Project Dissertation Report on

SOCIAL MEDIA'S INFLUENCE ON INVESTMENT DECISIONS AMONG YOUNG INVESTORS

Submitted By

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CERTIFICATE

This is to certify that the Major Research Project Report titled “Social Media’s Influence on Investment Decisions Among Young Investors” is submitted by Ritish (24/DMBA/194) to Delhi School of Management, Delhi Technological University, in partial fulfilment of the requirements for the award of the degree of Masters in Business Administration during the academic year 2025-2026.

The project has been completed successfully and is an authentic piece of work submitted by me carried out under the supervision of Dr. Deep Shree.

Dr. Deep Shree | Student’s Signature

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DECLARATION

I, Ritish Jindal, student of DMBA, bearing enrolment number 24/DMBA/194, hereby declare that this Major Research Project Report titled "Social Media's Influence on Investment Decisions Among Young Investors" is my original work and has not been submitted elsewhere for the award of any degree or diploma. All the data and information presented in this report are true to the best of my knowledge.

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

It is a major study titled "Social Media's effect on investments among young entrepreneurs" that investigates the impact of social media platforms such as Instagram, YouTube, TikTok, or Reddit on the investing decision-making behaviour of young individuals between 18 to 35.

The study's main objectives were to: Identify the amount of social media usage among young investors; measure the impact of social media on the investment decisions of young investors; identify positive and negative impacts of social media on young investors; and provide specific recommendations.

A structured questionnaire was used, both closed and open ended. With the help of convenient sampling techniques, a total of 111 responses were received from youngsters having invested their experience in and around Delhi-NCR. Numbers, mean scores, charts, tables and graphs were used to analyse the data.

Key Findings

The study discovered that social media has a significant impact on new investors. Over 67% of respondents invest regularly in material, and over 61% state that social media has a strong or very strong impact on their investment decisions. It assists people to look for possibilities, increases their trust and arouses their interest in business. It also leads to FOMO, encourages trendy investing and leads to damages i.e. 40.5% of those surveyed said they suffered financial losses from social media recommendations. Young consumers utilize many networks on a regular basis and follow finfluencers, but many are mindful of the dangers, which include disinformation or a lack of oversight.

Conclusion and Recommendations

Social media has made it easier for young people to make investments, but it has also increased the risk. According to the survey, young investors should only utilize social media to pick up or double-check their facts. It also advocates for tougher SEBI regulations and improved monetary literacy initiatives in schools.

This study demonstrates how crucial it is for young people to utilize social media properly with their money so that individuals can create wealth securely and gradually.

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Chapter 1 – INTRODUCTION

1.1 Background

Social media has become an integral part of life in the current digital era, particularly for young people. Instagram, TikTok, Reddit, YouTube and X (formerly Twitter) have gone beyond being just photo-sharing or messaging sites to friends. They are now important sources of data, trends and even financial advice.

These young investors are usually in their late 20s to early 30s when they were born into a world where they have always known a life surrounded by a smartphone and regular use of the Internet. Many people began to invest during certain periods such as the Covid-19 pandemic when restrictions made people turn to apps like Robinhood and digital investing. A lot of the internet usage was included in this. TikTok short videos explaining stocks, Reddit posts pushing on what are called “meme stocks”—such as GameStop—even short suggestions from celebrities have all made stock trading seem more dynamic and accessible, and even fun.

What was to require combing over lengthy studies or speaking with skilled advisers now can be accomplished with a simple scroll. Young users observe market chatter as it evolves, positive tales of people making great amounts, and social fights that make them feel included. According to recent research, a considerable majority of merchants under the age of 35 obtain their thoughts from the internet, typically more than 50-60%. This shift has opened up investment while also introducing novel dynamics in which feelings, excitement, and viral material may have a larger role than conventional research.

1.2 Problem Statement

While social media has made investing easier, it also renders things difficult for young consumers. Others depend excessively on posts that aren't confirmed, the views of notable individuals, or common hashtags without performing adequate research. Acquiring stocks guided by hype rather than reality can lead to major losses.

Youngsters are more vulnerable since they lack investment knowledge, are more inclined to take chances (for fear of losing out), and are often overconfident after viewing other people's highlight clips web. Consumers are worried about disinformation campaigns, pump and dump schemes, or any form of monetary fraud committed by unqualified individuals promoting unsafe products. According to the research, someone seeking financial advice online via social media might not be well-versed on the subject as they think.

With the zealous mood that prevails on social media, young people might make rash investments. Concerns concerning long-term financial health arise, such as whether fresh investors are constructing long-term investments or wagering on patterns. Recognizing this influence is crucial since the decisions individuals choose now can have long-term consequences for their assets. Since people are growing more aware of the problem, additional study is needed to determine how platform effect choices in places like India and other developing nations where a large number of young people are quickly entering the financial sector.

1.3 Objectives of the Study

The purpose of this investigation is to investigate how youth usage of social media influences their financial choices. Here are the specific objectives:

- To find out how much young investors use different social media sites to get information and tips about investing.
- To figure out the main ways that social media affects their decisions, like through viral trends, community sentiment, or influencers.
- To look at both the good effects (like more people knowing about it and getting involved) and the bad effects (like acting on impulse or being exposed to false information).
- The investigation is to investigate the relationship between young traders' usage of online platforms or their investing duration, risk tolerance, or financial behaviour.
- To come up with useful suggestions for how young investors, regulators, and teachers can encourage better financial use of social media.

These objectives aim to provide a comprehensive, comprehensive image that extends above simple averages.

1.4 Scope of the Study

The study's participants are largely young people aged 18 to 35 who have a background in investing in stocks, mutual fund investments, digital currencies, or other types of investments. People who use popular platforms like Instagram, TikTok, Reddit, YouTube, and others that are popular in India or with people in similar groups will be the focus of the study.

The emphasis is on youthful investors in cities or semi-cities with good availability of technologies. Interviews and questionnaires can be used to gather firsthand knowledge. It investigates how individuals get information, make decisions, including the consequences of their choices. However, it does not go into great length on financing for businesses or the impact of non-digital medium.

To demonstrate where things are now, the research only examines the years prior (the post-2020 retail investment boom). There are instances from all throughout the entire globe, but the research focuses mostly on the journeys of young adults in emerging economies. This restricts the study to what is valuable, feasible, or achievable within the constraints of a big undertaking.

Chapter 2 - LITERATURE REVIEW

In recent years, scholars have focused a lot on the relationship between social media as well as investment decisions. Numerous studies have investigated how online tools influence financial habits, particularly among newer and younger investors, mainly because they are such a significant element of how young people obtain data. This section examines some essential earlier research and highlights the key concepts, findings, and gaps that this research seeks to fill.

2.1 Evolution of Social Media in Finance

Throughout the COVID-19 pandemic, the importance of social media in investing rose rapidly. Since they had more time at home and trade apps were easily accessible, young people relied on websites like Reddit, TikTok, and Instagram for instant data.

Researchers claim that social media has "democratized" trade by making complex topics appear easy and important. Short films, memes, & live threads allow people to communicate their ideas immediately. Viral content is replacing or supplementing established authorities such as monetary statements & professional advisors.

2.2 Influence on Young Investors

A number of investigations have found that young people (18-35 years old) use social media the most to identify investment possibilities. One recurring theme is that this set of buyers is more likely to use networks than older purchases. According to numerous polls, more than half (60%) of young entrepreneurs acquire the majority of their monetary advice from social media platforms.

Young investors choose sites that feel like they are controlled by the neighbourhood or are entertaining. People tend to utilize Reddit for conversations or group feelings, TikTok for short instructional films, and YouTube or Instagram for influencer content. In accordance to studies from India and various such economies, reading financial messages increases people's willingness to spend. Many of the respondents who answered said they discovered about mutual money, equities, or cryptocurrencies via these articles.

2.3 Role of Finfluencers and Content Impact

A lot has been reported about "finfluencers," or those on social media who provide financial advice. Research reveal that they have a significant impact on decisions.

Scientists who employed phony tweets discovered that positive social media messages increase people's willingness to invest, whereas negative ones decrease it. This effect persists even when only minimal financial data is provided.

Other studies identify both hazards and benefits. On the plus side, finfluencers can assist people learn more about money and encourage those who are hesitant for investing or saving to do so. The downside of influencer is that many of them lack professional credentials, and their content might promote riskier tactics or set unrealistic targets. According to polls, those who follow finfluencers often act without considering, making them more likely to misplace money or be deceived.

2.4 Behavioural Aspects and Decision-Making

Some financial behaviour concepts help to understand why people are drawn to social media. Many research investigate concepts such as overconfidence, herd behaviour, or FOMO. New investors who hear a lot of successful stories may believe they know better than they do and take bigger risks.

According to some research, those who utilize social media prefer short-term trading over long-term investing. The quick feedback loop of comments, likes, and price modifications gives the feeling the sensation of a game where immediate actions are rewarded. One research of college students and young adults discovered high correlations among the quantity of time spent on economic materials and stronger, but potentially riskier, investment behaviours.

2.5 Empirical Evidence from Different Contexts

Global research, particularly those from the United States, Europe, or India, reveal tendencies that are comparable yet with distinct characteristics. A survey of young people in India discovered that many of them were immediately encouraged to make investments after viewing information on social media. Mutual funds as well as cryptocurrency were among the most popular options.

Western research frequently focuses on demographic differences. Both trials and polls reveal that social media use influences not just what consumers buy, but also how much and how frequently they buy it.

2.6 Gaps in Existing Literature

There is an increasing amount of research being conducted on this topic, yet certain regions remain underexplored. Many of the studies are large polls or analyses of Western marketplaces. There is potential for more work that is adapted to each circumstance, particularly in fast-growing countries with a large population of adolescents. Research that relies solely on quantitative information or qualitative findings. We also need to examine the long-term effects on wealth creation and the effectiveness of regulatory regulations.

It is apparent that social media has an effect on new investors, but the results are not entirely positive. For instance, it simplifies investment but also raises the risks. The present study expands on previous research by concentrating on specific forms of persuasion as well as how they might be used to make better judgments.

Chapter 3 - RESEARCH METHODOLOGY

There is a clear and easy explanation of how the study was done in this chapter. It talks about the method that was used to gather and analyse data so that the study goals could be met.

3.1 Research Design

The research design for this work is both descriptive and analytical. It's easier to understand the present situation when you use descriptive design to look at how young people use social media and how that affects the investments they make. The analytical part looks at how different financial behaviours are linked to using social media.

The study focuses on quantitative studies, which employs numbers from an organized survey. This system provides a more efficient way to track views, use rate, and effect degree.

3.2 Population of the Study

The survey focuses on young buyers aged 18 to 35. These individuals are active on social media as well as prior experience buying stocks, mutual funds, cryptocurrencies, and other types of monetary assets.

It focuses on those who live in and around the Delhi-NCR area, which is home to a large number of young workers, learners, and individuals who are just starting out in their careers in finance.

3.3 Sample Size and Sampling Technique

This investigation included 111 responses. The sample size of 111 was chosen to be sufficiently small to fit within the time and resources offered for a large student project while being sufficiently big to yield useful results.

The simplicity choice approach was utilized. This link to the Google Form was distributed to the study's system of friends, college peers, coworkers, and young professionals in the region who were of a suitable age and had prior investing experience. This strategy performed well and resulted in the necessary number of responses immediately.

3.4 Data Collection Method

Automated Google Form surveys were utilized to collect basic information. The questionnaire was constructed using a combination of:

- Multiple choice questions
- Likert scale questions, such as "Strongly Agree to Strongly Disagree"
- Some open-ended questions to get more information

Parts of the form were about:

- Demographic details (Age, gender, level of schooling, income)
- Social media usage habits
- Source of investment information
- How social media affects your choice of investments
- How people think about risk and how they invest

WhatsApp, Instagram, and direct messages were all used to send the questionnaire. Additionally, to the questionnaire, a brief note was delivered that outlined the purpose of the study as well as assured confidentiality. It took three to four weeks to acquire all of the information in question.

3.5 Research Instrument

The primary instrument was a self-created questionnaire. Before final distribution, the questionnaire had pilot trials on a small sample of ten people to ensure that the inquiries were clear and easy to comprehend. Researchers took their comments to make minor changes to the inquiries, improving the flow or readability.

3.6 Data Analysis

Google Forms collected data and stored it as an Excel file. It was then examined using simple statistical procedures, such as:

- Tables with percentages & frequencies
- Graphs & charts

This is a method of comparing two or more groups, such as those classified by age or gender.

Standard statistical measures such as average or standard deviation were used when appropriate. The main goal of the research is to find clear patterns and connections between social media use as well as financial decision-making. The key tasks completed with Microsoft Excel & Google Sheets were study and presentation.

3.7 Ethical Considerations

By adhering to ethical standards during the investigation, the researcher did the right thing:

- There was no pledge to take part.
- Before responding, participants were made aware of the goal of the study.
- Responses and personal information were kept confidential and used only for academic purposes.
- Getting answers wasn't stressful.

3.8 Limitations of the Methodology

There are some limitations to the study. The results may not be a true reflection of all new investors in India as an easy selection was used. Some bias may be there as the gathering is restricted to Delhi NCR and the investigator's relation. The study is based on subjective data only, and may contain personal biases. However, the results provide valuable information about the problem.

The evaluation could be organized, brief and useful for a student project that has this approach strategy.

Chapter 4 - ANALYSIS AND INTERPRETATION

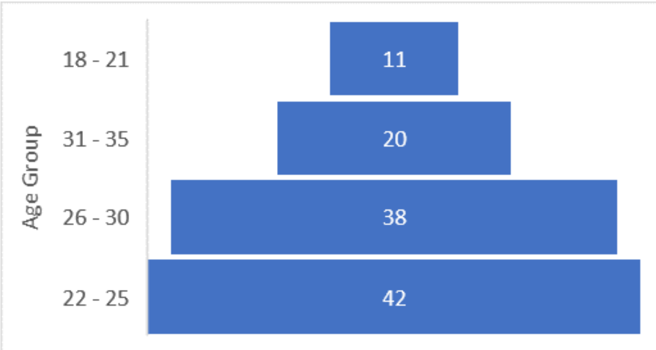
Stats from 111 accurate answers from younger investors (ages 18 to 35) are reviewed in this part. The results are presented as diagrams, statistics, and succinct justifications.

4.1 Respondents' Demographic Profile

The responders are a selected and diversified group of younger investors.

Age Group:

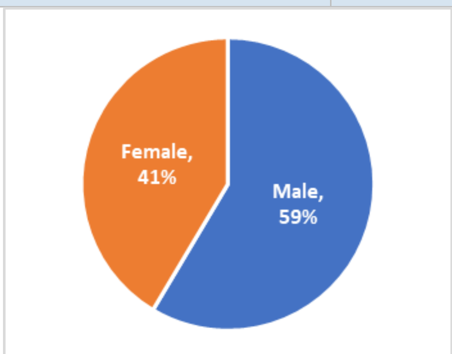
- 18-21 years: 11 (9.9%)
- 22-25 years: 42 (37.8)
- 26-30 years 38 (34.2 %)
- 31 - 35 years 20 (18.0%)



Category	Count	% Share
18 - 21	11	9.9
22 - 25	42	37.8
26 - 30	38	34.2
31 - 35	20	18.0
Total	**111**	**100.0**

Gender: Male 65 (58.6%) Female 46 (41.4%)

Category	Count	% Share
Male	65	58.6
Female	46	41.4
Total	**111**	**100.0**



Education: The responders are a selected and diversified group of younger investors.

Category	Count	% Share
Under Graduate	20	18.0
Graduate	55	49.5
Post Graduate	26	23.4
Professional Qualification (CA, CFA, etc.)	10	9.0
Total	**111**	**100.0**

Occupation: Salaried/Private Job (41.4%) Business/Self-employed (22.5%) Students (19.8%).

Category	Count	% Share
Student	22	19.8
Salaried / Private Job	46	41.4
Government Job	11	9.9
Business / Self-employed	25	22.5
Freelancer	7	6.3

Monthly Income: A great deal came from the categories of ₹30,001-50,000 as well as ₹50,001-1,000,000 (33.3% each).

Category	Count	% Share
Below 15,000	13	11.7
15,001 - 30,000	17	15.3
30,001 - 50,000	37	33.3
50,001 - 1,00,000	37	33.3
Above 1,00,000	7	6.3

Interpretation:The age distribution is ideal for the study because it comprises literate, salaried, & young adults, with money to spend and significant online activity. This demographic is particularly sensitive to social media since to their lifestyle and prior involvement with trading applications.

4.2 Social Media Usage Patterns

Platforms Used (Multiple responses): Facebook (65.8%), YouTube (61.3%), Instagram (61.3%), Reddit (58.6%), Twitter/X (57.7%), LinkedIn (55%).

Platform	Mentions	% of Respondents
Facebook	73	65.8

YouTube	68	61.3
Instagram	68	61.3
Reddit	65	58.6
Twitter / X	64	57.7
LinkedIn	61	55

Time spent daily: 2-4 hours (35.1%), More than 4 hours (27%), 1-2 hours (30.6%).

Category	Count	% Share
Less than 1 hour	8	7.2
1 - 2 hours	34	30.6
2 - 4 hours	39	35.1
More than 4 hours	30	27.0

Investment Content Frequency: Very Frequently (26.1%) + Frequently (41.4%) = 67.5%.

Category	Count	% Share
Very Frequently	29	26.1
Frequently	46	41.4
Sometimes	23	20.7
Rarely	13	11.7
Never	0	0.0

Interpretation: The frequent occurrence of social media activity or exposure indicates that social media has grown into an integral part of the knowledge ecosystem of young entrepreneurs. Video as well as short-form material on YouTube and Instagram, as well as community discussions on Reddit, appear to be especially efficient at delivering economic data. This constant interaction produces a powerful environment in which thoughts, developments, or recommendations can rapidly shape mindsets.

4.3 Investment Behaviour

Types of Investment (Multiple) Gold/Commodities (63.1%) Stocks/Equity (59.5%) Fixed Deposits (54.1%) Mutual Funds (51.4%) Cryptocurrency (43.2%)

Investment Type	Mentions	% of Respondents
Gold / Commodities	70	63.1
Stocks / Equity	66	59.5
Fixed Deposits / Bonds	60	54.1
Mutual Funds	57	51.4
Cryptocurrency	48	43.2

Investment Experience: 1-3 years (40.5%), 6 months-1 year (28.8%)

Category	Count	% Share
Less than 6 months	17	15.3
6 months - 1 year	32	28.8
1 - 3 years	45	40.5
More than 3 years	17	15.3

Monthly Investment Rs. 5,001-15,000 (43.2%) Less than Rs. 5,000 (32.4%).

Category	Count	% Share
Less than 5,000	36	32.4
5,001 - 15,000	48	43.2
15,001 - 30,000	20	18.0
More than 30,000	7	6.3

Interpretation: Young investors are diversifying their portfolio between safe (FDs, Gold) and high-risk (Stocks, Crypto) assets. The strong showing of new investors tells us how important social media is in bringing them to the market. However, their limited experience, along with excessive exposure to social media, makes them vulnerable to poor choices.

4.4 Influence of Social Media on Investment Decisions (Likert Scale)

<u>Mean scores and Interpretation:</u>

- Discover new opportunities (Mean 3.90): Strong agreement. Social media is a discovery tool.
- Follow finfluencers (Average 3.78) Large following indicates trust in personal brands over traditional sources.
- Invested on basis of SM (Mean 3.54): Clear proof of direct behaviour influence 56%+ agreed/strongly agreed.
- Increase confidence (Mean 3.75): social media reduces perceived barriers to invest.
- Invest in trending assets (Mean 3.46) Moderate influence, suggesting hype-driven conduct.
- Creates FOMO (Mean 3.82): Powerful emotional trigger.
- Verify information (Mean 4.05): Positive self-reported conduct.
- Increased overall interest (Mean 4.05): One of the most powerful affects.

Detailed Breakdown Examples:

- 75.6% Agreed/Strongly Agreed social media helps to uncover chances.
- 71.1% Agreed/Strongly Agreed that social media increased their investment interest.
- 69.4% Agreed/Strongly Agreed they experienced FOMO.

Likert Scale Summary — Mean Scores (1=Strongly Disagree, 5=Strongly Agree)					
Question	**Mean Score**	**Interpretation**	**SD**	**Min**	**Max**
Social media helps discover investment opportunities	**3.9**	Agree	1.02	1	5
I follow finfluencers for investment tips	**3.78**	Agree	1.03	1	5
I invested based on SM recommendations	**3.54**	Agree	1.31	1	5
SM content increases my confidence to invest	**3.75**	Agree	1.08	1	5
I invest in trending assets due to SM hype	**3.46**	Neutral	1.21	1	5
SM creates FOMO about good investments	**3.82**	Agree	1.02	1	5
I verify SM information before investing	**4.05**	Agree	0.87	2	5
SM has increased my overall interest in investing	**4.05**	Agree	0.91	1	5

Interpretation: social media is not that good at creating interest and confidence but it is good at creating emotional bias such as FOMO. The disparity between intentions and results (as reflected in loss statistics) points to overconfidence, notwithstanding respondents' claimed efforts to vet material.

4.5 Total Perceived Influence (Q21)

- 23.4% Very High Influence
- High Influence: 37.8 percent
- Total High/Very High 61.2%
- Moderate: 22.5%
- Low: 16,2%

Category	Count	% Share
Very High Influence	26	23.4
High Influence	42	37.8
Moderate Influence	25	22.5
Low Influence	18	16.2
No Influence	0	0.0

Interpretation: Social networking is a key motivator for the majority of young entrepreneurs. This degree of effect is concerning considering the mostly unstructured & emotion-driven nature of social media material as compared to traditional financial guidance.

4.6 Sources of Influence and Risk Awareness

Top Influences (Q22): Professional Advisors (43.2%), Friends & Family (40.5%), social media & Finfluencers (39.6%), Personal Research (39.6%).

Influence Source	Mentions	% of Respondents
Professional Financial Advisors	48	43.2
Friends & Family	45	40.5
Social Media & Finfluencers	44	39.6
Personal Research & Analysis	44	39.6
News Websites / Apps	39	35.1

Loss from SM Advice (Q23): Yes – 40.5%, Not Sure – 22.5%

Category	Count	% Share
Yes	45	40.5
No	41	36.9
Not Sure	25	22.5

Own Research Frequency (Q24) Always 26.1% Often 29.7% Sometimes 36%

Category	Count	% Share
Always	29	26.1
Often	33	29.7
Sometimes	40	36.0
Rarely	9	8.1
Total	**111**	**100.0**

Interpretation: Many say they do their own research, yet a worrying 40.5% have lost money from social media advise. This suggests a clear difference between purpose and actual disciplined behaviour. Social media is one of the top three influencers, alongside expert counsel. The 40.5% loss rate is a red flag, demonstrating that social media might be a dangerous place to invest. Many investors know the importance of research, but don’t necessarily use it consistently. This is an example of a typical behavioural inconsistency.

4.7 Qualitative Analysis (Open-Ended Responses)

Positive Aspects (Q25):

- Live debates and real-time updates (particularly on YouTube)
- Simple explanations by finfluencers
- Free access to multiple and international opinions.
- Community sentiment validation (Reddit)

Major Risks (Q26):

- Uncontrolled paid promotions
- FOMO and poor timing
- Disinformation, rumours and pump and dump schemes
- unrealistic return objectives
- Blind following by novices

Suggestions (Q27):

- Stricter regulation of finfluencers by SEBI
- Investment content risk disclaimers
- emphasis on personal research and verification
- Need for financial literacy programs

Interpretation: Respondents know about both the good and bad effects. They think social media is a good place to start, but they continue to underline that it cannot replace real analysis. This maturity in open feedback is in contrast to actual reported behaviour. There is a requirement for external nudges (education/regulations) to bridge the awareness action gap.

4.8 Overall Interpretation of Findings

The statistics provide strong support for the study's principal notion. The financial decisions made by young investors have been greatly influenced by social media. It brings in behavioural prejudices like FOMO, herd mindset, or impulse control, but it also boosts attention.

Even though individuals appear to be highly mature, the fact that 40.5 of them experienced losses shows that understanding does not always translate into safe behaviour.

The analysis's conclusions, which emphasize the requirement for better user training, platform accountability, or governmental involvement in India, are in line with worldwide patterns.

Chapter 5 - FINDINGS AND RECOMMENDATIONS

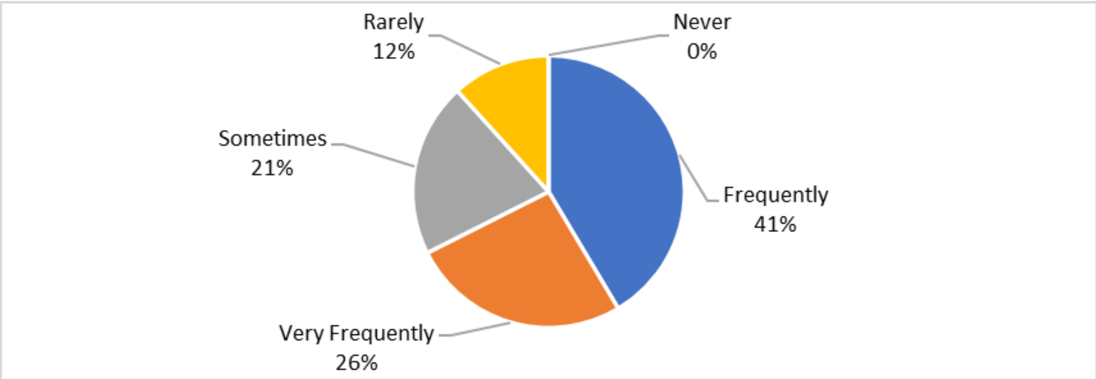
The main findings of the research are outlined in this part, along with helpful recommendations for different stakeholders.

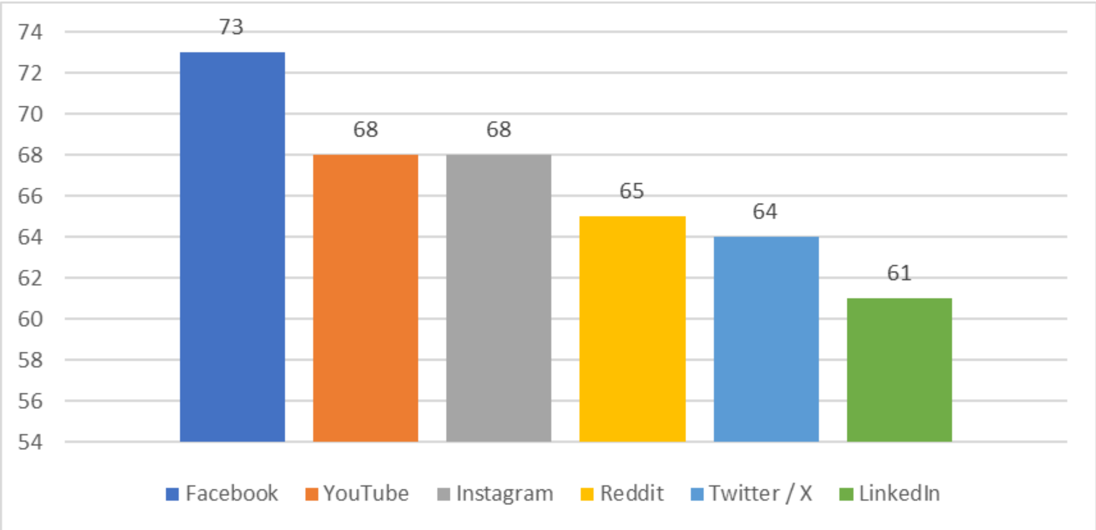
5.1 Major Results of the Study

The following are the main conclusions drawn from an analysis of 111 younger participants' comments.

1. Heavy social media exposure to financial content

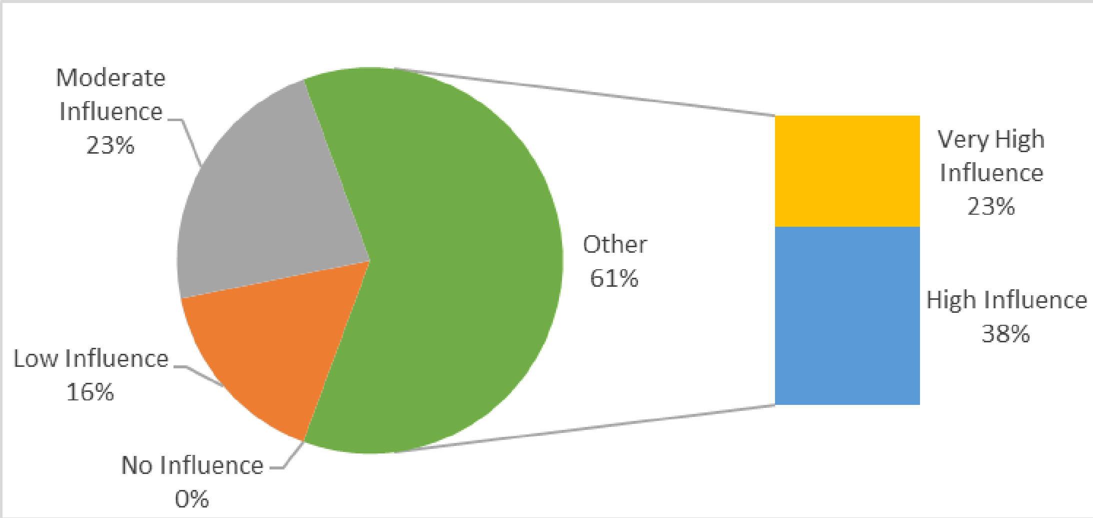
Over 67% of those surveyed said they regularly or quite frequently come across information about investments. Amongst the most popular networks are Facebook, Instagram, YouTube, or Instagram. Every day, young people spend a lot of time on social media, which serves as their primary source of financial information.





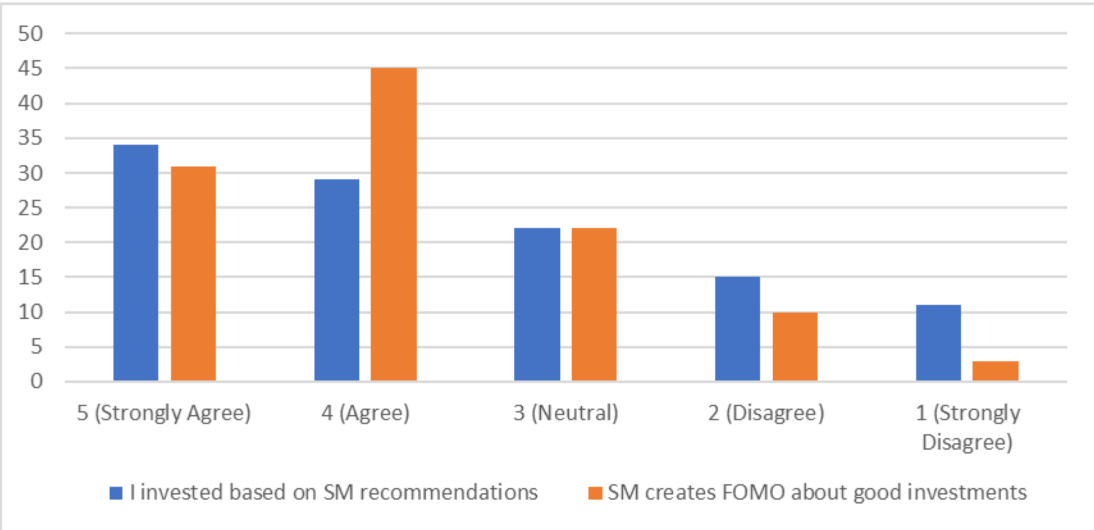
2. A major influence on investment decisions

More than 61% of the participants stated social media had a significant or extremely significant impact on their investment choices. They discover new opportunities, improve faith in their ability to make money, and increase overall interest in investing.



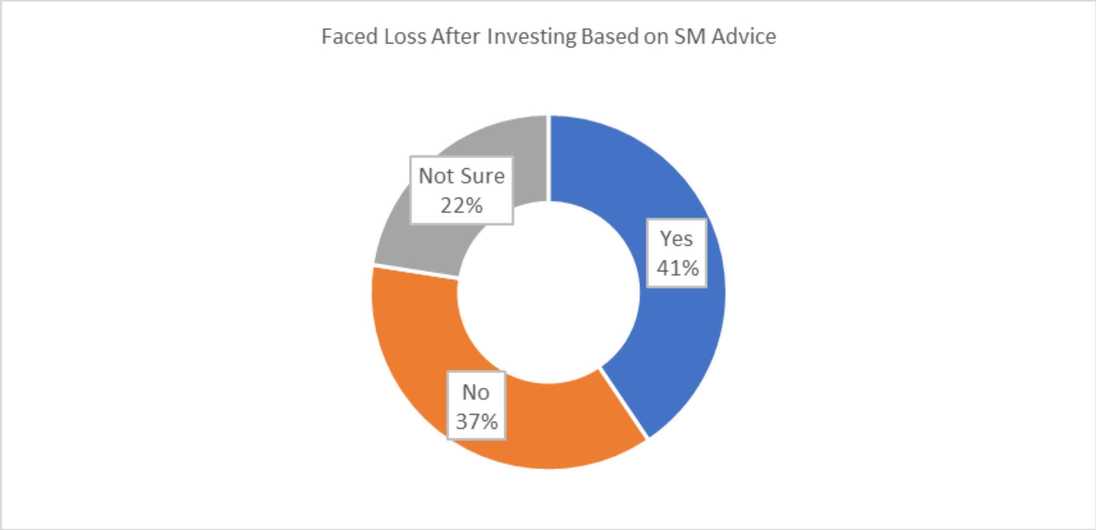
3. Behaviour will be directly affected

Several new investors follow financial leaders and have even made investments according to social media recommendations. Many individuals also acknowledge that social media causes fear of missing out (FOMO), which drives them to make investments in trending stocks or commodities.



4. Mixed Investment Behavior

Participants make investments in a variety of asset types such as equities, mutual funds or gold. Although many claimed to validate data and conduct their own research, 40.5% claimed losses after using social media guidance.



5. The Gap Between Awareness and Reality

Even if the majority of new traders are aware of the risks, they are nonetheless greatly impacted. They believe social media can be beneficial for learning but can be dangerous if utilized carelessly.

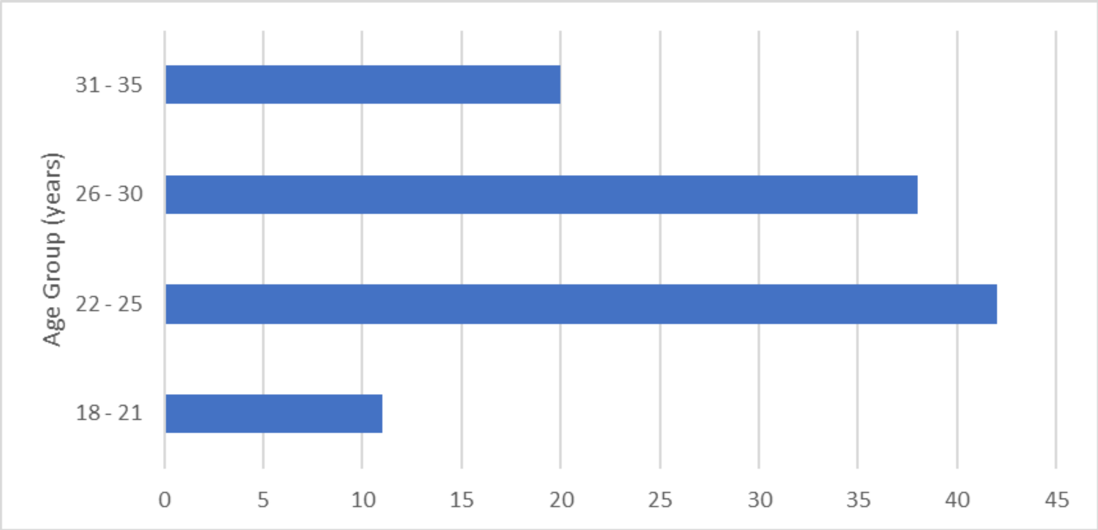
6. Pros and Cons

Good: For novices, social media makes investing more approachable, intelligible, and thrilling. It offers a variety of perspectives and free, current data.

Bad: It promotes hasty judgments, irrational expectations, emotional investment, and contact with misinformation.

7. Demographics

Young people between the ages of 22 and 30, who are just beginning their jobs and expenditure, are especially affected.



Abstract of Results: social media now has a significant influence on how young individuals learn about, participate in, and make financial decisions. It raised the likelihood of financial mistakes brought on by emotion, passion, or an absence of oversight, but it also made investment more accurate.

5.2 Recommendations

In light of the findings, some thorough and useful recommendations are made:

For new investors.

- Use social media as the first phase, not the end. Constantly conduct your own research using trusted sources, corporate papers, and SEBI-authorized advisers.
- Limit the time you spend on financial content and follow only a few reliable creators.
- Document your investment rationale to avoid emotional choices.
- Begin small & gain expertise before investing more depending on viral advice.

For Educational Institutions & Government

- Promote financial knowledge in colleges & schools. Teach students to examine social media advice.
- Carry out awareness campaigns on the risks of finfluencers and how to spot sponsored marketing.
- Work with platforms to produce short educational videos on responsible investment.

For Regulators and Social Media Platforms (SEBI)

- Provide visible risk warnings on investment-related articles.
- Develop confirmation tool or badge for SEBI-registered financial advisors or influencer.
- Penalize fraudulent happy, paid marketing without disclosure, & pump-and-dump schemes.
- Encourage networks to limit the automated distribution of high-risk financial content to young users.

For Financial Influencers (Finfluencers)

- Always disclose when a content is sponsored or contains affiliate links.
- Teach rather than promise rapid profits.
- Encourage people to seek out competent advice and perform their own investigation.

For Parents and Families

- Openly discuss investment with young family ones.
- Advise clients to diversify their investment & avoid relying just on trends.

5.3 Recommendations for Future Research

- Conduct the same study with a larger and more diverse sample throughout India.
- Compare the effectiveness of social media efforts to traditional ones.
- Study the long-term impact of social media influence on wealth creation.
- Study the effects of different regulatory approaches on finfluencer content.

Chapter 6 - CONCLUSION

This research project investigated the impact of social media on the choices regarding investments of young individuals ages 18 to 35 years. The results of a poll of 111 participants and a detailed analysis of the topic yielded some interesting insights.

6.1 Summary of Study

The main objective of this study was to explore the context, extent or impact of social media on the investment decisions of youths. The websites used, their influence, behavioural changes and the advantages and risks associated with these changes were investigated.

The main conclusion was that social media had become a part of young traders' everyday lives and 67% read investment-related information regularly and 61% feel that social media has a high or very high impact on their investment decision making.

Social media enables young people to gain trust, discover new investment opportunities, and nurture an interest in investing. However, it also produces problems such as FOMO (fear of missing out), impetuous purchases of hot assets, and inflated expectations. Specifically, 40.5% of respondents said they lost money as a result of following social media suggestions.

6.2 Achievement of Research Goals

The research's goals were effectively achieved: This example shows how often young investors use social media.

- Assessed how celebrities & channels affect decision-making.
- The investigation discovered both favourable and unfavourable outcomes, such as more involvement or comprehension as well as emotional choices or compromises.
- The article provided useful data about the possibilities and limitations of social media's use in investing.

6.3 Importance of the Study

India has a sizable young population that is rapidly joining the investment sector through internet channels & mobile apps, making the study crucial. Understanding social media's impact enables us to recognize its possibilities as well as the risks it presents. The findings may help financial institutions, schools or young investors in fostering a safer trading environment.

6.4 Limitations of the Study

There are some issues with the research. The findings may not be representative of all aspiring investors in India because a sample was obtained primarily from the Delhi-NCR region through convenient sampling. The information may contain a few private bias because it depends on responses provided by individuals. Future studies might track real investment performance over time using bigger and more varied sampling sizes.

6.5 Final thoughts

For youths, social media has made investing more readily available and simple, but it can also result in snap decisions. New investors need to exercise caution, verify information, & exercise patience. Businesses or authorities also have to endeavour to protect prospective investors or promote moral investing.

The study aims to generate awareness and promote better practices among the young investors. With the right education, regulation and personal discipline, the next generation of investors can profit from digital technologies to steer clear of the problems.

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ANNEXURES

Social Media’s Influence on Investment Decisions Among Young Investors

Section A: Introduction & Consent

Dear Respondent,

Thank you for participating in this research study on "Social
Media’s Influence on Investment Decisions Among Young Investors".

Your honest responses will help in understanding how social
media platforms affect the investment choices of young people. The survey will
take approximately 5-7 minutes. All responses are anonymous and will be used
only for academic purposes. Participation is completely voluntary.

Eligibility: You should be between 18 to 35
years old and have made at least one investment (stocks, mutual funds, crypto,
etc.).

ritish.jindal.1@gmail.com Switch account

Not shared

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Section B: Demographic Information

1. What is your age? *

- ○ 18 – 21
- ○ 22 – 25
- ○ 26 – 30
- ○ 31 – 35

2. What is your gender? *

- ○ Male
- ○ Female
- ○ Prefer not to say

3. What is your highest level of education? *

- ○ Under Graduate
- ○ Graduate
- ○ Post Graduate
- ○ Professional Qualification (CA, CFA, etc.)
- ○ Others

4. What is your current occupation? *

- Student
- Salaried / Private Job
- Government Job
- Business / Self-employed
- Freelancer
- Others

5. What is your monthly income / pocket money (in ₹)? *

- Below 15,000
- 15,001 – 30,000
- 30,001 – 50,000
- 50,001 – 1,00,000
- Above 1,00,000

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Section C: Social Media Usage

6. Which social media platforms do you use regularly? (Multiple selection) *

- [ ] Instagram
- [ ] YouTube
- [ ] Facebook
- [ ] LinkedIn
- [ ] Twitter / X
- [ ] Reddit
- [ ] TikTok
- [ ] Others

7. How much time do you spend on social media daily? *

- ○ Less than 1 hour
- ○ 1 – 2 hours
- ○ 2 – 4 hours
- ○ More than 4 hours

8. How often do you come across investment-related content on social media? *

- ○ Very Frequently
- ○ Frequently
- ○ Sometimes
- ○ Rarely
- ○ Never

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Section D: Investment Profile

9. Have you ever made any investment? *

- ◯ Yes
- ◯ No

10. What types of investments have you made? (Multiple selection) *

- ☐ Stocks / Equity
- ☐ Mutual Funds
- ☐ Cryptocurrency
- ☐ Fixed Deposits / Bonds
- ☐ Gold / Commodities
- ☐ Others

11. How long have you been investing? *

- ◯ Less than 6 months
- ◯ 6 months – 1 year
- ◯ 1 – 3 years
- ◯ More than 3 years

12. On average, how much do you invest per month? *

- ◯ Less than ₹5,000
- ◯ ₹5,001 – 15,000
- ◯ ₹15,001 – 30,000
- ◯ More than ₹30,000

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Section E: Influence of Social Media on Investment Decisions

Please rate the following statements (Use Likert Scale)

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree,
5 = Strongly Agree

*

	1	2	3	4	5
13. Social media platforms help me discover new investment opportunities.	○	○	○	○	○
14. I follow financial influencers (finfluencers) for investment tips.	○	○	○	○	○
15. I have made an investment based on recommendations I saw on social media.	○	○	○	○	○
16. Content on social media increases my confidence to invest.	○	○	○	○	○
17. I often invest in trending stocks or assets because of social media hype.	○	○	○	○	○
18. Social media makes me fear missing out (FOMO) on good investments.	○	○	○	○	○
19. I verify the information I see on social media before investing.	○	○	○	○	○
20. Social media has increased my overall interest in investing.	○	○	○	○	○

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Section F: Perceptions & Behaviour

21. Social media influences my investment decisions *

- ◯ Very High Influence
- ◯ High Influence
- ◯ Moderate Influence
- ◯ Low Influence
- ◯ No Influence

22. Which of the following influences you the most while making investment decisions? (Rank top 3 or select) *

- ☐ Social Media & Finfluencers
- ☐ Friends & Family
- ☐ Professional Financial Advisors
- ☐ News Websites / Apps
- ☐ Personal Research & Analysis

23. Have you ever faced any loss after investing based on social media advice? *

- ◯ Yes
- ◯ No
- ◯ Not Sure

24. How often do you do your own research before investing? *

- ◯ Always
- ◯ Often
- ◯ Sometimes
- ◯ Rarely

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