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Exploring Financial Behaviour Among Millennials and Gen Z in India

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Abstract
The behaviour in finance of the Millennial and Gen-Z population in India is explored in this research paper with respect to digital adoption, lifestyle spending, and investment patterns. A descriptive research design is adopted, and the analysis is based on secondary data collected from 80 research articles published in reputed journals. The results reveal that both generations are greatly influenced by the digital revolution, with high usership of mobile wallets, investment applications, and online banking sites such as Paytm, Groww, and Zerodha. Impulsive buying behaviour and brand loyalty are shaped mainly by social media, peer networks, and advertisements. While the two generations could be dubbed computer-savvy, behavioural differences are apparent. The Millennials (1981-1996), with greater financial liabilities, favour the generally secure, low-risk avenues of investment such as SIPs, real estate, and retirement funds. Gen Z (1997-2012) prefers the high-risk/high-reward financial instruments of the stock market and cryptocurrencies. The study also mentions the effects of regional disparities, where urban youth have a greater voice in fintech or financial literacy, while rural youth are more comfortable with traditional savings. The pandemic has redefined the financial priorities of both generations, enhanced digital financial practices while urged cautious financial strategies. Millennials were thus inclined to long-term savings and debt reduction, while Gen Z appeared to be dipping its toes into decentralized finance and alternative income streams. The ever-evolving technology trends, imminent socio-economic changes, and financial behaviours that are synonymous with the priorities of a certain life stage are the highlights of the study. It calls for longitudinal research in the near future to measure generational change, while stressing the need for region-based financial education and tools designed for the youth's aspirations in a rapidly changing economy.

Keywords: Millennials, Gen Z, Financial Behaviour, India, Digital Finance

1. INTRODUCTION

Millennials, commonly referred to as Generation Y, represent a demographic cohort that has garnered significant scholarly and professional attention as they entered higher education and the workforce over the past decade (Swazen, 2018). Born approximately between the early 1980s and the late 1990s or early 2000s, Millennials constitute a substantial share of the global population, and in India, they form a significant demographic force (Berkup, 2014; Çelikdemir & Tükel, 2015). Having matured during the rise of digital technology, Millennials were profoundly shaped by the internet, mobile phones, and social media platforms. These technologies have deeply influenced their communication styles, purchasing habits, and worldviews (Wandhe, 2024). This generation is characterized by heavy reliance on digital media, spending considerable amounts of time online (Aggarwal et al., 2023). Millennials witnessed major global economic shifts such as the dot-com boom and bust, the 2008 global financial crisis, and the emergence of the gig economy, all of which have significantly influenced their career aspirations and financial attitudes (Wandhe, 2024). In India, Millennials have benefited from rapid economic growth, urbanization, and globalization. They have found new opportunities in sectors such as information technology, e-commerce, and financial services. Notably, the rise in women joining the workforce is a positive sign for economic equality and national development (Rajora & Gulia, 2022). Adaptability and openness to embracing new technologies distinguish Indian Millennials, making them essential assets to India's evolving economy. Aspirational and technologically sophisticated, they seek work-life balance, meaningful careers, and both personal and professional growth (Rajora & Gulia, 2022).

Indian Millennials are digitally savvy, globally connected, and socially conscious. They prioritize experiences and purpose-driven work over traditional measures of success. Millennials are widely recognized for being creative, solution-oriented, and socially aware, capable of leveraging information technology and bottom-up mentoring strategies to bridge leadership gaps and develop innovative skills (Indiahono, 2022). As consumers, they are brand-conscious and heavily reliant on online reviews and social media endorsements for making purchasing decisions (Mudassir, 2020). Overall, Indian Millennials have become pivotal in shaping the country's economic, cultural, and social landscapes.

1.1 Generation Z: Emerging Force

Following Millennials, Generation Z (Gen Z) generally includes individuals born between the mid-1990s and the early 2010s. As the first cohort raised entirely in a digital environment, Gen Z exhibits an intuitive grasp and seamless integration of technology into daily life (Mahapatra et al., 2022). Their upbringing has been framed by rapid technological innovation, global economic uncertainties, and heightened social and political polarization, all of which have molded their values, attitudes, and behaviours. Gen Z is recognized for their adeptness with information technology and their creativity in its use (Febriana & Mujib, 2024). Gen Z individuals are entrepreneurial, adaptable to technological changes, and value authenticity and transparency (Anwar, 2019; Haratikka & Purba, 2023). However, having been born in an era of the smartphone, the internet, and social media, their communication patterns, learning styles, and social interactions up to the current period are severely affected (Prilyantinasari & Mulyana, 2020). Gen Z is growing in India with an increasingly growing digital infrastructure, including cheap smartphones and data plans, as well as increased online services (Alruthaya et al., 2021). Their exposure to social media has made them open to more foreign viewpoints which has also opened their minds to social and environmental issues. Gen Z has the ability to have proficiency and creativity in using information and communication technologies (Ranieri et al., 2021).

As consumers, they are selective with their hard-earned money, preference for the enticing and personalized experiences. In addition, there is a growing influence of Gen Z in the way companies will develop their marketing strategies, which are increasingly attracted toward purpose-driven brands (Chen, 2023). Pragmatic, responsible, and goal-oriented mindsets characterize Generation Z that is socially aware and diversely represented (Benítez-Márquez et al., 2022; Vidani & Jaiswal, 2024). The human tendency of internalizing technology into the self makes technology an extension of self-identity, thus influencing aspiration and social relationships (Alruthaya et al., 2021; Szymkowiak et al., 2021).

1.2 Financial Behaviour of Millennials and Gen Z

To understand financial behaviour, it is important in the opening developing economies such as India, where all the elements above are seeing tremendous growth in the middle-class section of society, disposal incomes, urbanization, and digitization. The Indians, especially Millennials and Gen Z, shape their economic future through modern behavioural patterns in savings, investments, spending, and borrowing practices. These include Millennials (those born between 1981 and 1996) as well as Gen Z (1981-1996): the two most compelling customer groups of today's times. Advanced technologies, global exposure, and a digital-first environment helped mature them. Hence, their financial behaviour has a pronounced difference from earlier generations. Digital nativity is one aspect through which one can define them. Unlike older generations, millennials and Gen Z are raised in a world of mobile phones, apps, and the internet. That is why they eagerly adopt direct mobile wallets, online banking apps, and investment platforms such as Zerodha, Groww, and Paytm Money. Their inclination toward digital solutions ensures their financial activities such as transactions and budgets become simple and personalized processes. The gradually increasing trust in fintech has enabled this generation to develop authoritative features concerning their financial decisions.

Millennials are very careful when spending their finances. They entered the working world at a time when there were huge economic threats, specifically the 2008 crisis and the COVID-19 pandemic aftermath-all things that make them save money, minimize debt, and prioritize long-term financial objectives such as home purchase and retirement planning. They are opening up increasingly to new ways of investing, such as through mutual funds, ETFs, or even cryptocurrencies. Gen Z is more financially aware but with even more entrepreneurial influence, while also desiring instant gratification. They are thus likely to experiment even more with high-risk, high-reward products like stocks and digital assets. They tend to be influenced by so-called "finfluencers," who give advice through popular social networks like YouTube, Instagram, and TikTok. Gen Z now explores alternative avenues of investing more readily than Millennials. Both generations of youth are also well aware of the global economic conditions. Notions like sustainable investing, ESG (Environmental, Social, and Governance) principles, cryptocurrencies etc. which were previously considered niche notions, are progressive notions that increasingly become part of the language of most Indian youth. An investment-aligned approach is quite evident towards personal values and social causes. However, the most alarming deficit remains financial literacy, despite the development of digital skills. Although financial access has increased, understanding complex financial products such as insurance, pensions, or stocks remains low among the Indian youth themselves. Therefore, targeted reforms in this area need to happen to ensure that correct decisions can be made in the financial space.

1.3 Rationale of the Study

While there exists a considerable body of literature around the globe about the financial behaviours of Millennials and Gen Z, research pertaining to India remains sporadic. Most of the studies deal with isolated issues like the saving habits of urban Millennials or Gen Z's usage of digital finance without stitching the findings together to arrive at a cohesive national picture. Given the socio-economic diversity of India, a consolidated review examining urban-rural divides, income-group distinctions, and cultural-economic intersections is warranted. A better policy formulation and product design can result from a holistic understanding of the way these factors affect financial behaviour. Additionally, understanding digital phenomena' rapid transformation of financial practices is pertinent at this time. While fintech adoption is on the rise, the research on the broader aspects influencing financial behaviour is not quite adequate. A review of these fragmented studies would share valuable insights on how digital finance is altering patterns of savings, investments, and spending. Another set of factors relates to socio-economic variables such as income inequality, credit access, inflation, and gig economic growth that create changes in financial behaviours. Understanding the interplay of these variables on financial behaviours of Millennials and Gen Z is extremely important for promoting inclusive growth in finance.

1.4 Conceptualizing Financial Behaviour

Financial behaviour encompasses the management of monetary resources, that is spending, saving, investing, borrowing, and budgeting. This is influenced, among other things, by cognitive biases, emotional responses, socio-economic factors, and cultural contexts. Several behavioural finance theories provide insights into financial behaviour. The Theory of Planned Behaviour (TPB) posits that an individual's financial decisions are influenced by attitude, perceived social norms, and perceived control over the behaviour. For instance, if saving is viewed positively in a society that encourages it, and if individuals believe they can save, then they will likely engage in saving behaviour. The Life-Cycle Hypothesis (LCH) depicts how individuals plan across their lifespan, therefore, saving while working, and spending everything during retirement. This theory therefore stresses long-term planning, which the Millennial generation adheres to better as opposed to Gen Z who are more likely to favour shorter-term financial approaches. Behavioural economics gives further insight into why people sometimes stray from rational financial decisions; cognitive biases such as loss aversion (the fear of losses outweighs the bliss of gain) and present bias (immediate reward is preferred over future benefit) are critically instrumental. Such biases go a long way in explaining why younger consumers are so apt to overspend, procrastinate saving, or make risky investments.

Objectives of the study

- To explore the financial behaviour patterns among Millennials and Gen Z in India.
- To identify emerging trends, influencing factors, and research gaps.

2. Literature Review

Emerging from a combination of age-old cultural norms and cutting-edge technological change, the financial behaviour of Millennials and Generation Z in India is an interesting mix. These cohorts-their members being digital natives-make their financial decisions quite differently from older generations, thereby creating different habits of spending, saving, investing, borrowing, and budgeting. Individual financial literacy stands out as an underlying factor influencing these very behaviours; higher financial literacy is correlated with better financial management and higher financial well-being (Anastasia et al., 2019; Shankar et al., 2022). Surveys indicate, however, that only 28 percent of the Millennials feel confident about their financial knowledge and planning skills and, therefore, spend cash that they have readily available instead of saving strategically (Nahar et al., 2022). This points to the clear need for educational intervention and policy. By understanding the financial well-being of Gen Z students, we also see how financial literacy enables informed decision-making and goal-oriented behaviours (Shankar et al., 2022). Financial institutions, educators, and regulators should, therefore, embrace an understanding of financial health that considers both cognitive ("what people know") and behavioural ("what people do") dimensions when designing products, curricula, and regulations for these cohorts of youth.

Spending Pattern

The digital revolution has drastically changed how young people in India use their disposable income. Online shopping has been the most preferred means of consumption because it is easy, accessible, and has a most extensive variety of products (Suryani et al., 2022; Purnamasari et al., 2021). Impulse buying is triggered by social marketing flash sales and personalized e-commerce promotions, especially among consumers with lack of financial knowledge (Paramitalaksmi & Astuti, 2022). Selection is based on cost and quality but now touches an extra mileage of the company's online footprint, stance on social responsibility, and perceived value proposition. Likewise, the sociocultural factors-majorly, whether they are from a joint or nuclear family-have an influence on spending patterns: a collectivist decision-making process is maintained by extended households, while individualistic consumption patterns are found in Millennial nuclear families (Agarwalla et al., 2014). However, mere financial knowledge does not always indicate restraint from spending, as some argue. There is need for further development focusing on both financial knowledge and self-control (Ardhiani & Panjaitan, 2023; Patil & Gokhale, 2023).

Saving Pattern

The savings habits of Millennials and Gen Z in India vary greatly, depending on income levels, financial literacy, and personal desires. Traditional savings accounts are still a favourite among conservative savers whose objective is either availing homes or planning for retirement, though investments like recurring deposits and fixed deposits are gaining in popularity due to higher interest rates (Nahar et al., 2022). The boom in digital financial services has made variations of automated savings plans and micro-investment platforms available to users who want to "set and forget" a habit by making periodic transfers that build discipline (Nahar et al., 2022). There was also literature that indicated self-regulation and knowledge of finance translated to better saving behaviour, implying that financial literacy and behavioral nudges could act synergistically to influence saving propensities positively (Anastasia et al., 2019). However, most young adults viewed an ad-hoc option saving practice as opposed to structured options in saving, which represents a significant gap that needs to be filled through financial education and Fintech innovations.

Rewrite it with lower perplexity and greater burstiness while keeping the same word count and HTML elements: Saving behaviour among millennials and Gen Z in India is heterogeneous. It varies concerning income levels, financial literacy, and personal aspirations. Traditional savings accounts continue to be popular with safe savers who look at long-term goals like acquiring homes or even retiring; however, alternative instruments-including recurring deposits and fixed deposits-are rapidly gaining ground owing to higher interest rates (Nahar et al., 2022). On the other hand, the plethora of automated saving schemes and micro-investment platforms made possible with digitized financial services allow setting and forgetting, whereby their owners can thus build discipline by automated periodic transfers (Nahar et al., 2022). Greater self-control, as well as financial knowledge, was correlated with consistent saving behaviour, suggesting that literacy and behavioural nudges synergistically improve saving propensity (Anastasia et al., 2019). However, most young adults still save with an ad-hoc approach rather than with structured savings plans, which indicates a significant gap in financial education and Fintech innovations.

Investment Trends

Today, India's younger communities are busy in evolving their investment types from being risk-averse to something more market-oriented. Fixed deposits still would be treated as the safety net, but a lot of people seem to be increasingly using equity, mutual funds, or direct stock investments- primarily through online user-friendly trading platforms such as Zerodha and Groww (Patil & Gokhale, 2023). However, this budding love of investing often comes without adequate fundamental knowledge about interest rates, inflation, and portfolio diversification, leaving one exposed to potential losses (Mitchell et al., 2009). Most enticing for risk-taking Millennials and Gen Z, however, have been cryptocurrencies, coupled with the view of high returns and the innovation that blockchain holds, but with rather limited knowledge about volatility and regulatory uncertainties (Agarwal, 2020). Although digitization opened up avenues for everyone towards the markets, research indicates that literacy and intrinsic motivation are what really change one's behaviour towards self-efficacious investment habit-the mere provision of the platform would not have mattered much. Such gaps can be bridged by investment-app-inbuilt educational modules on gamified acquisition of learning, which would translate the theoretical concepts into actionable insights.

Borrowing Behaviour

The credit landscape for young Indians sees a plethora of options to borrow from and a dynamic lifestyle to keep up with. Credit cards are for daily use, thanks to their convenient use and rewards programs (Institute, 2023). Buy-now-pay-later (BNPL) schemes—common in e-commerce—offer interest-free credit but risk fostering over-extension among users lacking repayment discipline. Personal loans, often sourced via digital lending platforms, finance education, travel, and discretionary expenses, but can carry high interest rates and hidden fees. The ease of obtaining credit through fintech has been a double-edged sword: it expedites financial inclusion yet can precipitate debt accumulation and stress when users underestimate repayment obligations. Targeted research on student populations reveals that contextualized financial literacy interventions—addressing credit psychology, interest mechanics, and budgeting—are essential for promoting responsible borrowing (Sabri et al., 2023).

Budgeting and Financial Planning

Budgeting practices among Millennials and Gen Z vary widely, shaped by literacy levels, digital tool usage, and income stability. Awareness of budgeting's importance is growing, but many young adults lack formal training to craft and adhere to detailed spending plans. The proliferation of budgeting apps—integrated with bank accounts and digital wallets—has empowered users to track expenditures and set savings targets in real time. The rise of the gig economy and entrepreneurial ventures has introduced irregular income streams, prompting more dynamic budgeting approaches (Rajora & Gulia, 2022). Goal setting is increasingly common, with targets spanning education, travel, and investment milestones, fueling demand for advisory services that navigate tax planning, insurance, and retirement strategies (Indrawati, 2021). Cross-country evidence indicates that early integration of financial literacy curricula enhances budget adherence and financial preparedness (Beranová et al., 2020), suggesting a clear roadmap for Indian education policymakers.

Technological and Social Influences

Technological innovation stands at the forefront of financial behaviour transformation. Mobile wallets such as Paytm and PhonePe have normalized cashless transactions, while investment apps—Groww, Zerodha, Upstox—democratize market participation, enabling smartphones to serve as one-stop financial command centers. This fintech revolution fosters autonomy and real-time engagement but also presents challenges: information overload, security concerns, and impulsive "one-click" spending. Concurrently, social media platforms like Instagram, YouTube, and TikTok have become conduits for financial advice and product endorsements. Influencers disseminate budgeting hacks, investment tips, and credit-card comparisons, amplifying both beneficial insights and speculative trends. Peer comparisons and FOMO ("fear of missing out") further drive spending and risk-taking, underscoring the need for content curation and digital literacy to distinguish credible guidance from sensationalist fodder.

Cultural, Educational, and Macroeconomic Context

Culturally and family norms shape financial decision-making, especially in areas described as rural and semi-urban, where the collective consultation and patriarchal control thrive (Agarwalla et al., 2014). On the other hand, the urban youth having been exposed to global ways of handling finances prefers to gradually exert their independence in matters of money. Nevertheless, that urban-rural divide is indicative of unequal access to financial services, digital infrastructure, and literacy resources. India, at present, does not have comprehensive formal financial education: many online courses and blogs exist about financial literacy; however, there is still no one-size-fits-all course. Countries that have integrated financial literacy in schools tend to have stronger household financial and economic stability (Lusardi, 2019; Bechly, 2018). The rise in inflation, coupled with the high level of uncertainty of incomes in the gig economy and the vibrant startups ecosystem in the occurrent macroeconomic environment, also shifts the attitudes of the young adult population on risk and resource allocation. Inflationary pressures have therefore eroded the purchasing power, thus prompting several people and organizations to diversify their portfolios into inflation-hedging instruments, whereas gig-economy income requires more flexible financial strategies. Innovative financing is reflected in the entrepreneurial ventures and crowdfunding avenues, but this necessitates a better understanding of risk and regulations.

To improve its financial resilience, India needs to adopt a multipronged approach-including methods such as making age-appropriate financial literacy an important part of school and college curricula to teach students the fundamentals-budgeting, interest calculation, risk management-at an early age (Akbar & Armansyah, 2023; Lusardi, 2019); use fintech platforms to provide personalized and gamified learning modules in conjunction with formal instruction, and undertake cross-sector collaborations to regulate opaque credit products, have transparent disclosures and create reliable financial advice content in extended social media platforms. By addressing cognitive knowledge as well behavioural habits, India strengthens the young citizenry of the country to make its way through an increasingly complex financial environment, leading to enhanced personal well-being and more production in terms of sustainable economic growth (Sabri et al., 2023; Bakar et al., 2020).

3. Research Methodology

This study utilizes a descriptive research methodology, relying on secondary data to explore financial behaviour among Millennials and Gen Z in India. Insights are derived from an analysis of 80 research papers sourced from reputed academic journals and publications.

4. Findings

It is said that the shared digital-first predilections and cohort divisions informed by socioeconomic, cultural, and technological factors (Shankar et al., 2022; Anastasia et al., 2019). Both generations make use of mobile wallets, online banking, and investment-apps, in particular, Paytm, Groww, and Zerodha for convenience and easy accessibility (Suryani et al., 2022; Purnamasari et al., 2021). Such digital adoption goes alongside aspirational spending on travel, technology, and entertainment, often displacing the notion of thrift. Promotion through social media and consumer aspects lead to impulse purchase and brand loyalty toward the brands that are digitally present (Paramitalaksmi & Astuti, 2022; Patil & Gokhale, 2023).

Millennials (1981-1996) and Gen Z (1997-2012)-though somewhat similar in their overall attitude towards some trends-retain differences in terms of their financial priorities and risk tolerance. Established in jobs and careers, Millennials are concerned with spending, saving, and investing money and tend to invest in low-risk, long-term instruments such as real estate, retirement funds, and SIPs, with a strong hold on financial security and debt management (Patil & Gokhale, 2023). Gen Z, on the other hand, with few obligations usually at the start of a career, is drawn towards high-growth assets that promise quick gains, such as stocks and cryptocurrencies. Social media trends and quick profit-making ideas inspire them in this domain (Ardhiani & Panjaitan, 2023).

End User behaviours are greatly moderated by the regional context of those behaviours. Evidence suggests that urban cohorts usually enjoy better digital infrastructure, financial literacy, and mostly hassle-free access to formal credit and investment services; thus, they become first adopters of emerging fintech solutions (Agarwalla et al., 2014). However, while Millennials and Gen Z in rural areas are becoming more aware of digital alternatives, they still possess relatively limited infrastructure and still continue with other traditional saving vehicles like bank deposits and gold that dominate their financial practices (Patil & Gokhale, 2023).

COVID has indeed affected and changed the famous financial behaviours among the economic populations today. Income and high-security job loss as well as heightened job insecurity and volatility made many of the millennials and Gen Z consider 'cash reserves' and create safe strategies against risk (Sabri et al, 2023). Digital payments increased, and the pattern of joining online investment platforms increased so that individuals could remotely secure their finances. While the Millennials are more focused on reducing debt and saving long-term, Gen Z is taking a step further by using more alternative assets-scouring cryptocurrency and peer-to-peer lending opportunities in a fluctuating market (Sabri et al. 2023).

5. Research Gap

Despite growing insights into the financial behaviours of Indian Millennials and Generation Z, critical gaps remain. First, longitudinal studies are scarce, limiting understanding of how spending, saving, and investment habits evolve over career stages, life events, and economic cycles. Second, most research aggregates data across India's diverse regions and income groups, overlooking urban–rural and socio-economic variances that shape access to digital infrastructure, financial services, and credit. Third, while mobile wallets and investment apps enjoy widespread adoption, the influence of digital financial literacy—such as platform proficiency and privacy awareness—on decision quality is underexplored. Finally, comparative analyses directly contrasting Millennials and Gen Z are rare, leaving unclear how generational differences in technology use, peer influences, and risk tolerance drive divergent financial strategies. Addressing these gaps through cohort-tracking studies, region-specific surveys, digital-literacy assessments, and cross-generational comparisons will equip policymakers, educators, and fintech innovators to design tailored interventions that bolster the long-term financial resilience of India's youth.

6. Implication of the study

The findings carry vital implications for policymakers, financial institutions, FinTech startups, and educators. Policymakers should mandate structured financial education in school and college curricula, ensuring that young Indians gain practical skills in budgeting, saving, investing, and evaluating diverse financial products before entering the workforce. Financial institutions must respond by crafting youth-centric offerings—low-fee accounts, micro-investment schemes, and customizable portfolios—delivered through seamless, mobile-first interfaces that reflect Millennials' and Gen Z's demand for convenience. Embedding in-app educational resources—interactive calculators, explainer videos, and personalized insights—can further empower users to make informed choices. FinTech startups have an opportunity to blend transaction capabilities with learning: intuitive goal-tracking dashboards, gamified saving challenges, and step-by-step investment tutorials will bridge literacy gaps while boosting engagement and retention. Educators and researchers should involve young adults in financial behaviour research directly to establish real-life motivations and barriers while integrating more experiential learning modules-such as case studies, simulations, and peer workshops-into the program. A cross-disciplinary collaborative ecosystem that interlinks policy, product innovation, user-centered design, and evidence-based teaching could be an enabling force for financial literacy and responsible money management while instilling the confidence that will allow Millennials and Gen Z to navigate India's increasingly complex financial terrain, thus contributing to the long-term economic resilience and individual well-being of the country.

7. Conclusion

The financial behaviours of the Millennials and Gen Z in India draw a clear picture of the constantly evolving socio-economic landscape from the viewpoint of technological innovations, changing cultures, and varied life-stage priorities in an individual millennial. A Millennial would best fit the profile of becoming hybrid in this adoption of digital transactions since this individual was the one to see the shift from cash to digital transactions and has fixed deposits, insurance, and mutual funds for the sake of stability while including digital banking and mobile wallets for the daily convenience. The latter exhibits characteristics of Gen Z wherein they are digitally savvy and seem to build on independence and flexibility because they prefer app-based investments, FinTech platforms, and income streams from gig economies. They are idealistic, value-driven individuals, usually influenced in making financial decisions through peer networks and cues from social media. Technology has shaped the way these young cohorts see financial services and indeed transformed their previous attitudes towards managing money. The awareness and education required in finance were just alongside technology to utilize the full benefits brought about by this content. The financing landscape of India, for the growing youth population of the country, is moving towards a more intricate financial world – more cryptocurrencies surfacing, decentralized financing, and unpredictable economies that followed the pandemic – and merit research continuously. Future research needs to consider longitudinal-type designs to capture change with time due to life events, differences between regions and income segments, and directly observing the comparable differences between generations as technology, regulation, and economic conditions evolve. Such insights will play a significant role in the formulation of targeted policies and specific curricula in education, as well as innovative financial products that foster the resilience, credit-informed decisions, and sustained wealth creation of India's youngest generations.

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