



## IMPACT OF DIGITAL INVESTMENT PLATFORM ON YOUTH INVESTMENT BEHAVIOUR

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### Abstract

*This study examines the impact of direct marketing strategies on consumer buying behaviour in the furniture industry, with special reference to Furnitech in Navi Mumbai. In an increasingly competitive and digitalized marketplace, businesses are adopting targeted communication techniques such as email marketing, telemarketing, and social media advertising to influence consumer decisions. The research aims to analyse how direct marketing tools affect customer awareness, engagement, and purchase decisions. A structured questionnaire was used to collect primary data from consumers, while secondary data was gathered from journals and reports. The findings reveal that personalized communication, timely offers, and direct interaction significantly influence buying behaviour and enhance customer satisfaction. However, excessive or irrelevant communication may lead to negative perceptions. The study concludes that effective direct marketing, when properly targeted and executed, plays a crucial role in shaping consumer preferences and improving business performance in the furniture sector.*

**Key words:** Direct Marketing, Consumer Buying Behaviour, Furniture Industry, Digital Marketing, Customer Engagement.

### Introduction

In recent years, rapid advancements in digital technology have significantly transformed the global financial system. The integration of technology with financial services, commonly known as Financial Technology (FinTech), has revolutionized the way individuals access, manage, and invest in financial products. Among these innovations, digital investment platforms have emerged as a major development, reshaping investment behaviour, especially among youth.

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Digital investment platforms such as Zerodha, Groww, Upstox, Angel One, and Paytm Money provide easy access to financial instruments including stocks, mutual funds, exchange-traded funds (ETFs), bonds, and cryptocurrencies. These platforms have simplified the investment process by offering mobile-based trading, online account opening (e-KYC), low brokerage charges, and real-time market updates. As a result, investing has become more accessible, affordable, and convenient for individuals, particularly the younger generation.

Traditionally, investing in financial markets required intermediaries such as brokers, extensive documentation, higher transaction costs, and substantial capital. These barriers limited youth participation in investment activities. However, digital platforms have eliminated many of these challenges, enabling young investors to enter financial markets with minimal capital and effort.

The youth population, typically aged between 18 and 30 years, is highly tech-savvy and comfortable using smartphones, digital payments, and online applications. Increased internet penetration, affordable mobile devices, and government initiatives promoting digitalization and financial inclusion have further encouraged young individuals to participate in financial markets.

Digital investment platforms not only provide access to financial markets but also influence investment behaviour. They have contributed to increased risk-taking tendencies, short-term trading habits, and growing interest in emerging assets such as cryptocurrencies. At the same time, these platforms also promote systematic investment practices such as Systematic Investment Plans (SIPs), portfolio diversification, and long-term wealth creation.

However, the ease of access and real-time information may also lead to impulsive investment decisions influenced by social media trends, peer pressure, and Fear of Missing Out (FOMO). Financial influencers, online communities, and digital content play a significant role in shaping youth investment decisions, sometimes resulting in herd behaviour and speculative trading.

Financial literacy remains a critical factor in determining the quality of investment decisions. Although digital platforms provide educational tools and resources, many young investors still lack adequate knowledge of risk management, diversification, taxation, and long-term financial planning. This gap between accessibility and financial understanding highlights the need for stronger financial education.

#### **Advantages of Digital Investment Platforms:**

Digital investment platforms are popular among youth due to their convenience and accessibility. They allow users to open accounts quickly and access financial markets anytime

through smartphones. These platforms offer low or zero brokerage charges, making investing affordable for beginners. The process is fully paperless with features like e-KYC, instant fund transfers, and fast trading, which save time. They also provide real-time market updates and portfolio tracking tools that support better decision-making. In addition, educational resources such as tutorials and webinars help improve financial awareness and encourage informed investing.

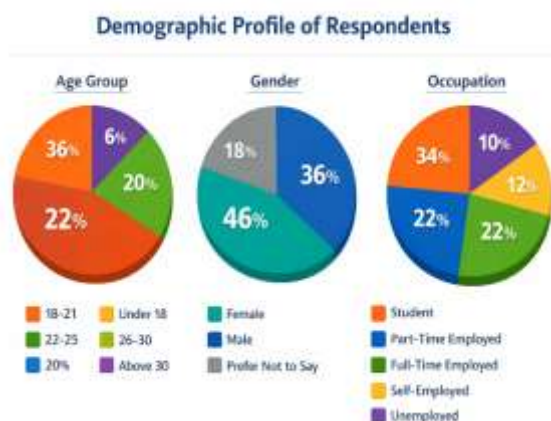
### Research Methodology

The research methodology of this study is based on both **primary and secondary data** sources to analyse the impact of digital investment platforms on youth investment behaviour. Primary data is collected directly from respondents through a structured questionnaire using **Google Forms**.

The survey includes **20 respondents** belonging to the youth category aged between 18 to 30 years who actively use digital investment platforms such as **Zerodha, Groww, Upstox**, and similar applications. The questionnaire focuses on understanding investment habits, risk-taking behaviour, financial awareness, and the influence of **digital platforms on investment decision-making**.

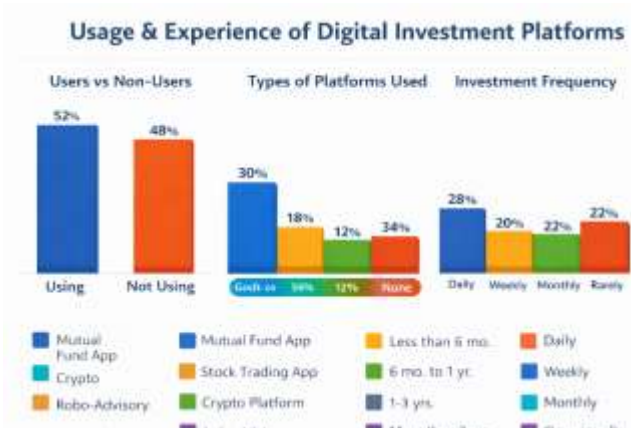
Secondary data is gathered from various reliable sources such as **research journals, academic articles, financial reports, books, websites, and online publications**. Information is also collected from government reports and FinTech industry analyses to understand trends in digital investment platforms and youth participation in financial markets.

### Results and Discussion



The majority of respondents are young, mainly in the 18–21 age group, showing a youth-dominated sample. Females form the largest group, followed by males, with some preferring not to disclose their gender. Most respondents are students, along with a balanced number of part-time and full-time employees, indicating a mix of learners and working individuals.

working individuals.



A slight majority of respondents use digital investment platforms, showing growing adoption. Mutual fund apps are the most preferred, though many still do not use any platform. Most users have 1–3 years of experience, indicating recent engagement. Ease of use and low investment are the main motivations. Many respondents invest

frequently, especially daily, reflecting active participation. Overall, digital platforms have increased interest in investing for most users.



Most respondents find digital investment platforms easy to use and believe they have improved financial knowledge. A majority prefer moderate to low risk, showing a balanced risk appetite. Notifications and trends influence many users’ decisions. Digital platforms have generally increased interest in investing. Overall satisfaction is

moderate, with many respondents feeling neutral while a good number are satisfied.

### Conclusion

The study highlights that digital investment platforms have transformed youth investment behavior by making investing more accessible, affordable, and convenient. With features like mobile apps, real-time information, and educational tools, young investors are becoming more financially active and independent. These platforms have also increased their exposure to a wide range of financial instruments and global markets. However, challenges such as impulsive trading, overconfidence, market volatility, and limited financial literacy still affect decision-making, indicating the need for balanced and responsible investing practices.

To address these issues, improving financial literacy through education and platform-based learning is essential. Digital platforms and regulatory authorities should ensure transparency, risk awareness, and investor protection. Encouraging long-term investment strategies like SIPs, along with guidance from mentors, can promote disciplined investing. Additionally, measures such as risk profiling, behavioral alerts, cybersecurity awareness, and financial workshops can

further support youth in making informed and secure investment decisions, while future research can explore behavioral patterns and long-term impacts.

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