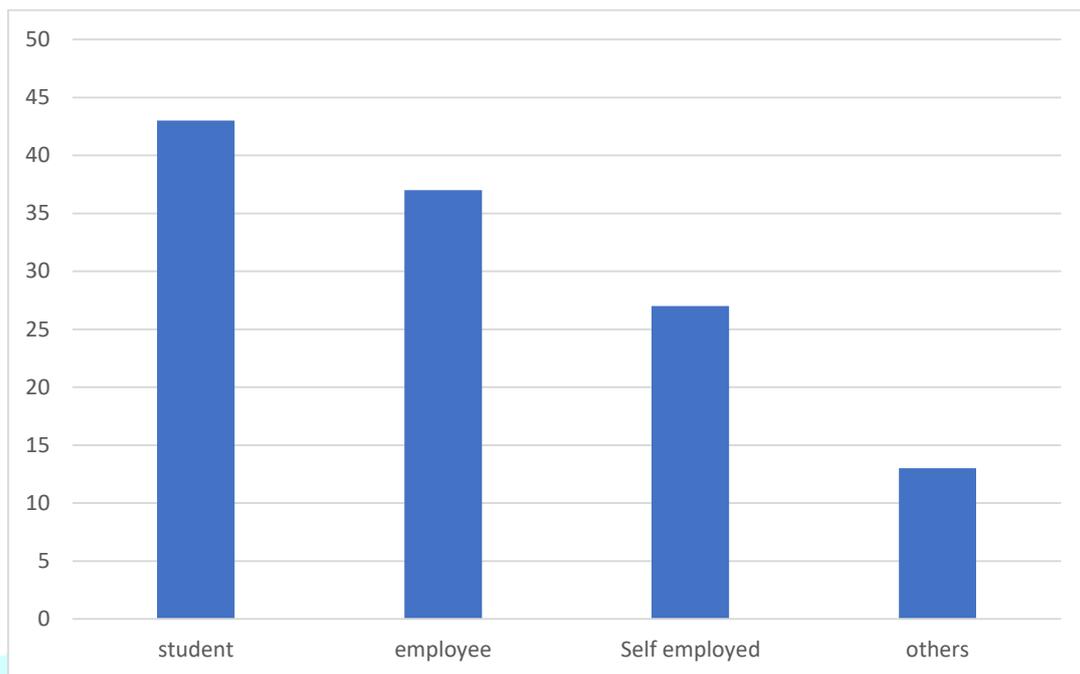
TABLE NO 4.1.3

INCOME OF THE RESPONDENTS

S.NO	INCOME	NO. OF THE RESPONDENTS	PERCENTAGE (%)
1	0-100000 LPA	46	38.3%
2	100000-300000 LPA	36	30%
3	300000-500000 LPA	32	26.7%
4	more than 500000 LPA	6	5%
Total		**120**	**100**

(Source: Primary Data)

INTERPRETATION

The above table shows that 38.3% of the respondents earn 0-100000 LPA, 30% of the respondents earn 100000-300000 LPA, 26.7% of the respondents earn 300000-500000 LPA, 5% of the respondents earn more than 500000 LPA.

INFERENCE

Majority of the respondents (38.3%) earn 0-100000 LPA (Lakhs Per Annum).

4.1.3 EXHIBIT SHOWING

INCOME OF THE RESPONDENTS
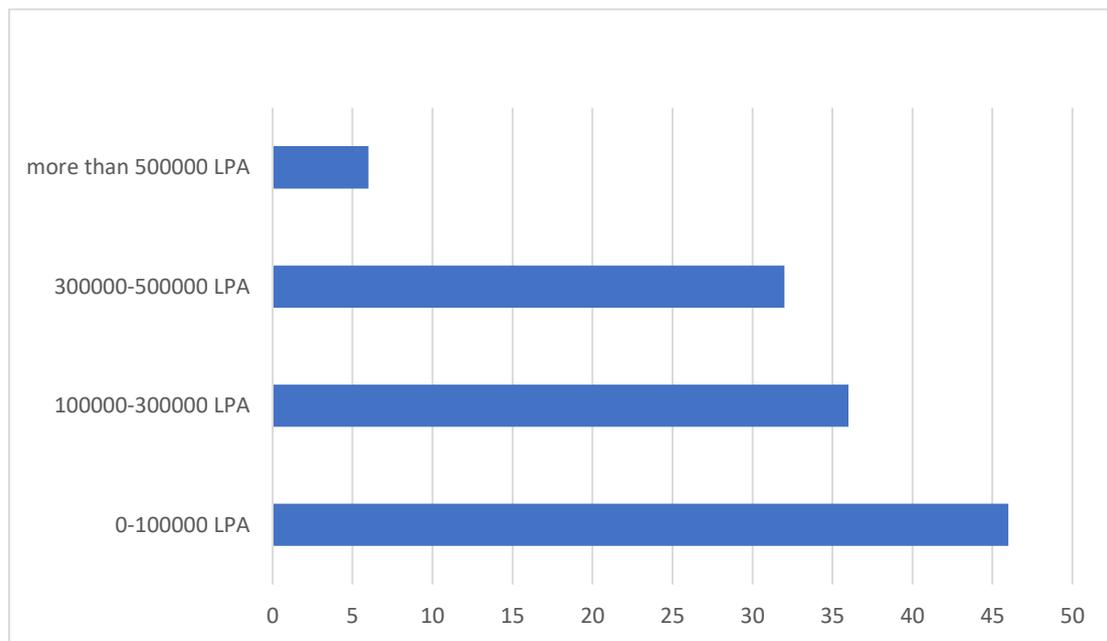
TABLE NO 4.1.4

SAVINGS OF THE RESPONDENTS

S.NO	SAVINGS(Rs)	NO. OF THE RESPONDENTS	PERCENTAGE (%)
1	Less than 5000	36	30%
2	5000 - 15000	45	37.5%
3	15000 - 25000	30	25%
4	More than 25000	9	7.5%
Total		**120**	**100**

(Source: Primary Data)

INTERPRETATION

The above table shows that 30% of the respondents save Less than 5000, 37.5% of the respondents save 5000 - 15000, 25% of the respondents save 15000 - 25000, 7.5% of the respondents save More than 25000.

INFERENCE

Majority of the respondents (37.5%) save from Rs.5000 – 15000.

4.1.4 EXHIBIT SHOWING

SAVINGS OF THE RESPONDENTS
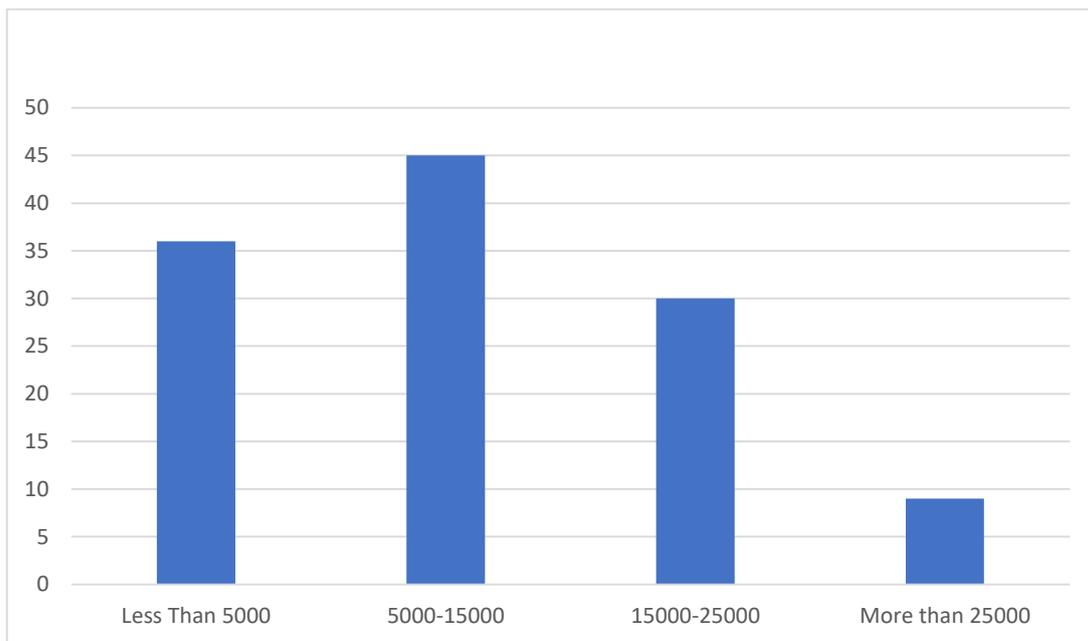
TABLE NO 4.1.5

PREFERRED TERM DURATION OF INVESTMENT OF THE RESPONDENTS

S. NO	TERM DURATION	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Short - Term	32	26.7%
2	Long - Term	55	45.8%
3	Depends on Opportunity	33	27.5%
TOTAL		120	100

(Source: Primary Data)

INTERPRETATION

The above table shows that 26.7 % of the respondents prefer short-term duration of investment, 45.8 % of the respondents prefer long-term duration of investment and 27.5% of the respondents depend on the opportunity for duration of investment.

INFERENCE

Majority of the respondents (45.8%) prefer Long-Term duration of investment.

4.1.5 EXHIBIT SHOWING

PREFERRED TERM DURATION OF INVESTMENT OF THE RESPONDENTS
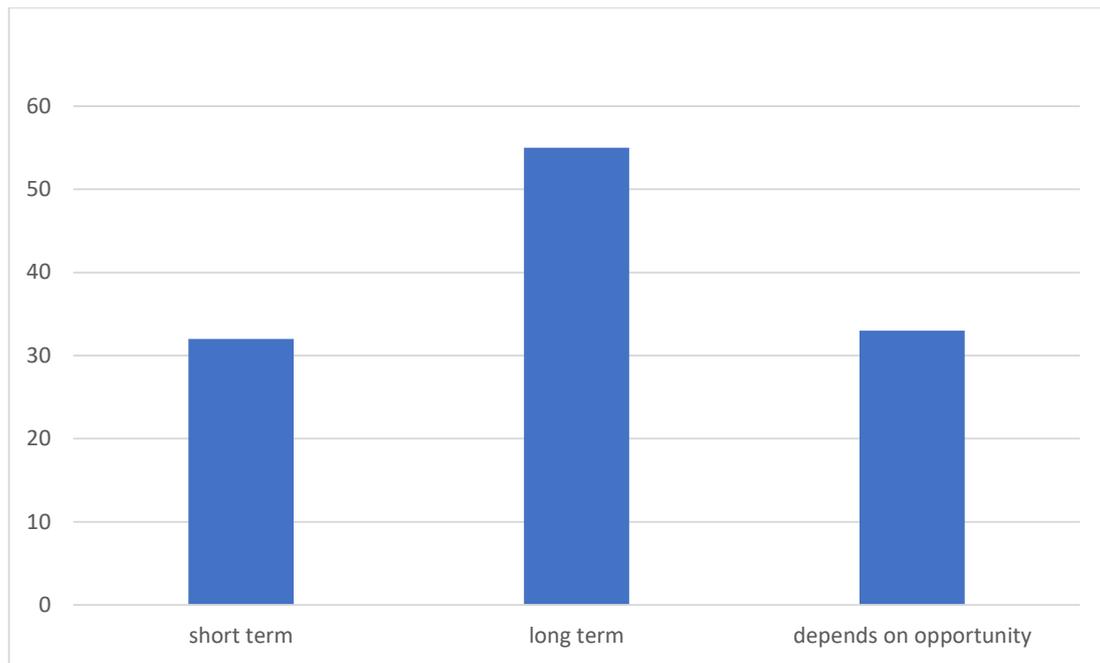
4.2 RANK ANALYSIS

Rank correlation measures the strength and direction of association between the ranks of paired data points, providing insight into their relative ordering without assuming a linear relationship. Spearman's rank correlation coefficient, for instance, quantifies the similarity in the ranking of variables, while Kendall's tau emphasizes concordant and discordant pairs. These methods are robust against outliers and non-normal distributions, making them valuable in various fields, including statistics, economics, and social sciences. Rank correlation facilitates the analysis of ordinal data and offers a versatile tool for exploring relationships when traditional parametric tests are unsuitable. Its interpretation relies on the coefficient's magnitude, where values close to 1 indicate strong positive correlation, -1 signify strong negative correlation, and 0 denote no correlation between ranks.

TABLE NO 4.2.1

RANK OF INVESTMENT INSTUMENTS BASED

ON THE RESPONDENT'S PREFERRENCE

INVESTMENT INSTRUMENTS	1	2	3	4	5	6	7	8	9	10	TOTAL	RANK
Gold	52(10)	25(9)	16(8)	12(7)	6(6)	2(5)	3(4)	2(3)	1(2)	1(1)	1024	I
Real Estate	22(10)	26(9)	20(8)	9(7)	13(6)	12(5)	8(4)	6(3)	1(2)	3(1)	870	II
Bonds	8(10)	7(9)	9(8)	23(7)	21(6)	19(5)	16(4)	11(3)	4(2)	2(1)	704	V
Stocks	17(10)	13(9)	23(8)	19(7)	11(6)	9(5)	4(4)	9(3)	10(2)	5(1)	777	III
Mutual Funds	7(10)	22(9)	13(8)	21(7)	18(6)	13(5)	7(4)	8(3)	8(2)	3(1)	763	IV
Crypto Currency	3(10)	11(9)	13(8)	3(7)	14(6)	25(5)	19(4)	13(3)	7(2)	12(1)	604	VII
Exchange Traded Fund	0(10)	1(9)	6(8)	6(7)	14(6)	12(5)	8(4)	24(3)	36(2)	13(1)	432	IX
NFT	0(10)	1(9)	1(8)	3(7)	6(6)	5(5)	13(4)	15(3)	32(2)	44(1)	304	X

Savings Account	11(10)	11(9)	10(8)	15(7)	7(6)	15(5)	26(4)	8(3)	8(2)	9(1)	664	VI
Antiques	0(10)	3(9)	10(8)	10(7)	12(6)	9(5)	17(4)	22(3)	11(2)	26(1)	470	VIII

(Source: Primary Data)

INTERPRETATION

In the table 4.2.1, it is understood that gold is ranked as I, Real Estate is ranked as II, Stocks is Ranked as III, Mutual funds is ranked as IV, Bonds are ranked as V, Savings Account is ranked as VI, Crypto Currency is ranked as VII, Antiques are ranked as VIII, Exchange Traded Fund is ranked as IX and NFT (Non fungible Tokens) are ranked as X.

INFERENCE

In this study majority of the respondents prefer investing in gold as it is ranked I.

4.2.1 EXHIBIT SHOWING

RANK OF INVESTMENT INSTUMENTS BASED ON THE RESPONDENT'S PREFERRENCE
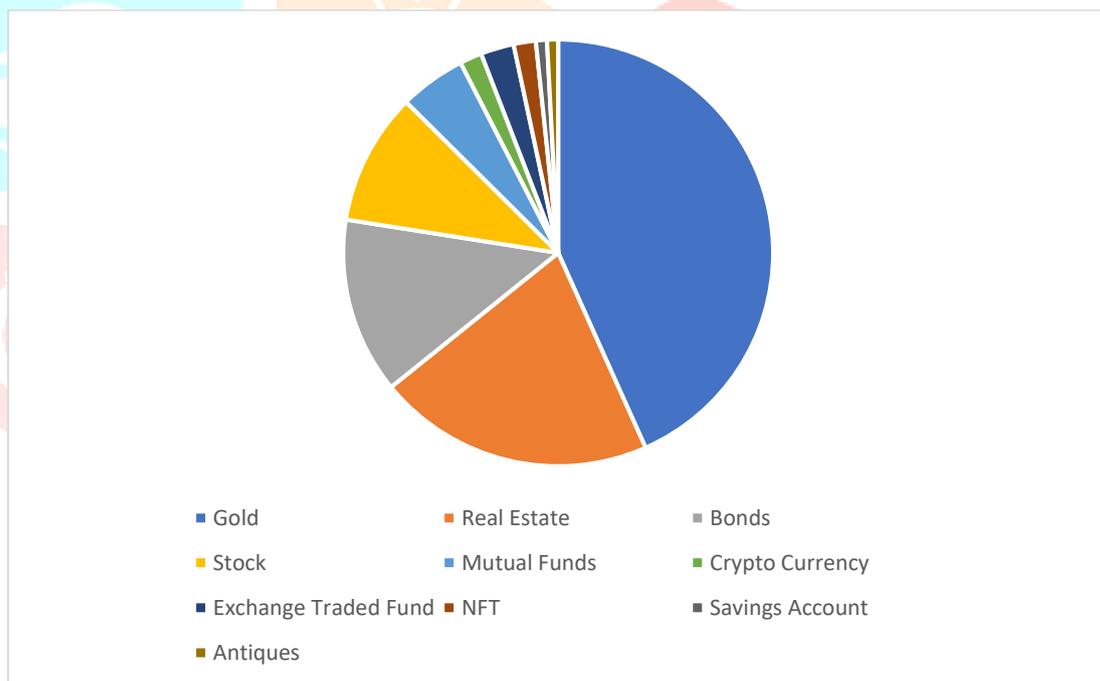
TABLE NO 4.2.2

RANK OF INFLUENCE BASED ON

INVESTMENT PLATFORM FACTORS

FACTORS	1	2	3	4	5	6	7	TOTAL	RANK
Peer Learning	27(7)	31(6)	24(5)	10(4)	6(3)	6(2)	16(1)	581	I
Fees and cost	18(7)	21(6)	25(5)	21(4)	15(3)	10(2)	10(1)	536	III
Accessibility	21(7)	11(6)	24(5)	18(4)	18(3)	21(2)	7(1)	508	IV
Security	27(7)	16(6)	19(5)	19(4)	15(3)	12(2)	12(1)	537	II
Diversification	7(7)	9(6)	9(5)	16(4)	36(3)	31(2)	12(1)	394	VII
Informed Decision Making	9(7)	13(6)	12(5)	17(4)	16(3)	26(2)	27(1)	396	VI
User Interface	12(7)	19(6)	9(5)	17(4)	12(3)	15(2)	36(1)	413	V

(Source: Primary Data)

INTERPRETATION

In the table 4.2.2, it is understood that peer learning is ranked as I, Security is ranked as II, Fess and cost is Ranked as III, Accessibility is ranked as IV, User Interface are ranked as V, Informed Decision Making is ranked as VI, User Interface is ranked as VII.

INFERENCE

In this study majority of the respondents prefer Peer Learning as the most influencing factor during investment as it is ranked I.

4.2.2 EXHIBIT SHOWING

RANK OF INFLUENCE BASED ON INVESTMENT PLATFORM FACTORS
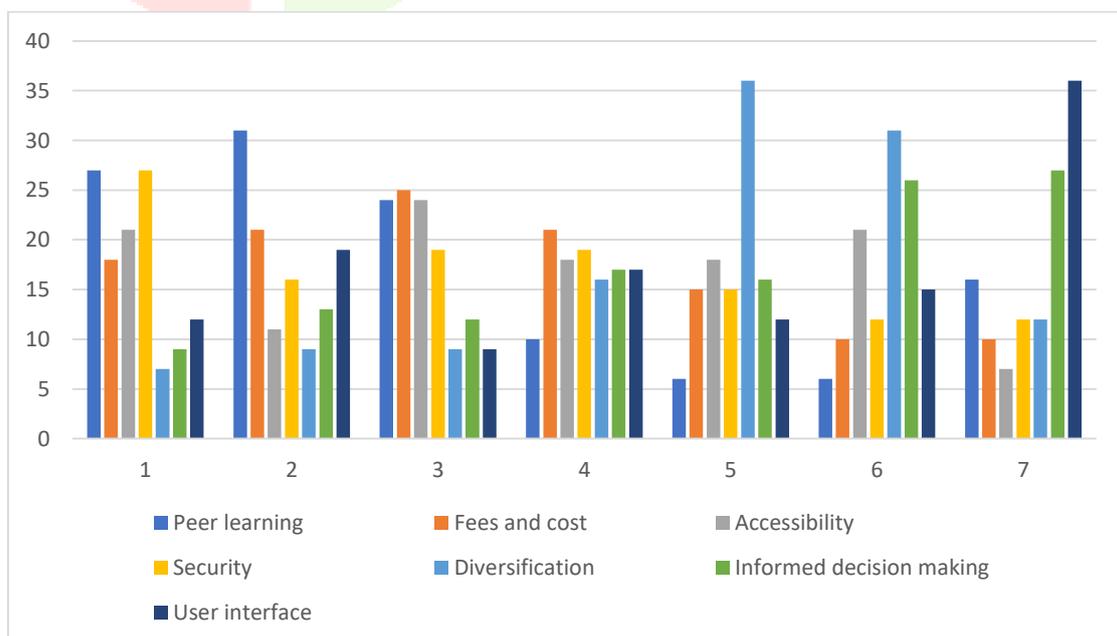
4.3 CHI-SQUARE

The chi-square (χ^2) test is a statistical method used to determine if there is a significant association between categorical variables. It's often employed to compare observed data with data we would expect to obtain according to a specific hypothesis.

For example, if you wanted to test whether there's a significant difference between the observed and expected frequencies of certain categories in a dataset, you might use a chi-square test. It's commonly used in fields like biology, sociology, and psychology, among others.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOME * a) Performance	120	100.0%	0	0.0%	120	100.0%
INCOME * b) level of risk	120	100.0%	0	0.0%	120	100.0%
INCOME * c) Decision-making	120	100.0%	0	0.0%	120	100.0%
INCOME * d) diversification	120	100.0%	0	0.0%	120	100.0%
INCOME * e) fee	120	100.0%	0	0.0%	120	100.0%
INCOME * f) research	120	100.0%	0	0.0%	120	100.0%
INCOME * g) involvement	120	100.0%	0	0.0%	120	100.0%
INCOME * h) return	120	100.0%	0	0.0%	120	100.0%
INCOME * i) liquidity	120	100.0%	0	0.0%	120	100.0%
INCOME * j) tax efficiency	120	100.0%	0	0.0%	120	100.0%

INCOME (PERFORMANCE):

Crosstab

Count

		Performance					Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
INCOME	0-100000 LPA	15	20	8	3	1	47
	100000-300000 LPA	11	15	7	2	1	36

	300000-500000 LPA	7	14	4	4	1	30
	More than 500000 LPA	1	3	3	0	0	7
Total		34	52	22	9	3	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.343[a]	12	.673
Likelihood Ratio	11.887	12	.455
Linear-by-Linear Association	.113	1	.737
N of Valid Cases	120		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .23.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and performance of the portfolio of the investors. The respondents as significant value is 0.673 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

INCOME (LEVEL OF RISK):

Crosstab

Count

		level of risk					
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
INCOME	0-100000 LPA	5	13	23	4	2	47
	100000-300000 LPA	5	13	13	4	1	36
	300000-500000 LPA	4	9	12	3	2	30
	More than 500000 LPA	0	3	4	0	0	7
Total		14	38	52	11	5	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.752ᵃ	12	.966
Likelihood Ratio	6.394	12	.895
Linear-by-Linear Association	.047	1	.828
N of Valid Cases	120		

a. 13 cells (65.0%) have expected count less than 5.
The minimum expected count is .29.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and risk taken by the investors. The respondents as significant value is 0.966 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

INCOME (DECISION-MAKING):

Crosstab

Count

		Decision-making					Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
INCOME	0-100000 LPA	10	17	15	5	0	47
	100000-300000 LPA	7	13	12	3	1	36
	300000-500000 LPA	1	7	18	3	1	30
	More than 500000 LPA	0	2	5	0	0	7
Total		18	39	50	11	2	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.679ᵃ	12	.259
Likelihood Ratio	17.849	12	.120
Linear-by-Linear Association	5.742	1	.017
N of Valid Cases	120		

a. 12 cells (60.0%) have expected count less than 5.
The minimum expected count is .12.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and decision making skills of the investors. The respondents as significant value is 0.259 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

INCOME (DIVERSIFICATION):

Crosstab

Count

		Diversification					Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
INCOME	0-100000 LPA	10	13	18	5	1	47
	100000-300000 LPA	7	12	11	4	2	36
	300000-500000 LPA	6	11	7	5	1	30
	More than 500000 LPA	3	0	4	0	0	7
Total		26	36	40	14	4	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.343[a]	12	.673
Likelihood Ratio	11.887	12	.455
Linear-by-Linear Association	.113	1	.737
N of Valid Cases	120		

a. 10 cells (50.0%) have expected count less than 5.
The minimum expected count is .23.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and diversification of the portfolio of the investors. The respondents as significant value is 0.673 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

INCOME (FEES AND EXPENSES):

Crosstab

Count

		Fee			
		Highly Satisfied	Satisfied	Neutral	Dissatisfied
INCOME	0-100000 LPA	11	13	14	5
	100000-300000 LPA	6	13	5	11
	300000-500000 LPA	4	10	11	3
	More than 500000 LPA	2	2	3	0
Total		23	38	33	19

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.035[a]	12	.240
Likelihood Ratio	16.121	12	.186
Linear-by-Linear Association	.038	1	.846
N of Valid Cases	120		

a. 9 cells (45.0%) have expected count less than 5.
The minimum expected count is .41.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and fees, expenses occurred in the portfolio of the investors. The respondents as significant value is 0.240 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

INCOME (RESEARCH):

Crosstab

Count

		Research			
		Highly Satisfied	Satisfied	Neutral	Dissatisfied
INCOME	0-100000 LPA	15	14	14	4
	100000-300000 LPA	14	11	4	5
	300000-500000 LPA	6	5	12	4
	More than 500000 LPA	2	0	4	1
Total		37	30	34	14

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.216[a]	12	.109
Likelihood Ratio	22.198	12	.035
Linear-by-Linear Association	4.467	1	.035
N of Valid Cases	120		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .29.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and Research done by the investors. The respondents as significant value is 0.109 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

INCOME (INVOLVEMENT):

Crosstab

Count

		Involvement			
		Highly Satisfied	Satisfied	Neutral	Dissatisfied
INCOME	0-100000 LPA	13	20	11	1
	100000-300000 LPA	7	11	12	3
	300000-500000 LPA	10	9	8	2
	More than 500000 LPA	2	0	5	0
Total		32	40	36	6

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.338[a]	12	.345
Likelihood Ratio	15.197	12	.231
Linear-by-Linear Association	.285	1	.594
N of Valid Cases	120		

a. 11 cells (55.0%) have expected count less than 5.
The minimum expected count is .35.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and involvement of the investors in their portfolio. The respondents as significant value is 0.345 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

INCOME (RETURN):

Crosstab

Count

		Return			
		Highly Satisfied	Satisfied	Neutral	Dissatisfied
INCOME	0-100000 LPA	11	16	11	5
	100000-300000 LPA	7	8	13	5
	300000-500000 LPA	4	10	10	4
	More than 500000 LPA	1	2	4	0
Total		23	36	38	14

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.591a	12	.883
Likelihood Ratio	7.833	12	.798
Linear-by-Linear Association	.239	1	.625
N of Valid Cases	120		

a. 10 cells (50.0%) have expected count less than 5.
The minimum expected count is .53.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and Return from the portfolio of the investors. The respondents as significant value is 0.883 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

INCOME (LIQUIDITY):

Crosstab

Count

		Liquidity			
		Highly Satisfied	Satisfied	Neutral	Dissatisfied
INCOME	0-100000 LPA	7	14	17	8
	100000-300000 LPA	4	14	11	5
	300000-500000 LPA	6	11	9	3
	More than 500000 LPA	0	5	1	1
Total		17	44	38	17

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.550[a]	12	.819
Likelihood Ratio	8.374	12	.755
Linear-by-Linear Association	.811	1	.368
N of Valid Cases	120		

a. 10 cells (50.0%) have expected count less than 5.
The minimum expected count is .23.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and Liquidity of the portfolio of the investors. The respondents as significant value is 0.819 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

INCOME (TAX EFFICIENCY):

Crosstab

Count

		Tax efficiency			
		Highly Satisfied	Satisfied	Neutral	Dissatisfied
INCOME	0-100000 LPA	8	9	14	12
	100000-300000 LPA	9	7	12	5
	300000-500000 LPA	4	9	11	4
	More than 500000 LPA	2	1	3	0
Total		23	26	40	21

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.355[a]	12	.833
Likelihood Ratio	8.251	12	.765
Linear-by-Linear Association	.770	1	.380
N of Valid Cases	120		

a. 8 cells (40.0%) have expected count less than 5.
The minimum expected count is .58.

(Source: Primary Data)

INTERPRETATION:

As per the above table, there is no significant relationship between income and Tax efficiency of the portfolio of the investors. The respondents as significant value is 0.833 which is greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2).

CHAPTER – V

FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS:

PERCENTAGE ANALYSIS

- The evenly split data with a 50-50 % distribution suggests that there is an equal representation of both categories of Gen Y and Gen Z.
- Majority of the respondents (35.83%) are in the field of Students.
- Majority of the respondents (38.3%) earn 0-100000 LPA (Lakhs Per Annum).
- Majority of the respondents (37.5%) save from Rs.5000 – 15000.
- Majority of the respondents (45.8%) prefer Long-Term duration of investment.

RANK ANALYSIS

- Majority of the respondents ranked 1st for Investing in Gold.
- Majority of the respondents ranked 1st for Peer Learning as the most influencing factor in investment platforms

CHI-SQUARE

- Every observation that was considered under Chi-Square Test concluded as the respondents as significant value greater than 0.05 level of significant. Hence, we accept it as Null Hypothesis (HO2) for all the observations that were compared with Income and the satisfaction level of the investors in their investment portfolios.

SUGGESTIONS:

1. **Financial Education for Students**: Since many respondents are students, it's important to offer easy-to-understand financial education in schools and colleges. This could include topics like saving money, budgeting, and understanding different types of investments.

2. **Make Investing Easy**: People seem to prefer long-term investments, so make it simple for them to invest. Create user-friendly apps or websites with clear information about investing options.

3. **Encourage Learning from Peers**: People are influenced by what their friends and peers do when it comes to investing. Encourage peer groups or online communities where people can share tips and advice about investing.

4. **Include Everyone in Financial Services**: Ensure that everyone, regardless of income, has access to basic banking services and investment opportunities. This might involve working with banks and technology companies to make services more accessible.

5. **Personalized Advice**: Offer personalized advice to individuals based on their goals and financial situation. This can help them make better investment decisions.

CONCLUSION:

The data analysis presented offers a comprehensive glimpse into the dynamics of investor behaviour and preferences among the surveyed population. It begins by delineating the demographic composition, revealing an even split between Generation Y and Generation Z respondents, suggesting a balanced representation across these generational cohorts. Furthermore, the occupational breakdown highlights a significant presence of students, indicating a population largely engaged in educational pursuits. This demographic insight sets the stage for understanding the financial behaviors and preferences of individuals at different life stages.

Income distribution emerges as a key aspect, with a substantial portion of respondents falling within the lower income bracket. This finding underscores the importance of catering to the financial needs and aspirations of individuals with varying income levels, particularly those in the early stages of their careers or educational journeys. Despite varying income levels, the majority of respondents exhibit a propensity towards moderate saving habits, with a notable preference for saving within a specific range.

When it comes to investment preferences, the data showcases a diverse landscape, with gold emerging as the favoured investment avenue followed by real estate, stocks, and mutual funds. Interestingly, peer learning surfaces as the most influential factor in investment decision-making, highlighting the significance of social interactions and knowledge-sharing in shaping financial choices. Moreover, the analysis of the relationship between income and investment parameters reveals a lack of significant correlation, suggesting that income levels may not be the sole determinant of investment behaviors such as risk-taking, portfolio diversification, or research involvement.

In conclusion, the findings provide valuable insights into the financial behaviors and preferences of the surveyed population, emphasizing the need for tailored financial solutions that accommodate diverse demographic profiles and investment inclinations. Additionally, the acknowledgment of the nuanced interplay between income levels and investment behaviors underscores the multifaceted nature of investor decision-making processes. These insights serve as a foundation for policymakers, financial planners, and researchers alike, guiding efforts to develop more inclusive and effective financial strategies that cater to the diverse needs and aspirations of investors across different demographic segments.

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ANNEXURE

A Comparative study on Generation Y and Z Investment Habits

QUESTIONNAIRE

1. Age group: (Please select your generation, (**Y** before 1997, **Z** after 1997))

   ☐ Y (Age above 26)

   ☐ Z (Age below 26)

2. Occupation:

   ☐ Student

   ☐ Employee

   ☐ Self-Employed

   ☐ Others

3. Income:

   ☐ 0 – 100000 LPA

   ☐ 100000 – 300000 LPA

   ☐ 300000 – 500000 LPA ☐ More than 500000 LPA

4. Savings:

   ☐ Less than 5000

   ☐ 5000 – 15000

   ☐ 15000 – 25000

   ☐ More than 25000

5. Rank the following investment types you are currently involved in: (1 being the most influenced source to 10 being least influenced)

S.NO	INVESTMENT SOURCES	RANK
1.	Gold / Precious metals	
2.	Real Estate	
3.	Bonds	
4.	Stocks	
5.	Mutual Funds	
6.	Crypto Currency	
7.	Exchange Traded Fund	
8.	NFT (Non-Fungible Token)	
9.	Savings Account	
10.	Antiques (Painting, watch, etc..)	

6. Term duration in Investment preference:

    ☐ Prefer short-term gains

    ☐ Prefer long-term gains

    ☐ Depends on opportunity

7. State your level of satisfaction in your investment habits (HS–Highly satisfied, S- Satisfied, N- Neutral, DS – Dissatisfied, HDS – Highly Dissatisfied.)

INVESTMENT HABITS	HS	S	N	DS	HDS
Performance of your investment portfolio					
Level of risk in your investment portfolio					
Investment decision-making process					
Diversification of your investment					
Fees and expenses associated with investments					
Research conducted before making investment					
involvement in managing your investments					
Return generated by investment portfolio to your expectation					
Liquidity of your investment assets					
Tax efficiency of your investment strategies					

8. State your awareness level on the following problems faced by investors, (A- Aware, PA- Partially Aware, N- Neutral, NA- Not Aware)

PROBLEMS	A	PA	N	NA
Lack of Diversification				
Lack of knowledge in invested source				
Liquidity Issues				
Emotional Decision-making				
Regulatory Changes				
Scams and Frauds				
Inflation				
Lack of Patience				

9. Rank the following investment platform factors.

(1 being the most influenced factor to 7 being least influenced)

S.NO	FACTORS	RANK
1.	Peer Learning and Support	
2.	Fees and Cost	
3.	Accessibility and Communication	
4.	Security	
5.	Financial Diversification and Options	
6.	Informed Decision Making	
7.	User Interface	

10. Any specific habits in investment that you would like to share?

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