RECENT INVESTMENT PATTERNS AMONG YOUNGSTERS USING TRADING APPS

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Bachelor of Commerce

Submitted by

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CERTIFICATE

This is to certify that this dissertation entitled **RECENT INVESTMENT PATTERNS AMONG YOUNGSTERS USING TRADING APPS** is a record of original work done by AMRITHA K S (210021074353), ANANDA KRISHNA U (210021074276) and ARAVIND B (210021074283) in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce-Finance and Taxation under the guidance of Asst. prof. Ancy Antony Department of Finance and Taxation, the work has not been submitted for the award of any degree or title of recognition earlier.

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<u>DECLARATION</u>

We AMRITHA K S , ANANDA KRISHNA U and ARAVIND B hereby declare that the project report titled **"Recent Investment Patterns Among Youngsters Using Trading Apps "** is a Bonafide Record of work done by us under the guidance and supervision Asst. Prof. ANCY ANTONY, Department of Finance and Taxation, BHARATA MATA COLLEGE, THRIKKAKARA. We also declare that this report embodies the findings based on our study and observation and has not been submitted earlier for the award of any Degree or Diploma to any institute or university.

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Date:

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ACKNOWLEDGMENT

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RECENT INVESTMENT PATTERNS AMONG YOUNGSTERS USING TRADING APPS

Chapter 1
INTRODUCTION

1.1 <u>INTRODUCTION</u>

The widespread use of trading applications has contributed to a dramatic change in young people's financial behaviour in recent years. These apps have democratised access to financial markets, making it easier than ever for young people to participate in stocks, cryptocurrencies, and other assets. This pattern demonstrates how the younger generation is becoming more interested in financial literacy and seeking financial independence. It also raises the issue of what potential risks and advantages this innovative approach to investing might have. In this case, it is essential to look at the factors influencing this investment pattern and how it affects the financial environment.

The financial habits of young people who use trading applications have in fact undergone significant modifications. Nowadays trading applications have made it simpler for young people to access the stock market. With the convenience of their cellphones, they may trade stocks, cryptocurrencies, and other assets, reducing entry barriers. To engage younger users and make investment more interactive and interesting, several trading apps include gaming components, such as awards and challenges. Some programmes even let users copy and follow the trades of more experienced investors, adding a social element to investing and offering learning possibilities. Younger investors who view digital assets as potential high-reward investment opportunities have been drawn to cryptocurrencies by their rise.

Trading applications frequently provide educational materials, lessons, and investment news to help new investors make better selections. The move towards commission-free trading on various platforms has made it affordable for young investors to participate in the market. Trading apps may make use of behavioural psychology ideas to promote frequent trading, which has the potential to be both profitable and costly. Social media and peer pressure may make young investors more likely to take on bigger risks, which could result in volatile investment strategies. Young investors should approach trading and investing cautiously, conduct in-depth research, and have a long-term strategy in place to properly manage risks.

1.2 SIGNIFICANCE OF THE TOPIC

The recent investing trend among young people utilizing trading apps has substantial ramifications for many parts of the financial landscape. For starters, it represents a shift in the younger generation's investment behavior, demonstrating an increased interest in actively managing their finances and participating in the stock market. This trend calls into question long-held beliefs that investment is primarily the domain of the elderly and experienced.

Second, the proliferation of trading apps has democratized access to financial markets, allowing young people to purchase and sell stocks, cryptocurrencies, and other assets using their smartphones. This enhanced accessibility empowers people who were previously excluded from traditional investing owing to factors such as high fees or difficult interfaces.

Furthermore, the spread of trading applications has generated questions about financial literacy and the hazards associated with speculative trading. While these platforms provide prospects for wealth building, they also expose users to market volatility and the risk of big losses, particularly for inexperienced investors.

Moreover, the collective conduct of young investors using trading apps has received attention due to its impact on market dynamics. Coordinated trading, such as through social media platforms, has influenced the pricing of specific equities, sparking debate about market manipulation and regulatory monitoring.

In conclusion, the recent investment pattern among teenagers utilizing trading apps represents a broader cultural change towards digital finance, emphasizes the significance of financial education, and raises worries regarding market integrity and

1.3 STATEMENT OF THE PROBLEM

- Overspending amongst youngsters using trading apps without considering their cashflow status. Investment decisions made by youngster without adequate knowledge about the investment sectors.

- Future effects on investment that could occur due to the current investment trends amongst the youth
- Educating younsters about trading app

1.4 <u>OBJECTIVES</u>

- To study the impact of usage of trading apps within youngsters
- To study ergonomics of investment by the youngsters
- To study the success rate among these investors and their investment patterns.

1.5 <u>RESEARCH METHODOLOGY</u>

The study was conducted after a thorough examination of the existing studies, followed by a structured questionnaire to further conduct the survey. Convenience sampling was used to identify the respondents for the research study.

The primary data utilized in this study is questionnaire method.

Secondary data was collected from sources like Google scholar, Economic Times, Business Today and Businessworld.

The population of the study is around 500 investors and out of these 80 different investors were selected as the sample population.

The required data was collected from the sample by questionnaire method. They were asked questions regarding the type of mutual fund they invest in and the attributes they look into while investing. A slight analysis is made on the background of the investor to determine the nature of investors investing in Mutual Funds.

The tools used for the study are percentage and diagrams. The period of the study was about 6 months.

Chapter 2

REVIEW OF LITREATURE

1. Oksanen, A., Savolainen, I, Mantere, E., & Vuorinen. (2022). The study looks at trading over the internet and gambling. This study set out to look into the relationships between conventional investment, in-the-moment stock trading, and cryptocurrency trading and issues with excessive behaviour and mental health. The necessity of acknowledging the possible risks associated with real-time trading platforms is shown by the strong correlation between trading on the crypto market and inappropriate behaviour in particular.

2. A. van der Heide, D. elinsk, and others (2021). Investigates an examination of the financial services industry's gamification rhetoric. The necessity of addressing the possible risks associated with real-time trading platforms is shown by the strong correlation between trading on the crypto market and inappropriate behaviour in particular. We assembled 83 newspaper articles, blog posts on tech-related websites and business websites, and consultancy materials from a variety of tech writers, journalists, enthusiasts, and qualified consultants who specialise in advising firms on the market's future trends. This idea of human nature creates the foundation for the promise of gamification to democratise finance and to empower novice investors.

3. Chong, L. L., Ong, H. B., and Tan in (2021). The acceptability of mobile stock trading applications is examined by Chong, L. L., Ong, H. B., and Tan in 2021. The proposed model takes into account the six variables of attitude, perceived behavioural control, perceived benefits, perceived usefulness, perceived risk, and perceived benefit, and it examines how these influence the intention to adopt mobile stock trading. The findings reveal a substantial positive relationship between intention towards mobile stock trading and attitude, perceived behavioural control, benefits, and benefits perceived. The survey uses a structured questionnaire with a 5-point Likert scale to collect data. From September 2018 to December 2018, the questionnaire survey was carried out. This study investigates the reasons behind young investors' intentions to use mobile stock trading.

4. Shahzad, U., Schneider, N., and Magazzino, C. (2022). studies on the question of whether diversifying export products increases energy demand in the APEC region. Findings are consistent with the literature and point to export diversification as a factor that decreases the demand for energy. This study draws its human capital (HK) data directly from the Penn World Table (PWT)

database, as well as industry share (Industry), GDP per capita (GDP), and foreign direct investments (FDI) statistics from the World Bank. With a focus on industrial processes, this article aims to determine if export product diversification and human capital support or compromise the goal of energy reductions.

5. Zhang, D., and Lou, S. (2021) explores the use of neural networks and the BP algorithm in the classification and prediction of stock price movements. This research aims to classify and forecast stock price patterns using neural networks and the BP algorithm. From August 12 through December 12 of this year, a stock market database will be used to gather experimental data. Over 58 000 stock prices will be randomly collected per minute. Artificial neural network use in the financial industry has gained popularity as a study topic recently. In example, the mature and popular BP neural network has the ability to estimate complex continuous functions that many conventional methods are unable to exploit.

6. Sautter, C. M., and Ricci, S. A. (2021). Corporate Governance Gaming: Retail Investors' Collective Power. In particular, share ownership will grow more granular, with more retail shareholders owning modest positions, as more people invest directly in business shares rather than in funds. the Law and Society Association 2021 Annual Meeting; the Roundtable Conference on AI Challenges to Established Legal Institutions, organised together by the College of Law and Business in Ramat Gan and Monash University. After decades of discussion on whether enterprises should only serve shareholders, it is possible that the attitudes, aptitudes, and behaviours of shareholders themselves will lead to corporations serving the larger society and the environment. By trading on online platforms and participating on social media, wireless investors have already surpassed institutional investors.

7. Aleyomi, P. T., and Joseph, A. B. (2021). studies on social media and the evolution of youth communication in Nigeria. The purpose of this essay is to investigate social media and the evolving communication styles of Nigerian youth. One of the other goals is to look into how pupils experiment with various forms of internet communication. 2. To investigate the information that they exchange or share throughout online conversations. Five focus group discussion participants

were chosen for the study employing the purposive sample method based on the fact that they fit the study's target age range. The results of this study, which looked at how social media affects how young people communicate and use language, show that the students have tried a variety methods of communication patterns and have evolved a new kind of online language.

8. Thomsett, L. Wewege, J. Lee, &thomsett, 2020.explores the trends in digital banking and disruptions. identifying the trends in digital marketing and the disruptions identifying the trends in digital marketing and the disruptionsThis report updates the digital banking transition in established financial institutions and fintechs in order to show that access to emerging fintech trends will increase dramatically over the next few years. Afi. (2008). Financial Inclusion with FinTech. from Afi-Global retrieved. [2] 2020, February 20. Barreto, E., de Freitas, N., & Volin. In most important markets, fintech fundraising increased significantly in 2019, according to Accenture Analysis. This study, which looked at how social media affects how young people communicate and use language, found that students have experimented with different methods of communication and have established a new sort of online language.

9. A. Gupta, V. Dengre, H. A. Kheruwala, and M. Shah. researches a thorough examination of text mining applications in finance. We give a quick overview of text mining in other areas besides finance. People create text data on social media in a variety of ways, including posts, blogs, and web forum activity (Agichtein et al. 2008). With the aid of text mining, a user can extract important information from a given body of text. This essay conveys a qualitative analysis of recent writings on three distinct financial industries. The first part of this article examined the expanding role that text mining plays in forecasting financial trends. The conventional wisdom that financial markets are unpredictable has been refuted through text mining. The second area of study was banking, which has seen constant growth in technological innovation over the years, especially in digitisation.

10. NAIR.P, NANDANA., JERRY, N. R., P BEN, NIVIN., & ANTONY, A. P.(2023). A Study On Impact Of FINTECH On Youngsters. Finding out how financial technologies (Fintech) affect children is one of the special goals of research on financial technologies (Fintech). • To assess how payment apps affect consumers. • To learn more about the many financial technologies in use.

Designing research , We have to carefully create a questionnaire to learn the precise preferences of the young people in fintech with regard to payment apps in order to gather the data we require. We had made a Google form with the query that is in favour of our idea for this. General questions are developed merely to verify that the data is based primarily on the responses provided by children. The emphasis of the study was "the impact of fintech among young people (with reference to payment apps)." The emphasis of the focus of the study was the use of financial technology in payment apps and the ways in which fintech help youngsters to deal with transaction and other business practices with the support of payment apps. We also included the question based on youngsters opinion and suggestions for the changes that needed to be made in payment apps.

11. Pal, A., Indapurkar, K., & Gupta, K. P. (2021) Investigation of the financial behavior of young investors and the gamification of financial applications.This study aims to investigate how gamification affects the relationship between a person's financial attitude (FA), financial self-efficacy (FSE), and financial planning activity (FPA), and it also provides a conceptual background on a person's financial management behavior (FMB), FA, FSE, and FPA. The following research methodologies were used: GF, FA, FSE, FPA, and FMB. The structural model made up of the proposed relationships was then assessed. The conclusion is based on the findings that GF in financial applications does not significantly moderate the impact on FSE on people's FMB.

12. Chong,L.L.,Ong,H.B.,&Tan,S.H(2021) It is a study on whether mobile stock trading apps are acceptable among Malaysian young investors .Its purpose is To create a solid theoretical groundwork for the mobile stock trading system, this study employs two models: The TAM and the TPB, respectively. Davis, Bagozzi, and Warshaw [21] use the TAM to analyze factors such as perceived utility, attitude, perceived ease of use, subjective norms, and other variables to predict a person's level of acceptance of computer technology. Ajzen [22, 23] uses a structured questionnaire with a 5-point Likert scale to collect data for the survey, employing the TPB model to explain the behavioural intents using attitude, perceived behavioural control, and social impact. Results demonstrate that attitude and perceived behavioural control.

13. Janussek, M. (2022). Blessing or Curse? is the subject of the investigation. The Impact of Neo brokers on Young Investors' Investment Behaviour. The following thesis seeks to provide a precise response to this issue using data from an online survey. In light of this, the main query driving my thesis can be divided into three further inquiries, all of which are covered in the chapters that follow:1. Which target groups do neo brokers target, and what are the key factors in this decision?2. What are the investment strategies for which their clients employ neo brokers, and why do they do so?3. Does the look of neo broker applications affect how investors behave when making investments? Questionnaire-based methodology is employed, and it is quite important to promote financial literacy and careful investing in addition to assisting neo broker customers.

14. Tanpoco, M., Katalbas, R. E. I., Roxas, R. R. P., An, J., & Orlina, J. Z. (2022). They looked at how subjective norms, perceived behavioural control, and product involvement can affect investment intention and how this impact can be moderated by financial literacy in their study, The Moderating Role of Financial Literacy on the Effects of Subjective Norms, Product Involvement, and Perceived Behavioural Control on Investment Intention of Young Investors from a Mobile Wallet App in the Philippines.

The research design used in the study was descriptive causal. This type of study, which is concerned with the influence of the independent variables, subjective norms, perceived behavioral control, and product involvement, as moderated by financial literacy, was deemed appropriate for a quantitative research design .Small investors are more comfortable using wallet applications.

15. Fan, L. (2022). His investigation into the uptake of mobile investment technology by investors.This study looks at the internal traits of investors, such as investing literacy, risk tolerance, and familiarity with mobile financial services, as antecedents of the adoption of mobile investment technologies among American investors. This study investigated the factors that influence the adoption of mobile investment technology using the 2018 National Financial Capability Study and its supplemental Investor Survey. For using mobile apps for investment trading and decision-making, nested logistic regression analyses were conducted. This study indicated that ownership of specific investment vehicles (such whole-life insurance policies and ETFs) and experience utilizing mobile banking for payments and money transfers were major drivers of mobile investment decision-making. In contrast, Mobile investment trading was

substantially correlated with subjective investing literacy, risk tolerance, acquaintance with mobile financial services, portfolio value, and a few different types of investment vehicles.

16. Nemeczek, F., & Weiss, D. (2023). The topic is German Personal Finance Management App Insights on Crypto Investors. Using multivariate regressions, this study examines the socioeconomic traits, behavioural preferences, and consumption of those who hold crypto assets. Its finding is that cryptocurrency users exhibit an impressive consumption profile. For example, they spend more on things like gadgets, capital investments, food subscriptions, taxis, and train tickets, and they use credit cards more frequently. They pay less rent and spend less money on things like pets, gas, prescription drugs, pharmacies, and health insurance. We come to the conclusion that they represent typical student profiles—those who use public transportation more frequently, spend less on their health, and spend more on investments, electronics, and food delivery. The majority of these findings are consistent with previous research.

17. Gupta, S., & Shrivastava, M. (2022). It is a research on herding and loss aversion in stock markets: the mediating function of retail investors' feelings of FOMO. The purpose of the study is to comprehend how loss aversion and herd behaviour affect retail investors' investing choices. The study also assesses how fear of missing out (FOMO) affects these relationships among retail investors.

Smart PLS was utilized as the methodology to analyse the obtained data. To accomplish the goals of the study, factor analysis and partial least square structural equation modelling were used. Examining how herd behaviour and loss aversion affect investment decisions in the presence and absence of FOMO revealed that FOMO mediates these relationships to some extent. As the level of FOMO rose, the mediation became more complimentary.

18. Nair, P. S., Shiva, A., Yadav, N., & Tandon, P. (2023). It analyses the factors that influence retail investors' use of mobile apps for online trading in developing financial markets. The goal of this study is to determine how mobile applications affect retail investors' choices about mutual funds and equities. This study focuses on how retail investors use mobile technology for e-trading in developing financial markets through mobile apps.

Data was gathered from April to June 2021 using a modified questionnaire, and data analysis was done on 507 valid responses. According to the study, the main factors influencing retail investors' behavioural intents to utilize mobile applications for e-trading were effort expectancy, performance expectancy, and perceived return.

19. Guddati, A., & Bhat, D. (2021). They conduct research on the subject of Trading App Influence and Analysis of Pre-Existing Investment Behaviour. This essay aims to add to the growing body of scholarship on online trading platforms and their potential to broaden stock market participation. In order to respond to the research question: "How do the design decisions and business models of trading apps affect the ability of everyday investors to successfully participate in the stock market?" this article uses interviews with experts and regular users of trading apps. Based on the research that has already been done, it has been hypothesized that while trading applications expand access, they can also attract ignorant users and promote risk-taking.

Through interviews, they discover it. And they come to the conclusion that this is due in part to Its free stock method, low click system, push notifications, and other factors. Additionally, given current patterns, it is at least possible to gamble when trading stocks, which results in risky and ill-informed decisions. Any gambling risk necessitates that society adopt a fresh perspective on our current trade environment.

20. Oksanen, A., Mantere, E., Vuorinen, I., & Savolainen, I. (2022). They address the topic of real-time stock and cryptocurrency trading systems' increasing concerns associated with gambling and online trading. Their goal was to make it possible for real-time trading activities, which are akin to gambling, to take place on online platforms. The purpose of this study was to examine the links between conventional investment, in-the-moment stock trading, and cryptocurrency trading with excessive behavior and mental health issues.

Regular investing is not a risk factor for engaging in excessive behaviour, according to their cross-sectional population-based survey technique. Participants who reported excessive behaviour and mental health issues, however, used quick online trading platforms and applications substantially more frequently. Real-time trading systems could pose hazards, as evidenced by the significant link between trading on the crypto market and excessive conduct in particular.

21. 0Johnson, B., Co, S., Sun, T., Lim, C. C., Stjepanović, D., Leung, J., ... & Chan, G. C(2022). This evaluates A scoping review of cryptocurrency trading's links to gambling and mental health. investigated psychological or demographic aspects of cryptocurrency trading. For published, original studies looking into associations with bitcoin trading behaviour, consult PubMed, Scopus, and Embase. Google Scholar was used for other searches that we also carried out. Scoping analysis suggests a possible connection between bitcoin trading and problem gambling. Findings also point to overlap with high-risk stock traders, including similarity in demographics, personality traits, and gambling habits.

22. Nourallah, M., Pham, H., and Amin, M(2022). Shows us How young retail investors establish first trust in financial robo-advisors: "No trust, no use." This study's objective is to describe and examine the influence of a number of characteristics on initial trust and behavioural intention to utilise financial robo-advisors (FRAs). Structural equation modelling was used to evaluate data from 554 young retail investors (YRIs) from Sweden and Malaysia. In accordance with the study's findings, initial trust in FRAs is extensively and positively connected to behavioural intention to use this technology, which in turn is significantly and positively associated to the amount of public information, social media information-seeking, and a rational decision-making style. However, none of the issues currently under inquiry have a major impact on initial FRA trust.

23. D. Chakraborty, N. Gupta, J. Mahakud, & M. K. Tiwari(2023). Looks through Do group affiliation and firm age matter when making investment in the stock market as retail investors? This study aims to investigate the influence of corporate governance (CG) on retail investors' shareholding levels in Indian listed companies. Questionnaire Structure.Compared to stand-alone, young, and small-sized organisations, the influence of CG features on RSs is less for group-affiliated, mature, and large-sized firms.

24. Meier, M, and Maier, C. (2022).Explaining the shift of regular investors from stocks to ETFs. The purpose of this study is to explain why retail investors switch partially or entirely from equities to ETFs. By conforming to accepted mixed methods principles, a qualitative study (N = 21) informs

a quantitative study (N = 282) using the pull-push-mooring paradigm. Intentions for partial and full migration to ETFs are developed in this study. illustrates that one perception configuration causes a complete migration intention, while three perception configurations cause partial migration aspirations.

25. Yu and Rau (2012). Investigates Investors, institutions, as well as companies are surveyed on ESG.In the last two decades, interest in the topics of environmental, social, and corporate governance (ESG) and corporate social responsibility (CSR) has increased, indicating a greater awareness of these topics among investors and corporations. The scholarly literature on ESG/CSR is reviewed in this survey from the perspectives of investors, institutions, and businesses. We begin by going through the concepts of ESG and CSR in addition to how they relate to one another.The next section explains how ESG is measured and highlights issues with the collection, accuracy, and comparability of ESG data. Then, we shift our focus to investors, looking at the various categories of investors who make ESG investments. We also provide a summary of the research on how ESG impacts corporate performance, finance, and disclosure and reporting practises. Finally, we discuss further effects of ESG and CSR attention on businesses and investors.

26. R. K. Raut, N. Das, & R. Mishra (2021).Learns about An approach to hybrid IT2 fuzzy multidimensional decision-making for fintech investments in European banks. It primarily assists firms, specifically banks, in gaining a competitive edge by reducing costs and boosting efficiency (Zhang and Yang 2019). Fintech is one of the most significant developments in the financial sector and is developing quickly. An integrated decision-making strategy based on IT2 fuzzy sets is used to estimate the model. This report analyses European financial services' Fintech-based investments. Based on the pertinent literature, we choose three commercial and three non-financial criteria as well as establish four Fintech-based investment options in order to accomplish this goal.

27. D. Andersson (2020). ApproachesDeveloping and designing an app is an innovative method of calculating people's carbon footprints using financial transaction data. This essay tries to outline the conceptual framework and layout components of Svalna, a cutting-edge carbon calculator used in Sweden. The system design in Svalna addresses the problem raised above. This section explains the structure and design of the mobile application as well as the theoretical elements that were

taken into account during development. In order to establish a basis for imprecise but trustworthy estimates of users' carbon footprints, the present study explains how financial transaction data may be utilised alongside EE-MRIO models.

28. Zhang, T., Zhao, S., Luo, Y., Sekerbay, A., Chen, D., and Tashanova (2020). Shows us the Opportunities as well as strategies for investing during the coronavirus epidemic. We will examine the following sectors that are flourishing in the wake of the recent coronavirus outbreak: 2. Online education or the online labour market (Zoom/Skype/Dingding/ATT/Verizon); 3. The food industry; 1. Online entertainment (movies, games): Netflix, HBO, Gaming platforms; Health care. We will examine 5 businesses that will benefit us in the long run during this momentous coronavirus outbreak. We determined if the success of those firms was due to the revolutionary or evolutionary innovative purpose of the business after taking into account the nature of their products and services as well as a business model quality, which is associated with the investment time horizons.

29. A. Baliska, E. Jaska, and A. Werenowska. Studies about The function of eco-apps in promoting environmentally friendly behaviour among young people in Poland. This study specifically addressed achieving these goals: 1. Determining the kids' pro-environmental behaviours that are most frequently reported 2. Measuring student awareness of eco-apps 3. Providing the eco-app design aspects that students should expect. Computer-assisted web interviewing (CAWI), an in-depth interview, and desk research were each used in this study. The study's focused focus on encouraging environmentally conscious behaviour, which hasn't been thoroughly examined in the literature, broadens our comprehension of mobile applications in that field.

30. R. K. Raut, N. Das, and R. Mishra (2020). Looks through Trading on the stock market by private investors: Evidence from IndiaThis study's goal is to build on the findings of previous research, in which each factor's influence was looked at separately using secondary data and only theoretical assumptions were made. Out of the 700 questionnaires that were sent out, 530 were filled out and returned. According to study results, behavioural biases do have an important effect on Indian investors' decision-making.

Chapter 3

THEORETICAL FRAMEWORK

The theoretical framework focuses on behavioral finance concepts to investigate the psychological variables impacting investing decisions among young people. Young investors frequently display unusual behavioral characteristics influenced by psychological factors such as risk aversion, overconfidence, and loss aversion. Emotions, according to behavioral finance, play a critical role in decision-making, influencing the appraisal of investment possibilities and risk perception. Furthermore, social pressures, societal expectations, and the need for social approval may all have a substantial impact on young people's financial decisions. Understanding these psychological elements through the perspective of behavioral finance lays the groundwork for further investigation into how emotional reactions and social dynamics contribute to the investing patterns observed within this group.

The topic goes into the influence of emotions, cognitive biases, and rules on trading habits. Emotions such as fear and greed can lead to quick judgments and irregular trading patterns. Cognitive biases, such as confirmation bias and over-optimism, can affect information interpretation and influence investing decisions. The use of he or mental shortcuts can help simplify decision-making but can also create systemic mistakes in judgment. Recognizing the interaction of these psychological components in the context of trading habits is critical for understanding the mechanisms that underpin investing patterns among young people. The theoretical framework provides a complete lens to evaluate the complicated interaction between psychological aspects and trading behaviors in the context of young people utilizing trading applications by incorporating ideas from behavioral economics and psychology.

Financial literacy among young people is an important predictor of their capacity to make sound investment decisions. The framework will investigate the mental processes, information acquisition, and skill development that contribute to financial literacy, drawing based on financial literacy theories such as those established in mental psychology and economic decision-making. Educational background, exposure to financial concepts, and the efficiency of traditional educational channels in training young people to navigate the complexities of the financial world are all important considerations. Recognizing the multidimensional character of this concept, the framework will also address how cognitive biases and socioeconomic variables impact the development of financial literacy among youngsters.

Financial Literacy:

Simultaneously, the study will look at the function of trading apps as financial education and awareness tools. The approach, which is based on technology adoption theories, will examine the influence of trading applications on users' financial knowledge development and decision-making abilities. It will investigate the app aspects that contribute to educational results, such as interactive interactions, real-time market data, and instructional material. The framework will also explore the function of gamification components in increasing engagement and learning. Understanding the symbiotic relationship between financial literacy levels and trading app educational potential would give essential insights into how these digital platforms may successfully contribute to young investors' financial education and awareness.

Risk Perception:

Behavioral finance theories to explain how young investors perceive and evaluate risks associated with various investment products. According to this viewpoint, individuals, even young investors, frequently depart from logical decision-making owing to cognitive biases and emotional reasons. Furthermore, the framework may include psychological concepts like availability or anchoring to describe how cognitive shortcuts impact risk perceptions. Furthermore, investigating the impact of social aspects as well as the information environment supplied by trading applications can help to a more complete understanding of the factors determining risk perceptions among young investors.

Social Media Influence:

Social influence theories can help us understand the impact of social media on investing decisions and trading behaviors among young people. Social media platforms enable online spaces for the quick exchange of information, ideas, and investment plans. According to the Social Influence Model, individuals are impacted by the behaviors and attitudes of others in their social networks. Young investors may be affected by their competitors' trading activity and success stories on platforms such as Twitter, Reddit, or specific investment forums while making investment selections. Furthermore, the availability of real-time information and market discussions on social media platforms might alter market sentiment views, influencing trading decisions among young people.

Online communities, influencers, and peer interactions constitute key elements. Social media platforms serve as information-sharing centers, allowing young investors to share ideas, suggestions, and measures. According to the Social Learning Theory, people learn by seeing others,

and in the field of investing, online communities function as venues for observational learning. Influencers, whether financial professionals or well-known members of the investing community, help to shape investment attitudes and practices. Their advice and analysis can carry significant weight, influencing their followers' investing decisions. Peer contacts, both direct and indirect, help to shape social norms and validate investment decisions. Understanding these processes is critical for understanding how social media influences the investing environment among young people.

Market Sentiment and Trends:

Market Sentiment and Trends It is critical to use behavioral finance theories in the context of young investors utilizing trading applications. According to behavioral finance, investor decisions are impacted by psychological variables as well as rational judgments of market realities. In this context, the framework investigates how market sentiment, which is frequently reinforced by social media and online groups, influences the investing decisions of young people. The methodology takes into account behavioral biases, social impact, and the importance of herd behavior in generating trends, eventually influencing how young investors interpret market sentiment. Understanding the psychological underpinnings of market emotion allows us to get insight into the dynamics of trading app usage among the youth, as well as their sensitivity to trends and group behavior.

Also, It should take into account the influence of technical breakthroughs and user interface design on market attitude. The approach investigates how the design and functionality of trading applications contribute to the construction and propagation of market sentiment among young investors, drawing on technology adoption theories and human-computer interaction principles. Real-time information distribution, interactive features, and gamification inside trading applications may have significant effects on market trend perception. Furthermore, the possible effects of these design features on the decision-making process of young investors, determine if they improve or mislead their knowledge of market dynamics and contribute to the growth of trends.
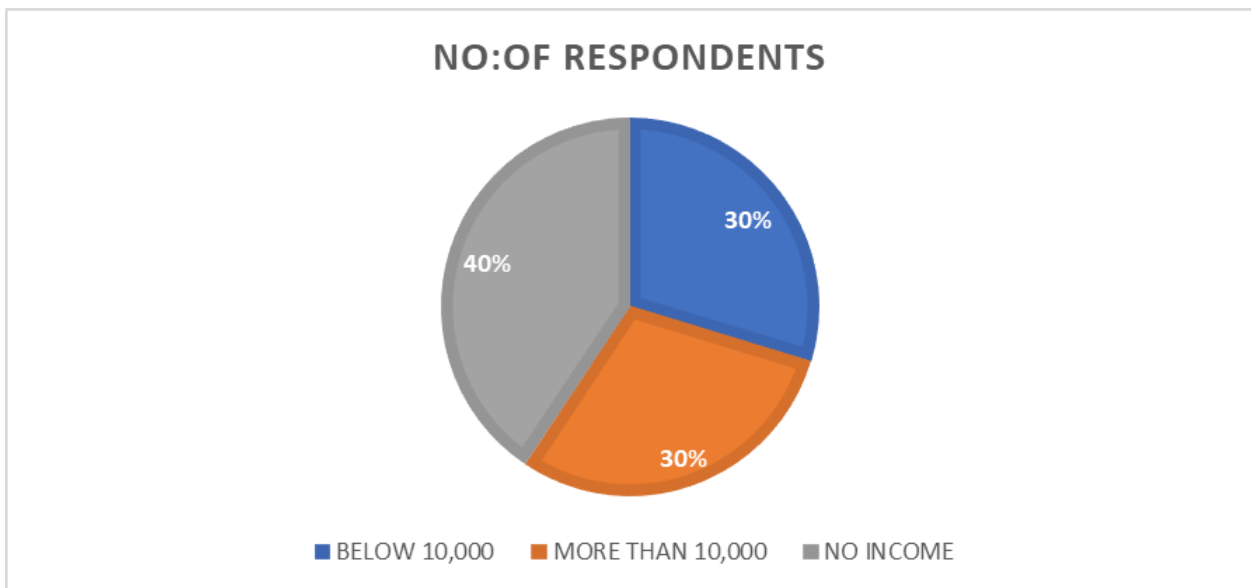
Chapter 4
DATA ANALYSIS

4.1 EARNINGS

Table 4.1

| CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
BELOW 10,000	19	29.70%
MORE THAN 10,000	19	29.70%
NO INCOME	26	40.60%

Figure 4.1

INTERPRETATION:

The presented data depicts the distribution of respondents' earnings across several categories for a study project. Approximately 29.70% of respondents reported incomes below ₹10,000, while another 29.70% claimed earnings greater than ₹10,000. 40.60% of respondents claimed no income. This data gives insight on the income distribution of the questioned group and is critical for comprehending the socioeconomic components of the research project.

4.2 SET SPECIFIC INVESTMENT GOALS BEFORE USING TRADING APPS

Table 4.2

| CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
YES	21	32.80%
NO	27	42.20%
SOMETIMES	16	25%

Figure 4.2
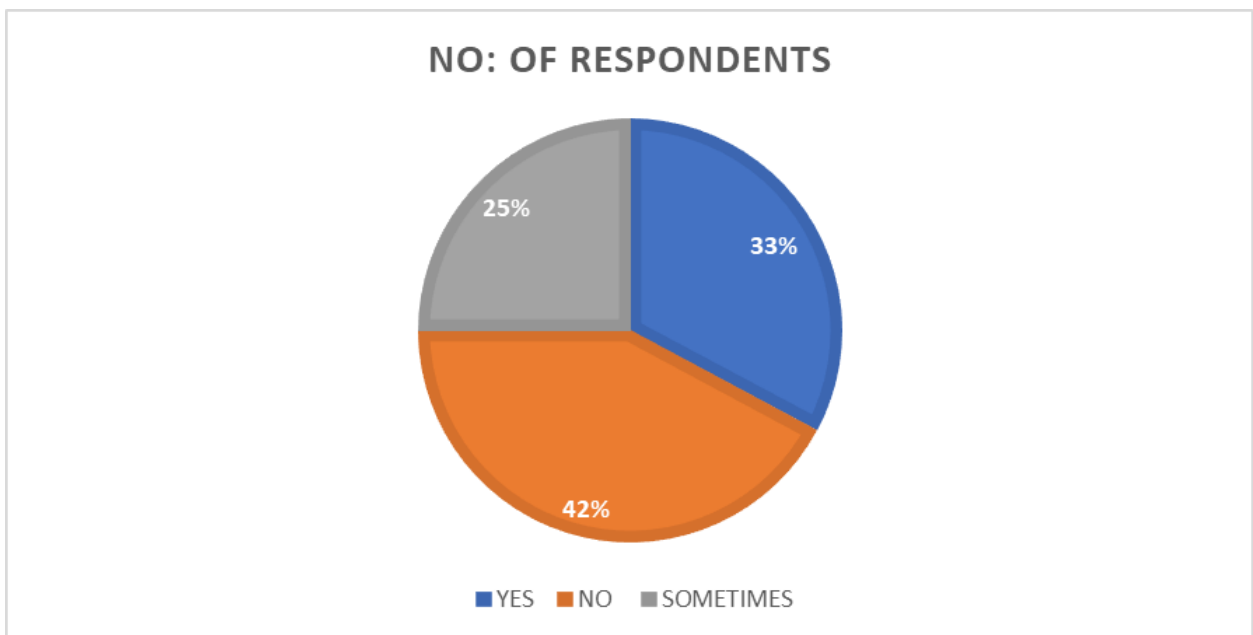
INTERPRETATION:

The data collected from respondents indicates that 32.80% have set specific investment goals before using trading apps, while 42.20% have not set such goals. Additionally, 25% of respondents fall into the category of sometimes setting specific investment goals before using trading apps. This information suggests a varied approach among users in terms of goal-setting practices, highlighting the importance of understanding individual preferences and behaviors in the context of trading app usage.

4.3 Range Of investment Using Trading Apps

Table 4.3

| CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
>5000	26	4060.00%
5000-10000	20	31.30%
10000-50000	11	17.20%
50000-100000	4	6%
100000 or more	3	5%

Figure 4.3
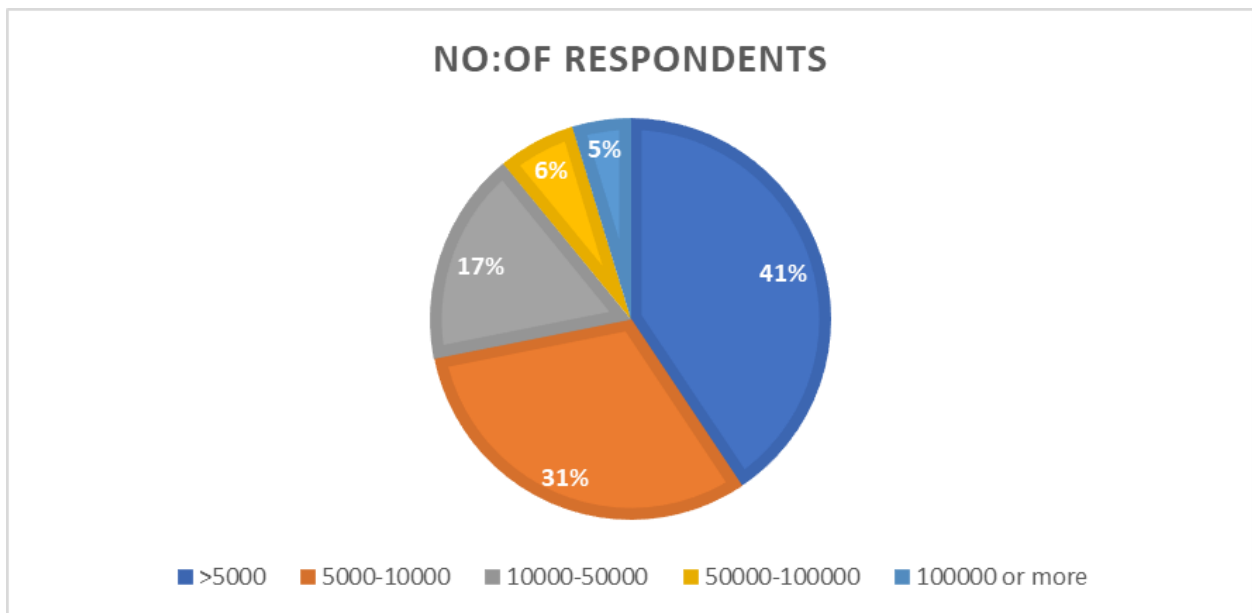
INTERPRETATION:

Most of the investors invested from a range of below of ₹5000 and 31.3% of them invested an amount range of ₹5000-10000 and a price range of ₹50000-100000 were invested by 17.2% of investors. Only 5% of investors have invested in more than ₹100000.

4.4 PURPOSE

Table 4.4

CATEGORIES	NO:OF RESPONDENTS	PERCENTAGE
PROFIT POTENTIAL	18	28.10%
CONVENIENCE	11	17.20%
LEARNING ABOUT INVESTMENST	20	31.30%
SOCIAL INFLUENCE	5	7.80%
OTHER	10	15.60%

Figure 4.4
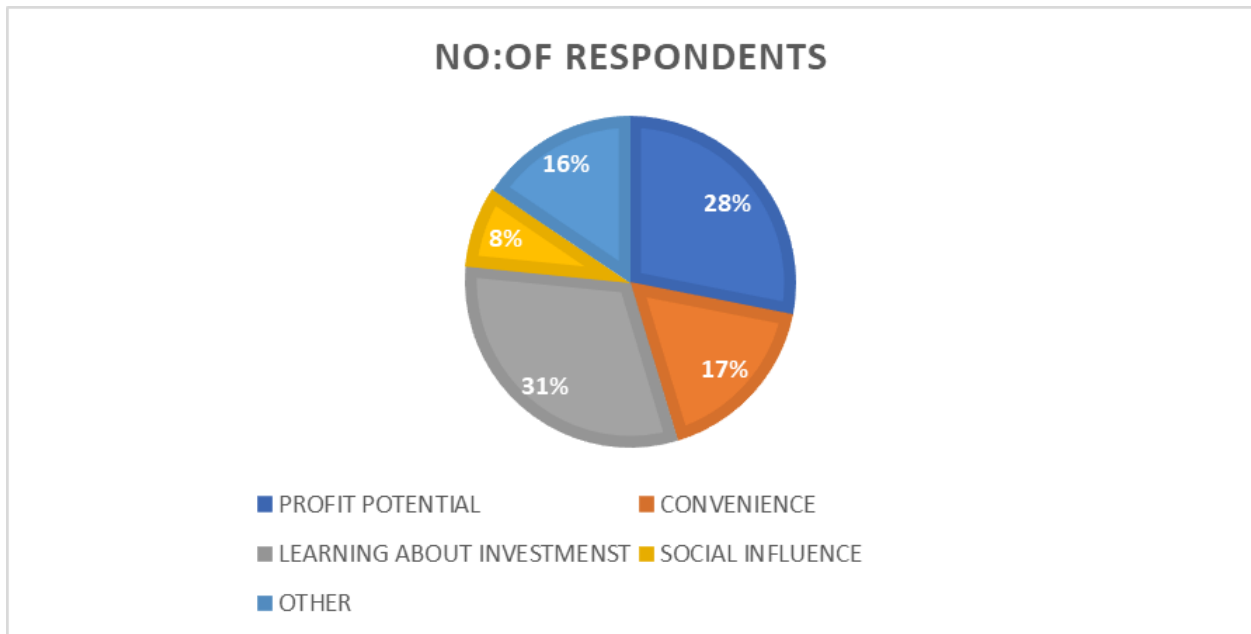
INTERPRETATION:

The research project findings indicate that the primary purposes driving respondents' interest in the subject are learning about investments (31.30%), followed by profit potential (28.10%), convenience (17.20%), and social influence (7.80%). Additionally, 15.60% of respondents cited other motivations not explicitly mentioned in the provided categories."
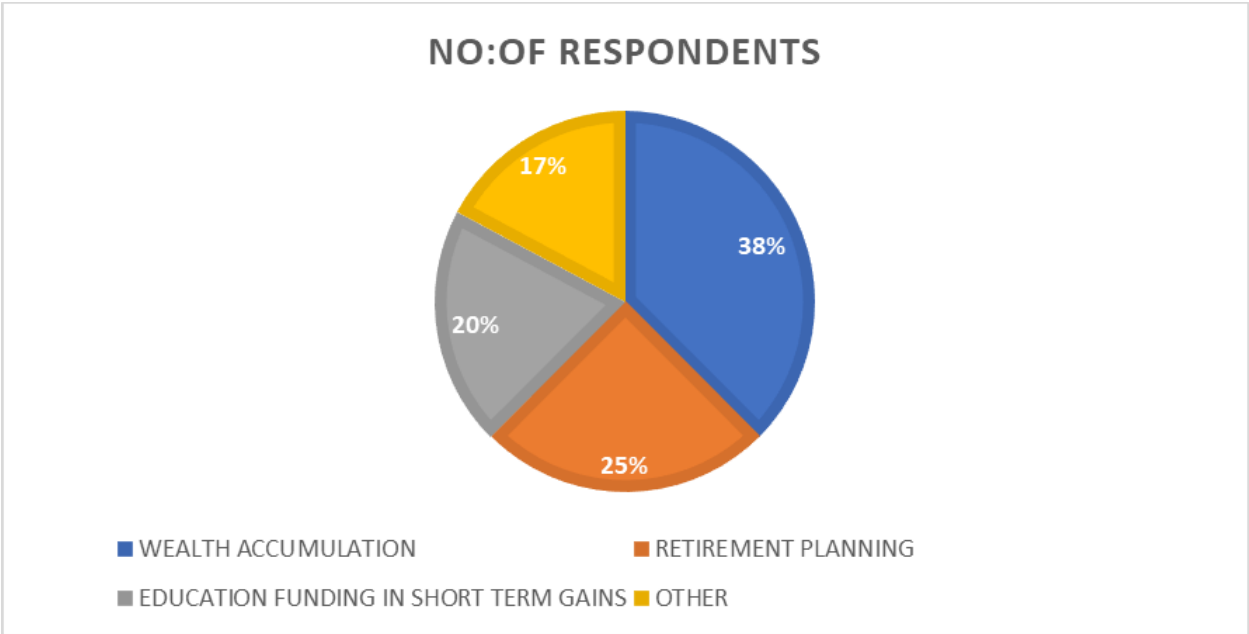
4.5 PRIMARY INVESTMENT GOALS WHILE USING TRADING APPS

Table 4.5

| CATEGORY	NO:OF RESPONDENTS	PERCENTAGE
WEALTH ACCUMILATION	24	37.50%
RETIREMENT PLANNING	16	25%
EDUCATION FUNDING IN SHORT TERM GAINS	13	20.30%
OTHER	11	17.20%

Figure 4.5

INTERPRETATION:

The majority of respondents, 37.50%, focus on wealth accumulation, 25% on retirement planning, and 20.30% on short-term education funding. A smaller percentage, 17.20%, has diverse investment goals, providing valuable insights for a research project.

4.6 DURATION OF YOUR PREFERRED INVESTMENT

Table 4.6

CATEGORY	NO:OF RESPONDENTS	PERCENTAGE
SHORT TERM	13	20.30%
LONG TERM	33	51.60%
BALANCE BETWEEN LONG TERM AND SHORT TERM	18	28.10%

**Figure 4.6**
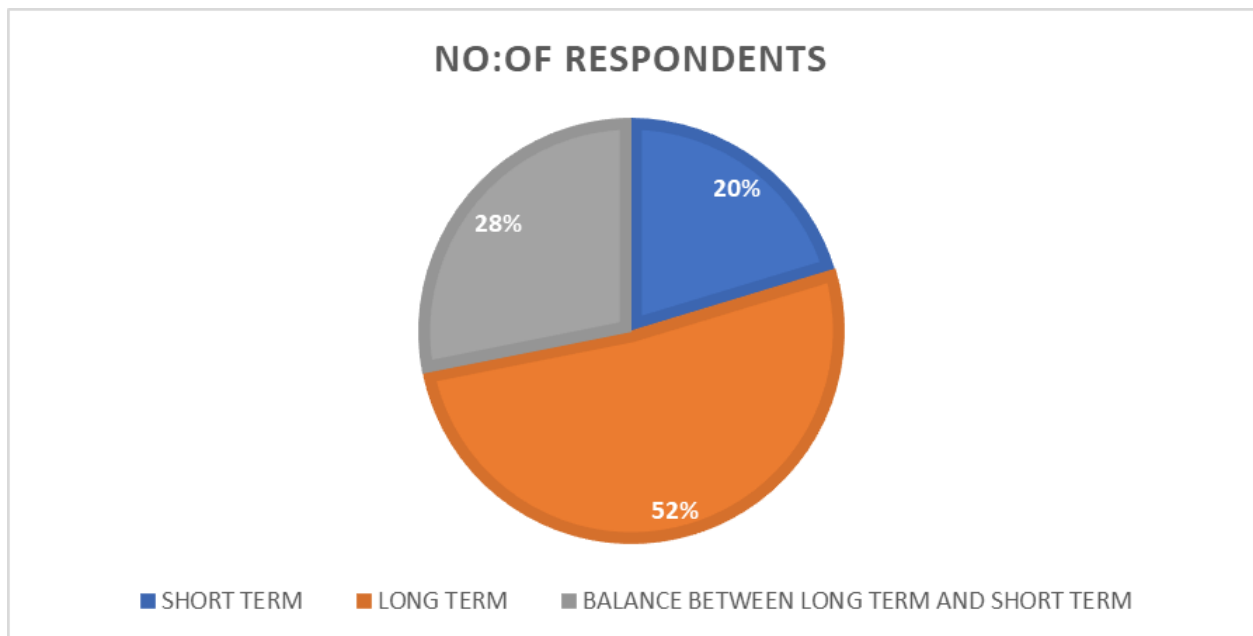
INTERPRETATION:

The research project revealed that 20.30% prefer short-term investments, 51.60% long-term investments, and 28.10% a balanced approach, providing valuable insights into investors' investment preferences and portfolio management strategies.

4.7 TYPES OF INVESTMENT YOU MAKE

Table 4.7

| CATEGORIES	NO:OF RESPONDENTS	PERCENTAGE
MUTUAL FUND	10	15.60%
STOCK	26	14.60%
BOND	12	8.80%
TRADE	7	10.90%
OTHER	9	14.10%

Figure 4.7
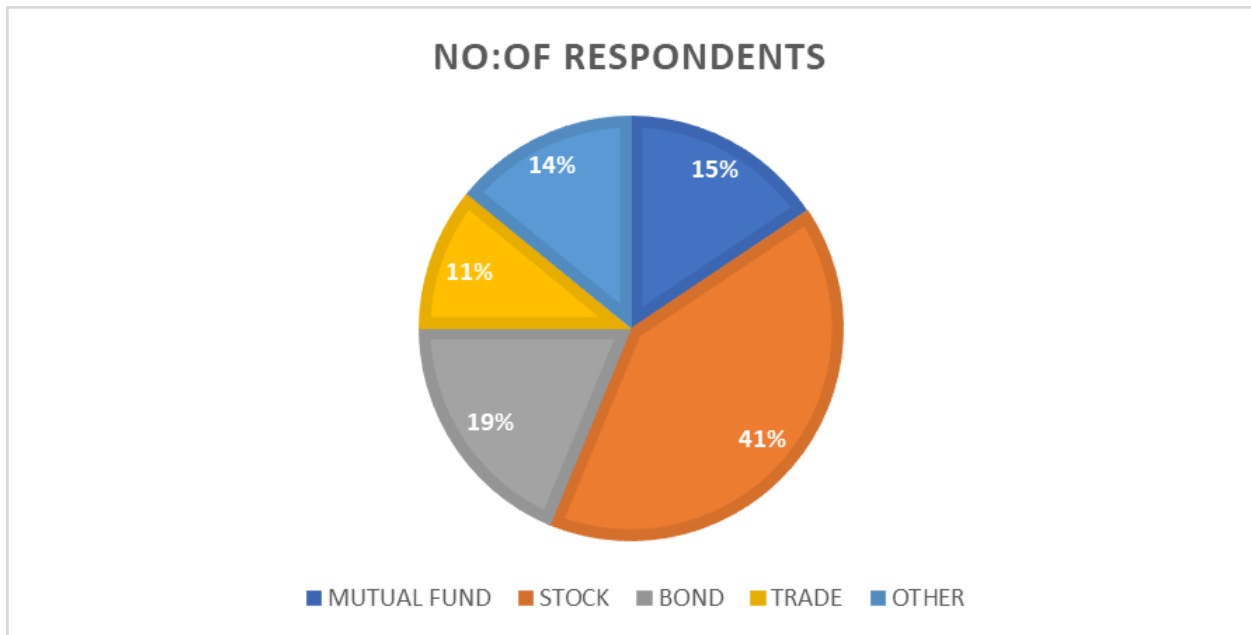
INTERPRETATION:

The data shows that 15.60% of respondents favor Mutual Funds, 14.60% prefer Stock investments, 8.80% prefer bonds, 10.90% prefer trade, and 14.10% choose 'Other', indicating diverse investment preferences.

4.8 DIVERSIFICATION OF YOUR INVESTMENT PORTFOLIO

Table 4.8

CATEGORY	NO:OF RESPONDENTS	PERCENTAGE
DONE	7	10.90%
YET TO BE DONE	40	62.50%
NOT INTERESTED	17	26.60%

Figure 4.8
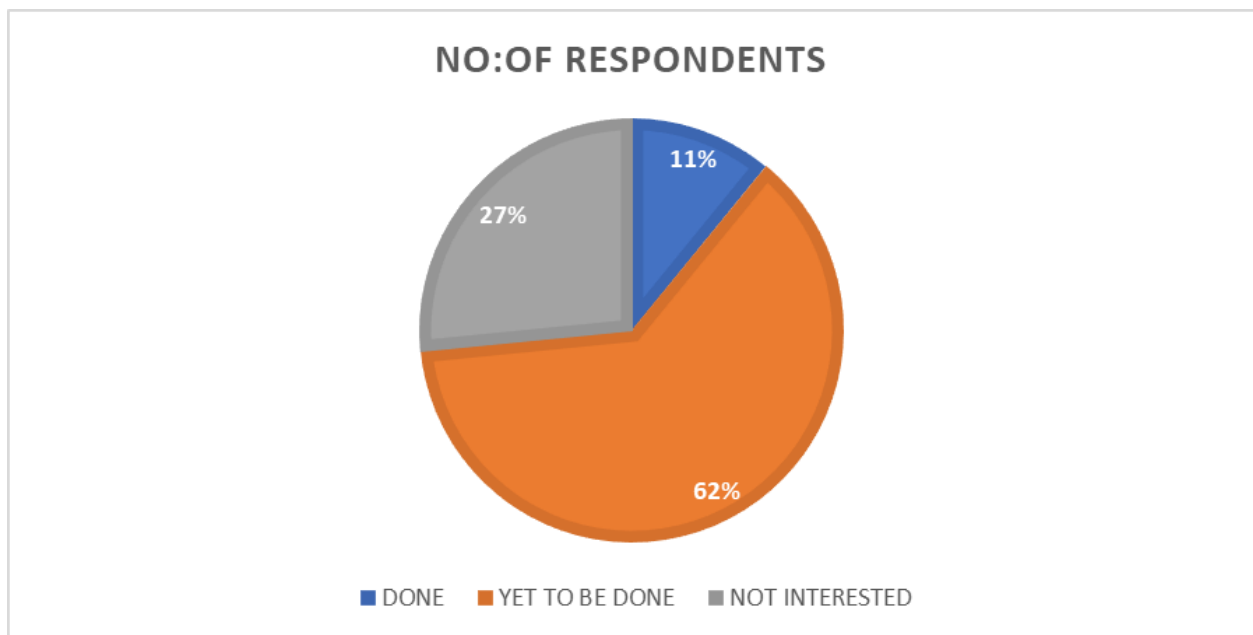
INTERPRETATION:

From the above table the majority of participants, comprising 15.60%, favor Mutual Funds, followed closely by Stock investments at 14.60%. Bonds attract 8.80% of respondents, while Trade holds the interest of 10.90%. Additionally, 14.10% of participants chose 'Other' as their investment category. These findings provide insights into the diverse investment choices within the surveyed population, highlighting the popularity of Mutual Funds and Stocks as prominent options.

4.9 SUCCESS RATE OF YOUR INVESTMENT THROUGH TRADING APPS

Table 4.9

CATEGORY	NO:OF RESPONDENTS	PERCENTAGE
VERY SUCCESSFUL	4	6.30%
SUCCESSFUL	16	25%
NEUTRAL	31	48.40%
UNSUCCESSFUL	11	17.20%
VERY UNSUCCESSFUL	2	3.10%

**Figure 4.9**
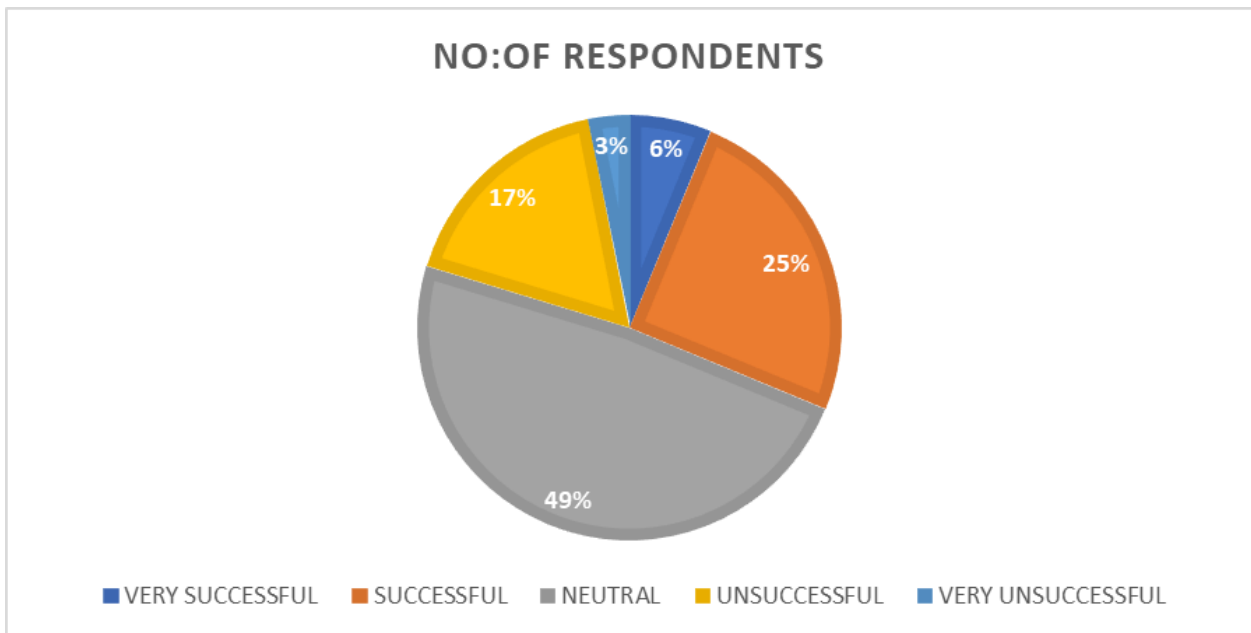
INTERPRETATION:

The research project shows that 6.30% of trading app users are very successful, while 25% are successful. A significant portion, 48.40%, is neutral, while 17.20% are unsuccessful, and 3.10% are very unsuccessful.

4.10 SOUGHT ANY PROFESSIONAL ADVISES FOR YOUR INVESTMENTS

Table 4.10

CATEGORY	NO:OF RESPONDENTS	PERCENTAGE
YES	16	25%
NO	28	43.80%
CONSIDERING IT	20	31.30%

**Figure 4.10**
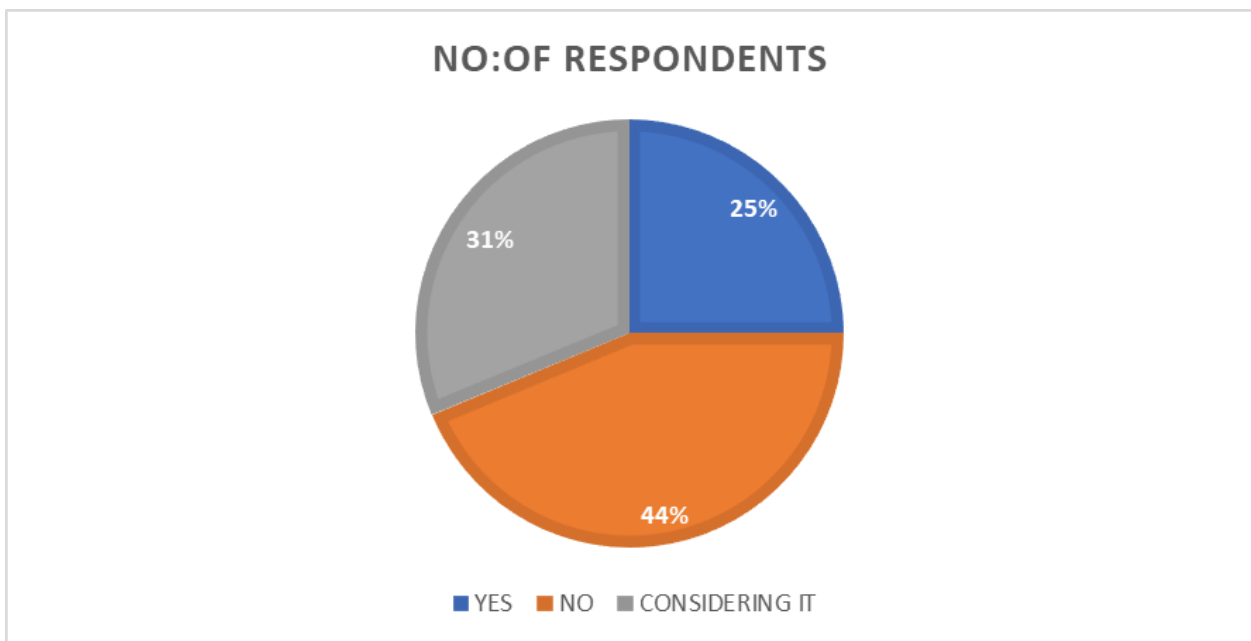
INTERPRETATION:

- 25% of respondents said "YES," suggesting that they seek professional guidance on their finances.

- 43.80% of respondents said "NO," indicating that they do not seek professional advice on their assets.

- 31.30% of respondents are "CONSIDERING IT," which means they are thinking about getting expert guidance on their finances but haven't made a decision.

4.11 Frequency of using trading apps

Table 4.11

CATEGORY	NO:OF RESPONDENTS	PERCENTAGE
Daily	7	10.90%
Weekly	13	20.30%
Monthly	14	21.90%
Rarely	16	25%
Never	14	21.90%

**Figure 4.11**
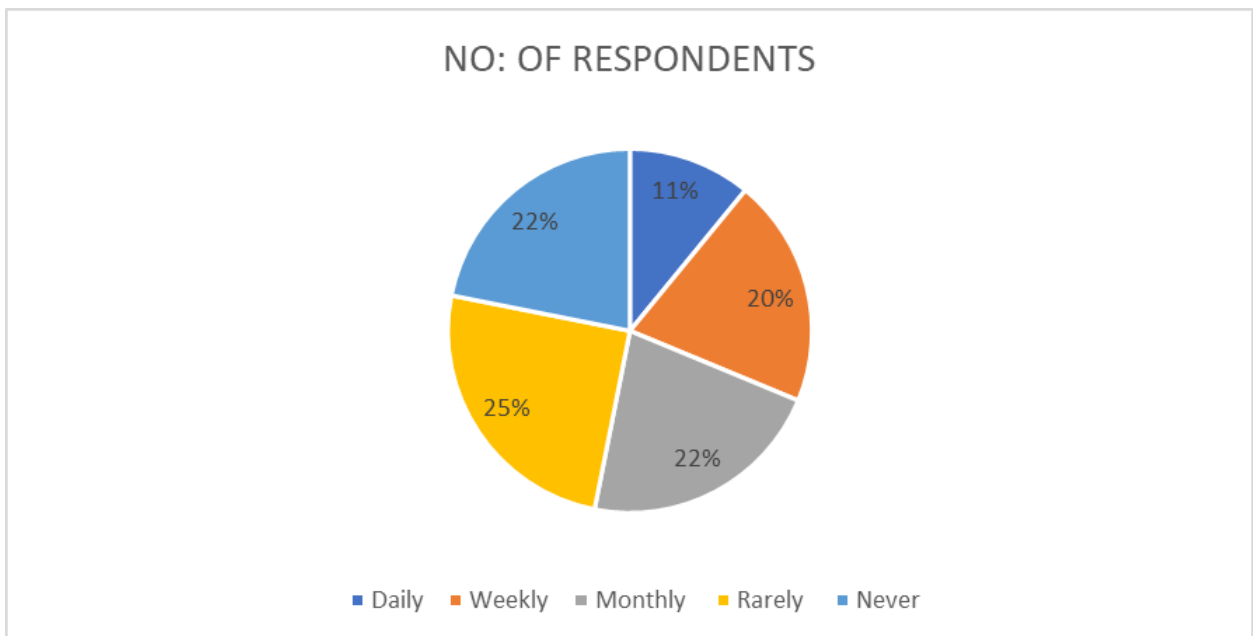
INTERPRETATION:

The data shown represents the frequency with which respondents use trading apps. Approximately 10.90% reported using these apps on a daily basis, with 20.30% using them regularly. A considerable portion, 21.90%, use trading apps on a monthly basis. Meanwhile, 25% of respondents reported infrequent use, and 21.90% claimed to never use trading applications.

4.12 Results

Table 4.12

CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
Gains	10	15.60%
Loss	10	15.60%
Both	27	42.20%
Neither	17	26.60%

Figure 4.12
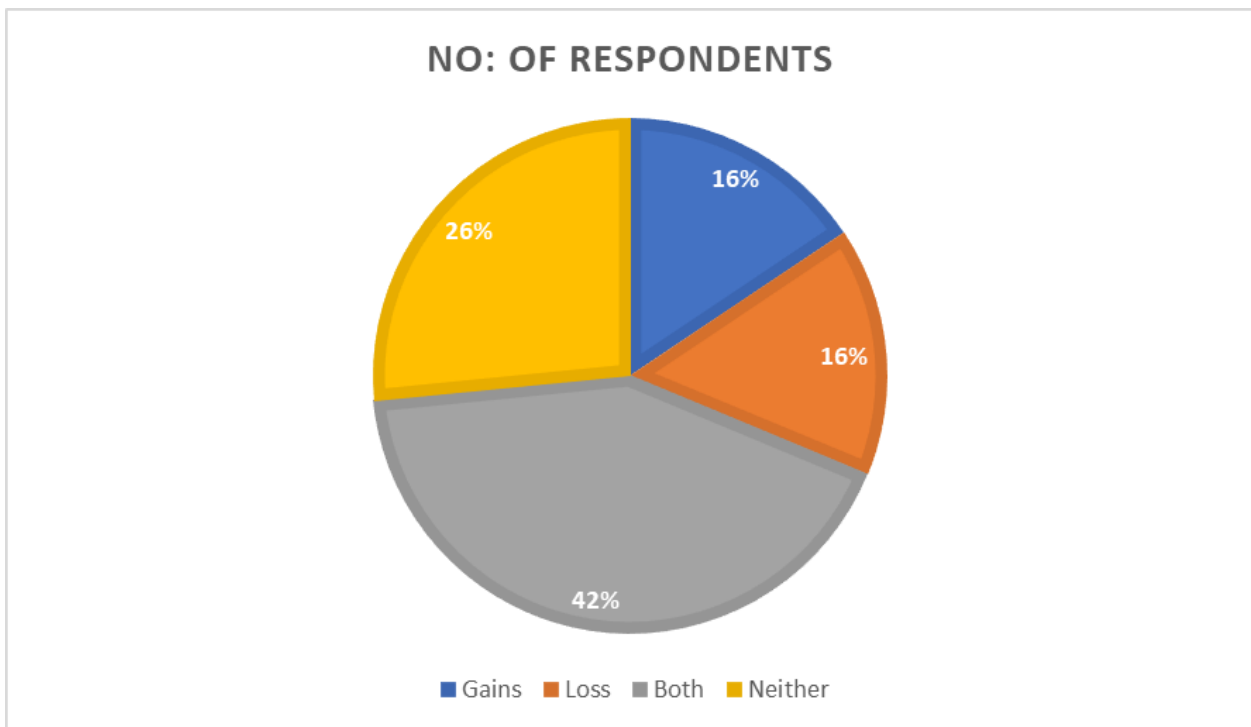
INTERPRETATION:

From the above responses it is clear that most of the respondents had got a result of both gain and loss ie 42.2% and 15.6% of respondents got gains and loss respectively and 26.6% of them haven't got neither of the results.

4.13 Influence of choice of investment by trading apps

Table 4.13

CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
Very Important	11	17.20%
Important	23	35.90%
Unimportant	21	32.80%
Very Unimportant	9	14.10%

Figure 4.13
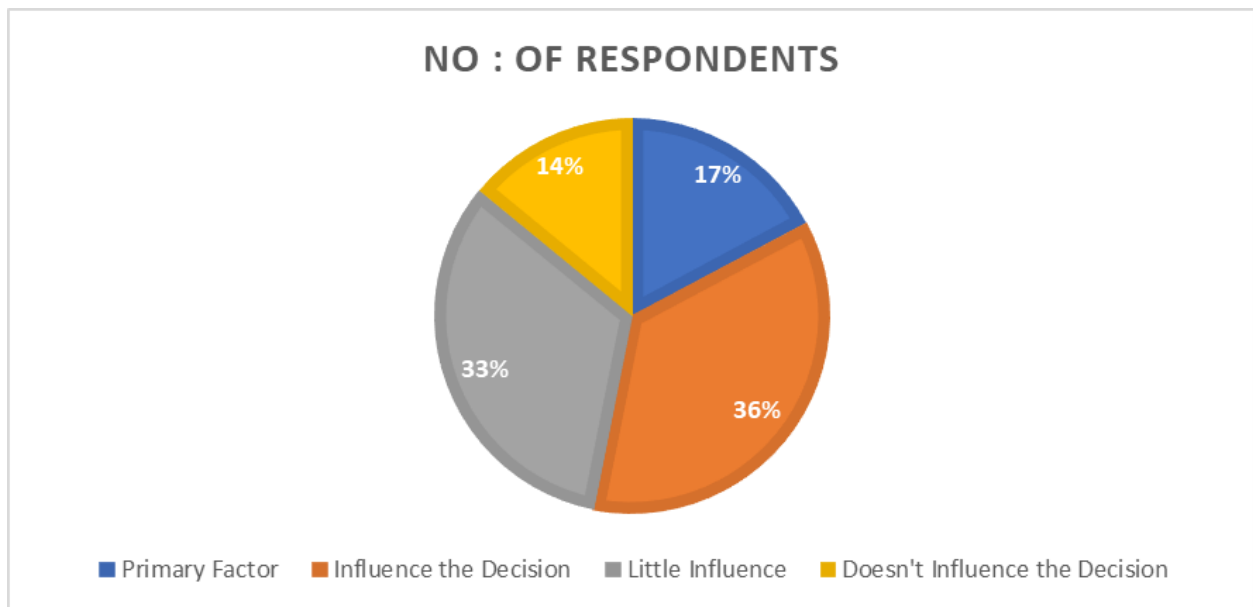
INTERPRETATION:

From above, it's clear that 35.9% of the investors find that trading app have influenced them through choice of investing through trading apps and 32.80% investors find it unimportant and 17.20 finds very important and 14.10% find its very unimportant.

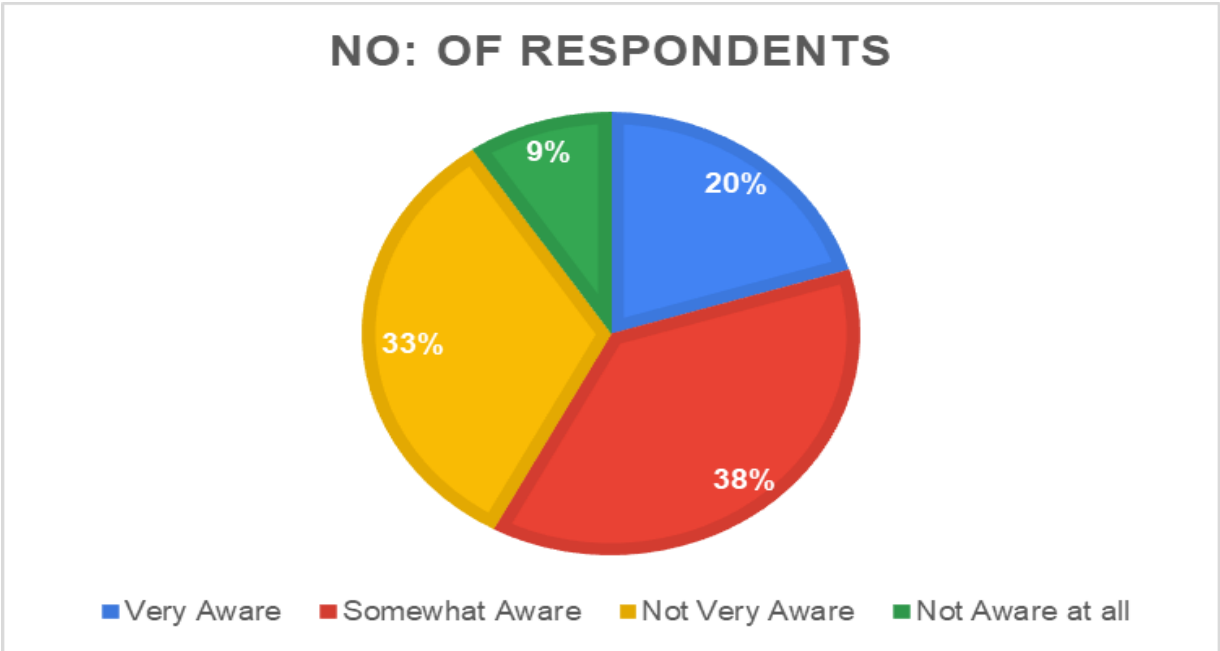## 4.14 Awareness of the risk associated with trading apps investments

Table 4.14

CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
Very Aware	13	20.30%
Somewhat Aware	24	37.50%
Not Very Aware	21	32.80%
Not Aware at all	6	9.40%

Figure 4.14

INTERPRETATION:

From the above responses, only 32.5% of respondents were some what aware about the risk associated with this and only 20.3% respondents were fully aware and only 9.4% of respondents were not aware at all.

4.15 Trading apps preferences

Table 4.15

CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
Upstocks	22	34.40%
Groww	23	35.90%
Olymp Trade	15	23.40%
ICICI Direct App	4	6.30%

Figure 4.15
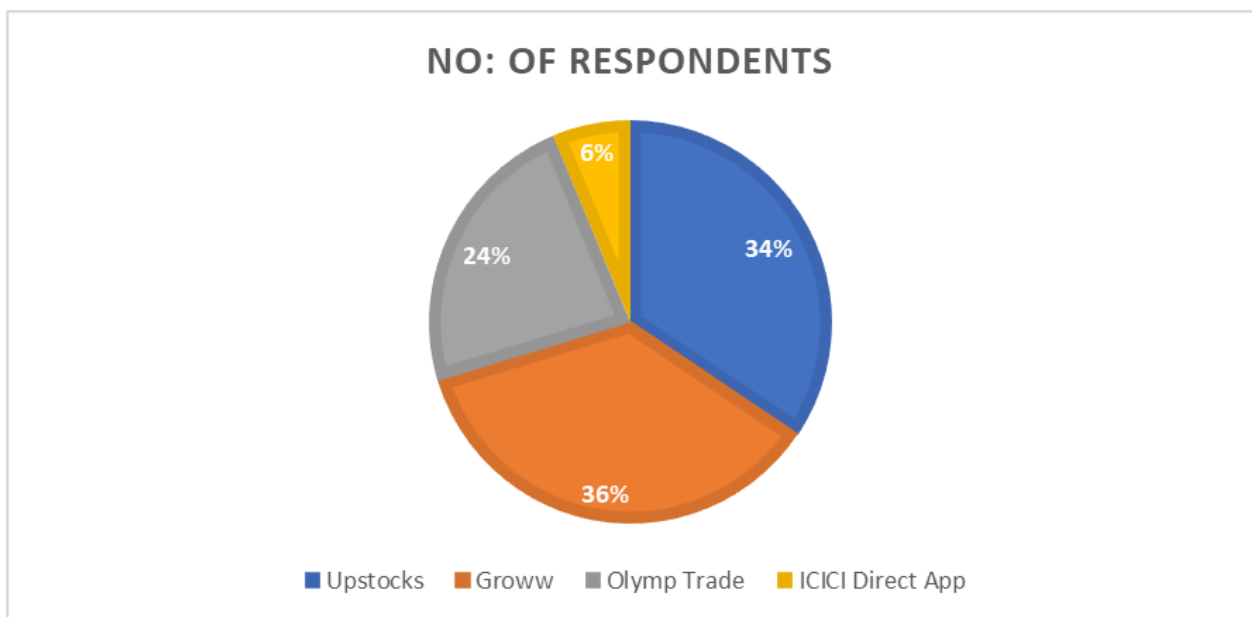
INTERPRETATION:

From the above responses , most of the respondents use Groww App 35.9% then Upstocks 34.6% then 23.4% and least of the respondents use ICICI direct App 6.3% for trading.

4.16 Selection of investment made through trading apps

Table 4.16

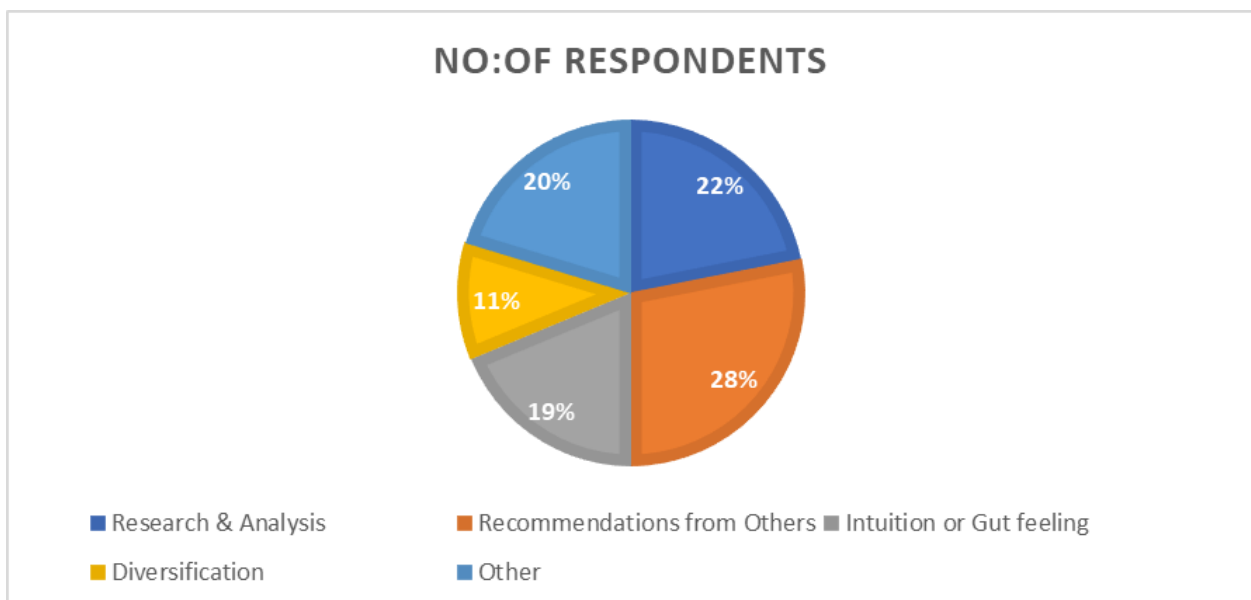| CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
Research & Analysis	14	21.90%
Recommendations from Others	18	28.10%
Intuition or Gut feeling	12	18.80%
Diversification	7	20.90%
Other	13	20.30%

Figure 4.16

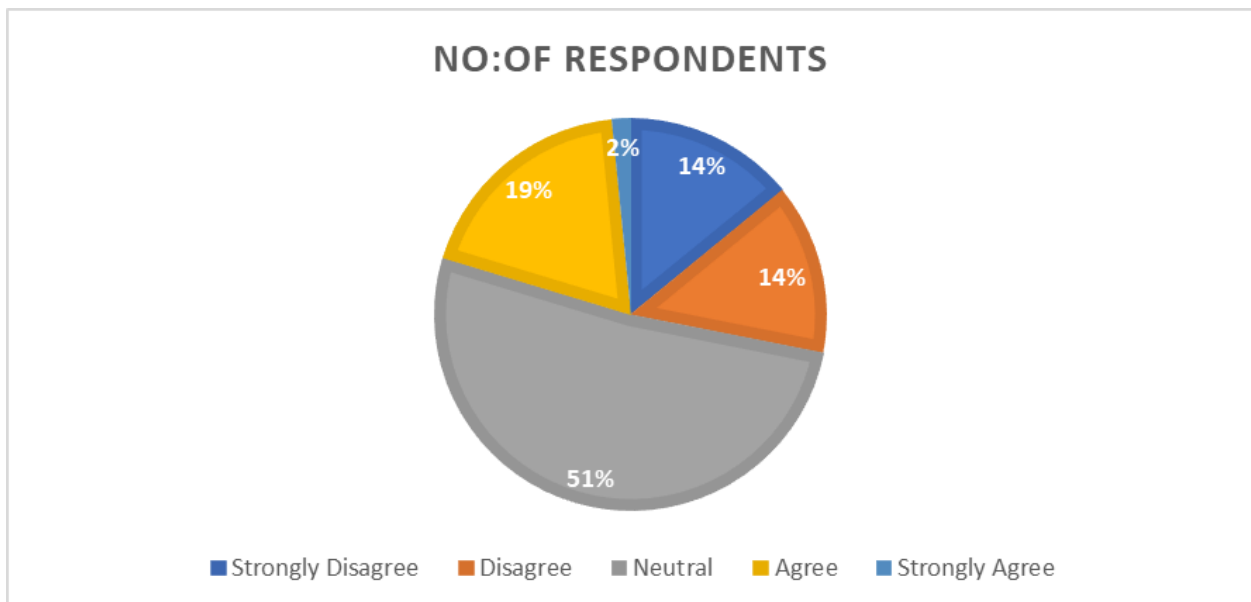
INTERPRETATION:

From the above responses it is clear that higher amount of respondents ie 28.10% of investors had chosen the selection of investment through trading apps is bu the recommendation of other who are using it and 21.9% of investors by a excellent research& analysis of the trading apps.20% of investors has selected this by their own gut feeling or intutions and diversification.

4.17 Growth of interest in investment after using trading apps

Table 4.17

CATEGORY	NO:OF RESPONDENTS	PERCENTAGE
Strongly Disagree	9	14.10%
Disagree	9	14.10%
Neutral	33	51.60%
Agree	12	18.80%
Strongly Agree	1	1.4

Figure 4.17

INTERPRETATION:

From the above responses, majority of investors have a neutral,51.60% interest in investment after using trading apps and 18.80% of investors have agreed that they have interest in investing after using trading apps. 14% of investors disagreed and they have lost the interest of investing again.

4.18 Ergonomic Tools or Practices preferred while using trading apps

Table 4.18

CATEGORY	NO:OF RESPONDENTS	PERCENTAGE
Data Analysis	19	29.70%
News Updation	22	34.40%
Journals	13	20.30%
Charts	10	15.60%

Figure 4.18
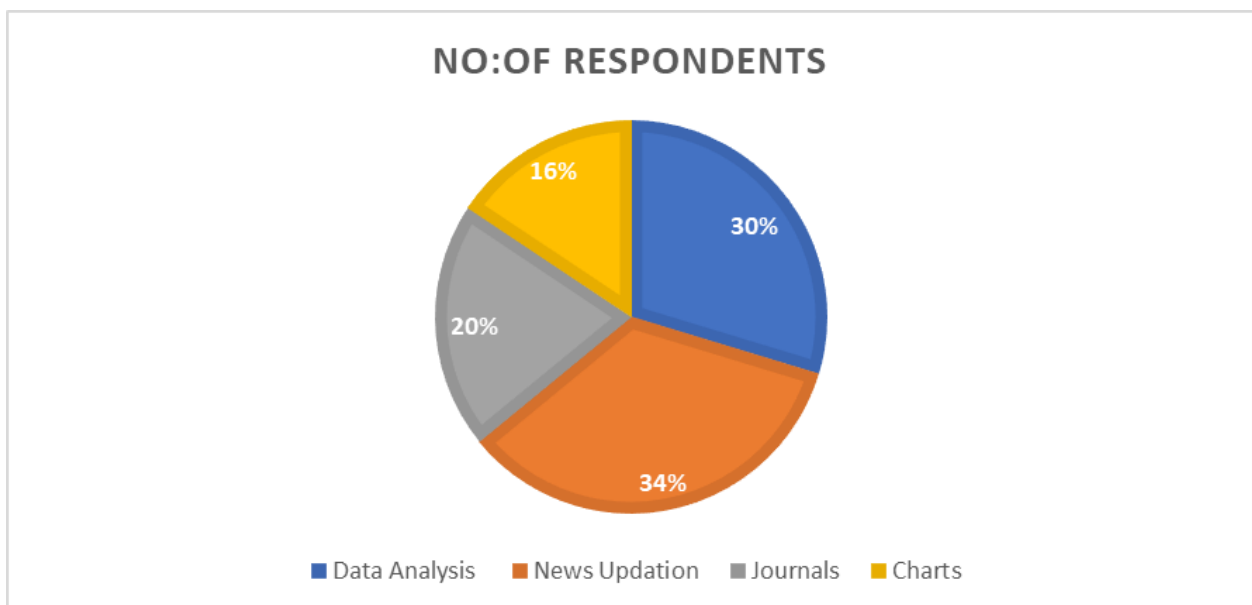
INTERPRETATION:

From the above responses most of the investors seek the help of news updation(34.40%) to get updated about the investment consitions and 29.7% of investors do the data analysis before investing and 20% and 15.6% of them ise journals and charts respectively before investing.

4.19 Management of Time and Screen Exposure while using Trading Apps

Table 4.19

CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
Set Time Limit	10	15.60%
Take Breaks	23	35.90%
No Specific Measures	24	37.50%
Others	7	10.90%

Figure 4.19
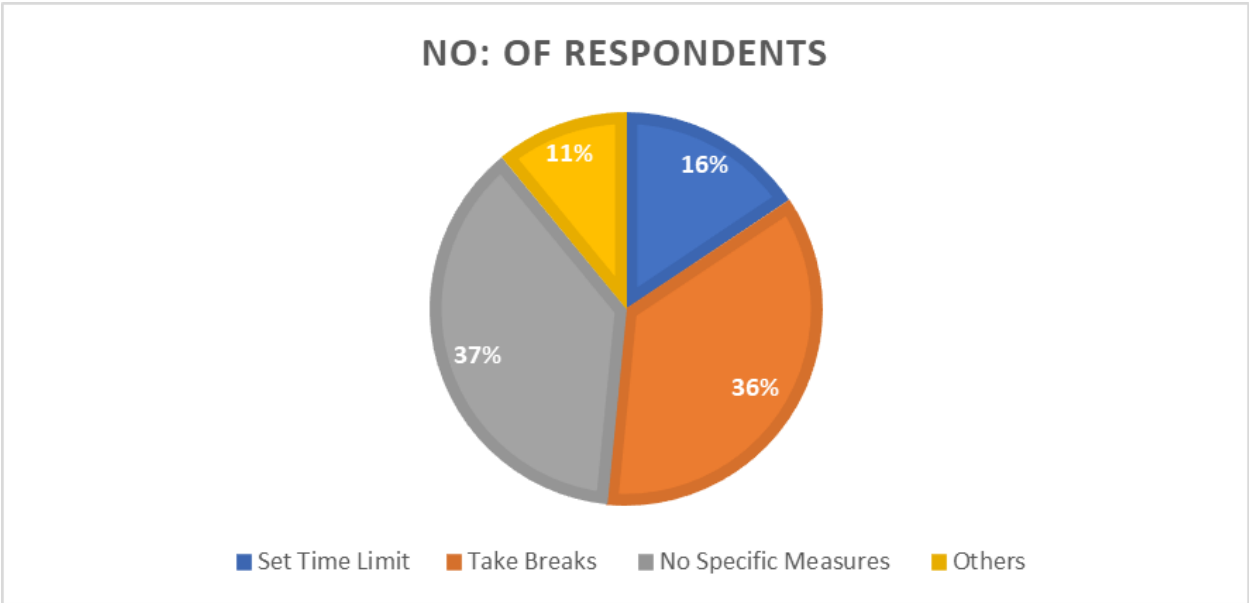
INTERPRETATION:

From the above responses most of the investors doesn't have any specific measures 37.50% to manage their time and screen exposure while using trading apps. 35.90% of investors take tea breaks and 15.60% of them set time limit while using trading apps.

4.20 Types Of Investments Returns

Table 4.20

CATEGORY	NO: OF RESPONDENTS	PERCENTAGE
Index Funds	4	6.20%
Mutual Funds	23	35.90%
ETF	12	18.80%
Stocks	16	25%
Others	9	14.10%

Figure 4.20
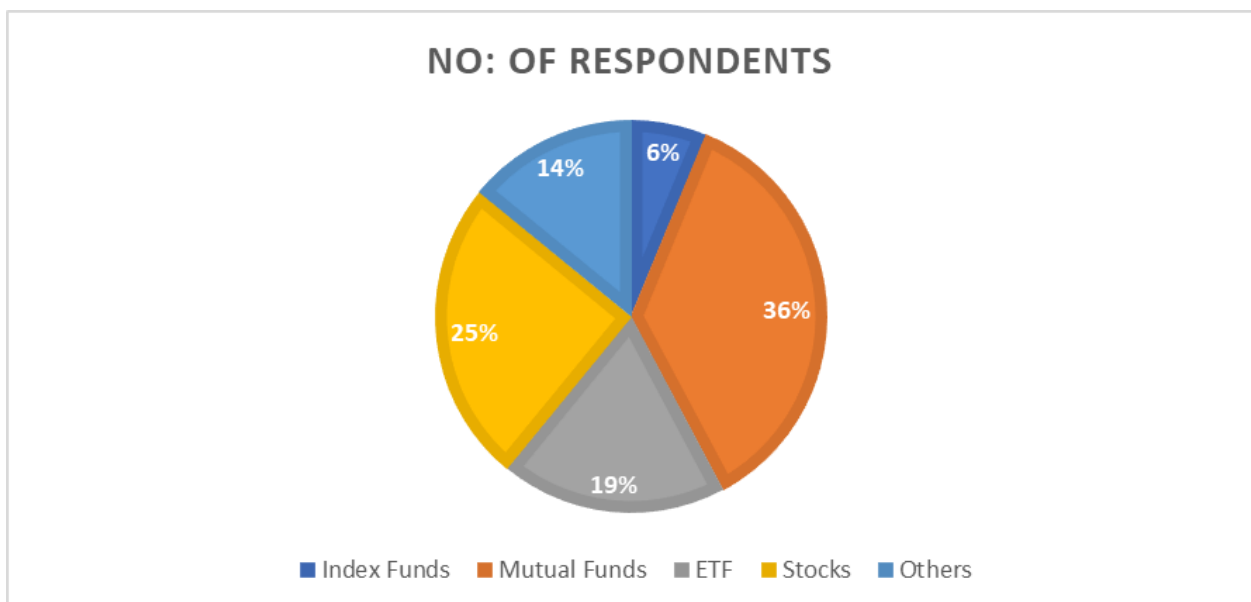
INTERPRETATION:

Most of the investors take mutual funds as investments returns ie 35.90% and 25% of them need it as stocks . 18% and 6% of them took it as ETF and index funds.

Chapter 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

1. A significant portion of respondents come under no regular income groups. Whereas equal proportions of respondents have earnings below 10,000 and more than 10,000.

2. A substantial number of respondents did not set specific investment goals before using trading apps. The primary purposes for using trading apps were profit potential, learning about investments and Wealth accumulation was the dominant primary investment goal, followed by retirement planning .

3. The majority of respondents preferred long-term investments Mutual funds and stocks were the most common types of investments, with a significant number of respondents yet to diversify their investment portfolio .

4. A considerable percentage of respondents reported a neutral success rate of their investments through trading apps . And Only 1/4 of respondents sought professional advice for their investments.

5. Weekly and monthly usage of trading apps was in moderation. Were Groww and Upstocks were the preferred trading apps, while ICICI Direct had the least usage.

6. A significant number of respondents experienced both gains and losses using trading apps. Awareness of the risks associated with trading apps was relatively low.

7. The data indicates that respondents have diverse investment preferences, with Mutual Funds being the most favored,followed closely by Stock investments. And a small portion of respondents prefer bonds, trade and other options .

8. The majority of participants favor Mutual Funds and Stocks . Bonds ,Trade interests and 'Other', indicating diverse investment choices within the surveyed population.

9. The research project reveals that of trading app users a vast majority are very successful unsuccessful, and a very little percentage stated being unsuccessful in their trading endeavors.

10. 1/4 of respondents seek professional guidance on their finances, while the rest of the respondents are not considering it and a few are not considering it too.

11. Respondents showed a range of usage frequencies for trading apps, with a notable portion using them daily, regularly, monthly, infrequently, or not at all.

12. The findings suggest that a significant portion of respondents experienced both gains and losses, with a smaller percentage reporting only gains or losses, while a considerable number did not experience either outcome.

13. Based on the responses, the choice of trading apps seemed to have the most influence on respondents, followed by a moderate influence for some, while a smaller percentage were influenced to a lesser extent.

14. The findings suggest that awareness about the associated risks is relatively low, with a significant portion of respondents having only partial awareness or being entirely unaware.

15. The majority of respondents prefer using Groww App and Upstox for trading, while a smaller portion opt for other platforms like ICICI Direct.

16. Based on the responses, it appears that a significant portion of investors choose to invest through trading apps based on recommendations from other users, followed by those who rely on excellent research and analysis provided by the apps. Additionally, a notable portion make decisions based on their own intuition and diversification strategies.

17. A significant portion of investors remain neutral about investing after using trading apps, while a smaller percentage express increased interest. However, a notable minority report losing interest in investing altogether.

18. Based on the responses, it appears that a significant portion of investors rely on news updates, followed by data analysis, journals, and charts, to inform their investment decisions.

19. The analysis suggests that many investors lack specific strategies for managing their time and screen exposure while using trading apps, with a significant portion relying on tea breaks or setting time limits.

20. The majority of investors prefer mutual funds for investment returns, with a significant portion opting for stocks, while a smaller proportion choose ETFs and index funds.

SUGGESTIONS

1. Financial Education:

    ● Promote financial literacy to enhance understanding of investment risks and opportunities.

    ● Encourage respondents to set specific investment goals for better financial planning.

2. Diversification:

    ● Advocate for portfolio diversification to minimize risks associated with concentrated investments.

3. Professional Advice:

    ● Encourage more respondents to seek professional advice to make informed investment decisions.

4. Risk Awareness:

    ● Increase awareness about the risks associated with trading apps through educational initiatives.

5. Regular Monitoring:

    ● Emphasize the importance of regularly monitoring investments, especially for those with a neutral success rate.

CONCLUSION

In conclusion, the analysis of the provided data sheds light on several key aspects of the respondents' financial behaviors and attitudes towards investment through trading apps. One notable observation is the diverse financial situations among the respondents, encompassing a broad spectrum of income levels, with a significant proportion reporting no income. Furthermore, the investment goals of the respondents are varied, with an emphasis on both short-term gains and long-term wealth accumulation. This diversity reflects the multifaceted motivations individuals have when engaging in investment activities through trading apps. The success rate of these investments is mixed, with a substantial number of respondents reporting neutral outcomes. This indicates a level of uncertainty and highlights the need for a more nuanced understanding of the factors influencing investment success through trading apps. Notably, Groww and Upstocks emerge as the preferred trading apps among the respondents, suggesting a growing preference for platforms that are user-friendly and accessible. This underscores the importance of trading app developers prioritizing ease of use and a positive user experience to attract and retain users. A significant finding is the apparent gap in risk awareness among the respondents. A substantial portion lacks full awareness of the risks associated with trading apps, signifying the need for educational initiatives to equip investors with the necessary knowledge to make informed decisions. This gap in risk awareness also presents an opportunity for education programs aimed at improving financial literacy and enhancing the understanding of investment risks. Empowering individuals with the right knowledge can contribute to more informed decision-making and potentially mitigate the impact of investment uncertainties. Lastly, the data highlights the importance of diversification, as a considerable percentage of respondents are yet to diversify their investment portfolios. This presents an opportunity for financial educators and advisors to emphasize the long-term benefits of diversification in achieving financial stability and minimizing risks associated with concentrated investments. In conclusion, the findings underscore the dynamic nature of the respondents' financial behaviors and point towards avenues for education and awareness initiatives to foster a more informed and resilient investor community in the realm of trading apps.

Chapter 6
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Chapter 6

ANNEXURE

1. Earnings (per month)*
   - below 10000
   - more than 10000
   - no income

2. Set specific investment goals before using trading apps?*
   - yes
   - No
   - Sometimes

3. Purpose of choosing trading app?
   - profit potential
   - convenience
   - learning about investments
   - social influence
   - Other

4. Primary investment goals while using trading apps?
   - wealth accumulation
   - retirement planning
   - education funding in short term gains
   - Other

5. Duration of your preferred investment ?
   - short term
   - long term
   - balanced between short term and long term

6. Types of investments you make?
- mutual fund
- stocks
- bond
- trade
- Other

7. Diversificsation of your investment portfolio?
- done
- yet to be done
- not interested

8. Success rate of your investment through trading apps?*
- very successful
- successful
- neutral
- unsuccessful
- very unsuccessful

9. Sought any professionals advises for your investments?*
- yes
- No
- considering it

10. Frequency of using trading apps?*
- Daily
- Weekly
- Monthly
- Rarely
- Never

11. Gained or lost money using trading apps?

- gains
- losses
- both
- Neither

12. Influence of choice of investments by trading apps?

- they are the primary factor
- they influence my decisions
- they have little influence
- they dont influence my decisions

13. Awareness of the risk associated with trading apps investments?*

- very aware
- somewhat aware
- not very aware
- not aware at all

14. Trading app preferences?

- upstocks
- groww
- olymp trade
- ICICI direct app

15. Selection of investment you make through trading apps?*

- research and analysis
- recommendation from others
- intuition or gut feeling
- diversification
- Other

16. Growth of interest in investment after using trading apps?

- Strongly disagree
- Disagree
- Neutral
- Agree

17. Ergonomic tools or practices you prefer more while using trading apps*

- data analysis
- news updations
- journals
- Charts

18. Management of time and screen exposure while using trading apps?

- set time limit
- take break
- no specific measures
- Other

19. Types of investment returns do you choose?*

- index funds
- mutual funds
- ETFs
- stocks
- Other

20. Range of your investments using trading apps?

- less than 5000
- 5000-10000
- 10000-50000
- 50000-100000
- 100000 or more