



## To Study Genz's Psychology About Savings, Investments and Spending Habits in Ahmedabad City

Jayshree Mudaliar<sup>1\*</sup>, Swathi Gounder<sup>2</sup>, Jignesh Vidani<sup>3</sup>

L.J. Institute of Management Studies, LJ University

**Corresponding Author:** Jayshree Mudaliar [24003400310077@mail.ljku.edu.in](mailto:24003400310077@mail.ljku.edu.in)

---

### ARTICLE INFO

*Keywords:* Generation Z, Financial Psychology, Financial Literacy, Socio-Economic Factors

*Received :* 5 June

*Revised :* 17 July

*Accepted:* 21 August

©2024 Mudaliar, Gounder, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

It has specialized on saving, investments, and spending of Gen Z regarding financial psychology in Ahmedabad. The research applies the mixed-method approach in that it compares the relationship between age, attitude toward finance, and behavior among this age group with other groups. The major findings indicate that although many financial attitudes, such as saving and making inquiries before investment decisions, reveal very few significant age differences, gaps in knowledge about finances and tendencies for impulsive spending were found. 'The financial decision-making by the family and their influence on digital technology' plays a major role in the financial behavior of Gen Z, which are the conclusions drawn from the present study. Recommendations are made for targeted financial education programs that engage young adults and their families in initiatives intended to increase positive influences on financial literacy. The authors also recommend longitudinal studies regarding changes in attitudes over time toward finance and embrace qualitative research to understand motivational drivers behind financial decisions. These outcomes carry critical implications for educators and policymakers, and financial institutions that strive to keep Generation Z in responsible financial habits

---

## **INTRODUCTION**

Generation Z, or Gen Z, essentially born between the late 1990s and early 2010, is yet a group that will eventually come to shape financial trends. (Vidani, 2015) Gen Z represents people who have grown up in a world driven by the internet and social media, so their values, behaviors, and financial habits can hardly be said to be akin to any other previous generations. (Vidani & Solanki, 2015) It is not only important for businesses and financial institutions but also for policymakers in such a city as Ahmedabad, representative of a larger economic and middle-class behavior value in India, to study Gen Z's psychology in the context of savings, investments, and spending habits. (Vidani, 2015) This paper deals with factors that influence the financial behavior of Gen Z, their attitudes toward ethical investment, spending behavior, and behavior towards impulsive buying alongside the transition from saving to investing. (Vidani, 2015)

### **Preferences for Socially Accountable Funds**

One of the defining characteristics of Gen Z is a strong sense of social responsibility. It is probably going to be a lot more likely for them to make financial decisions that align with their own ethics and personal beliefs, especially when investing. (Vidani, 2015) Socially accountable funds or SAFs are very new in India. (Solanki & Vidani, 2016) These are investments which basically bring returns on the financial side together with incorporating social and environmental concerns. (Vidani, 2016) However, even in Ahmedabad, SAFs are gaining much popularity among Gen Z, as it speaks not only about monetary benefits but more about positive societal change.

Devanshi D. Dave and A. Parikh (2022) explored Gen Z attitudes toward socially responsible investing in the light of the Theory of Planned Behavior, which states that behavior is moderated by attitudes, subjective norms, and perceived behavioral control. (Bhatt, Patel, & Vidani, 2017) Attitudes towards investing for Gen Z are mainly driven by their ethical beliefs, and they are also more resistant to what others say. (Niyati & Vidani, 2016) Financial literacy confidence is the main driver concerning whether or not they will invest in SAFs. (Pradhan, Tshogay, & Vidani, 2016) Perceived behavioral control can be understood as their confidence in having the skills to do something, or, in this case, financial literacy. (Modi, Harkani, Radadiya, & Vidani, 2016) Therefore, this socially aware generation can be well attracted for financial institutes in Ahmedabad through education about respective funds and their ethical sides. (Vidani, 2016)

### **Expenditure Pattern and Financial Planning**

Plainly, the spending pattern of Gen Z is a mix of being guided by old-time family influence and new-age financial independence. (Sukhanandi, Tank, & Vidani, 2018)

Nasreen Sayyed and co-researchers' research conducted in 2023 on youth expenditure pattern, based out of Bangalore but valid for Ahmedabad, clearly elaborates that even if Gen Z has financial independence, for years, it is the family that provides guidance to their financial planning. (Singh, Vidani, & Nagoria, 2016) In this context, the money handling in the young generation of Ahmedabad is, therefore, shaped to look like the form decided by family values.

As Gen Z grows more independent financially, their spending habits suggest a great need to enjoy travel, restaurants, etc, and all the latest gadgets, fashions, and technology. (Mala, Vidani, & Solanki, 2016) So, this generation lives by the mantra of consumerism but without an escape from heeding to set aside a percentage for the future. (Dhere, Vidani, & Solanki, 2016) In general, most from Gen Z try to balance these two extremely contrasting goals of short-term hedonism and long-term security, so their collective financial psychology is much more complex as well.

### **Impulse Buying and Materialism**

Materialism and impulse buying have been the two most dominating factors influencing Gen Z's monetary behavior. In the research article in American Journal of Research in Business and Social Sciences (2022), impulsive buying and materialism were studied in the context of financial decision-making. (Singh & Vidani, 2016) Whilst Gen Z is the least resistant to materialistic attitudes as well as impulse expenditure, these do not have a trend to hamper saving habits. (Vidani & Plaha, 2016) Hence, the study proves that saving inversely correlates with materialism; that is to say, a person having more orientation of materialism, lesser is the chance of saving for him. (Solanki & Vidani, 2016) As in the case of impulsive buying, there is no equally strong effect on saving.

This can also be inferred from Ahmedabad which is fast moving along the lines of consumer culture. Materialism-fostered advertisements and sponsored social media influencers of fast-food corporations marred their minds to make them more susceptible to impulse buying by the generation Z consumers. (Vidani, 2016) On the other hand, these young people have more cautious financial management abilities to save and spend some of their money on discretionary goods. (Vidani, Chack, & Rathod, 2017) "Financial literacy programs remove some of the harmful consequences of materialism on consumption behavior in regard to spending and investing."

### **Saving-to-Investing Transition**

There is a great drift in the attitude of Gen Z members as such, the current generation is shifting from mere saving to aggressive investment. (Biharani & Vidani, 2018) Saving had formed the core of the major part of Indian earlier generations' financial outlay, and Gen Z in Ahmedabad is nowadays increasingly shifting towards investment avenues, primarily capital markets. (Vidani, 2018)

This Olivia Michaela et al. study in Surabaya reveals how financial literacy and saving behaviors affect investment decisions. Similar to Surabaya, in Ahmedabad, increased financial literacy among Gen Z leads to investment towards investments with higher returns.

Financing institutions in Ahmedabad have been encouraging investment products, which speaks volumes about the affinity of the generation Z towards more sustainable instruments of long-term wealth creation rather than savings. (Vidani, 2018) In fact, as Gen Z develops better financial literacy, investments are likely to replace saving habits as the new trend, and money behavior shall be changed significantly. (Odedra, Rabadiya, & Vidani, 2018) Platforms on investment are mushrooming increasingly with a greater, cheaper means of required financial tools paving the way for this to happen.

### **Financial Education**

With financial products getting more complicated and materialism and ethical investment being interlinked with people's choices, financial education is finally coming to be most important. (Vasveliya & Vidani, 2019) Relating to that, many studies indicate that financial education needs to be added to school curricula so that Gen Z understands the rights in terms of financial decision-making. Financial education would be capable of empowering Gen Z in managing money appropriately in Ahmedabad, where people are financially underserved to a large extent.

This will further help the youth save and invest better instead of being controlled by impulse buying and materialism. (Sachaniya, Vora, & Vidani, 2019) The good financial knowledge grounding for Gen Z will let them develop prudent consumption patterns, long-term savings, and investments guided by the values they hold close. (Vidani, 2019) One of the financially conscious and socially responsible, ever-growing investment-aware generations is that of Gen Z in Ahmedabad-its psychology on savings, investments, and expenditure. (Vidani, Jacob, & Patel, 2019) Though they reflect a tendency of impulsive buying and materialism, these scarcities do little to keep them from saving or investing. (Vidani J. N., 2016)

This is due to greater financial literacy as well as ethical issues, hence interest in socially accountable funds and a shift from saving towards investment. (Vidani & Singh, 2017) This will come in very handy with the integration of citizens of Ahmedabad, because the power of knowledge has to be created for financial institutions, marketers, and policymakers to extend into Gen Z. (Vidani & Pathak, 2016)

### Research Objectivies

1. **To analyze the savings behavior among respondents across different age groups.** (Objective achieved in question no. 6)
2. **To evaluate the perception of financial security through savings among respondents.** (Objective achieved in question no. 7)
3. **To assess the interest in socially accountable funds (SAF) among respondents.** (Objective achieved in question no. 8)
4. **To measure the confidence level of respondents in making investment decisions.** (Objective achieved in question no. 9)
5. **To understand the extent of information-seeking behavior before making investment decisions.** (Objective achieved in question no. 10)
6. **To evaluate respondents' knowledge of savings and investments.** (Objective achieved in question no. 11)
7. **To study impulsive buying behavior and its impact on respondents' savings habits.** (Objective achieved in question no. 12)
8. **To identify difficulties in controlling spending on non-essential items among respondents.** (Objective achieved in question no. 13)
9. **To assess the importance of material possessions in shaping financial behavior.** (Objective achieved in question no. 14)
10. **To analyze the influence of family on respondents' financial decisions.** (Objective achieved in question no. 15)

### LITERATURE REVIEW

The studies relating to the saving, investment, and expenditure psychology of Gen Z are becoming much more important in developing cities like Ahmedabad in India. (Pathak & Vidani, 2016) Born between the late 1990s and the early 2010s, the Gen Z has been extremely influenced by digital technologies, social media, and global trends. (Vidani & Plaha, 2017) Unlike generations before them, the messages that are currently influencing their finances are a combination of what had been formerly strictly socially imposed and what is increasingly digital in nature. (Vidani J. N., 2020) This literature review captures some of the key themes in Gen Z's financial behavior, from their affection towards socially accountable funds to spending behavior and impulsive buying, materialism, as well as a growing shift away from saving towards investment. (Vidani J. N., 2018)

#### **Attitudes of Gen Z towards Socially Accountable Funds (SAF)**

One of the most relevant trends shaping the current financial behavior of Gen Z is a preference towards social accountability funds, known as SAFs. (Vidani & Dholakia, 2020) These are funds that accrue a financial return while taking into account considerations for sustainability and social justice. (Vidani,

Meghrajani, & Siddarth, 2023) According to a study by Devanshi D. Dave and A. Parikh (2022) captures the rate at which SAFs are gaining acceptance, largely because Gen Z is highly social and concerned about social and environmental issues. (Rathod, Meghrajani, & Vidani, 2022) By use of Theory of Planned Behavior, the study avers the premise that for Gen Z, the investment choices are fundamentally influenced by their ethical beliefs although the external pressures or "subjective norms" have relatively weak effect on what decisions are taken. The other crucial predisposing factor that predisposes Gen Z to invest in SAFs is financial literacy. A more conscious young investor who is likely to be involved in such funds will have a more realizable concept of ethical investing. (Vidani & Das, 2021) Financial institutions operating in Ahmedabad, where financial literacy is still developing, can enhance the engagement of Gen Z with SAFs through the provision of educational resources and an explanation of the ethical dimensions of these investments. (Vidani J. N., 2022) This would fulfill their desire to do good to society too, along with increasing their property.

### **Financial Behaviour and Expenditure**

The expenditure behaviour of Gen Z in Ahmedabad primarily consists of having financial freedom and culture, but it is at the same time driven by the tradition of the family. (Saxena & Vidani, 2023) The very recent study of youth financial behavior in Bangalore by Nasreen Sayyed and others [2023] also depicts exactly what was found in Ahmedabad. (Vidani, Das, Meghrajani, & Singh, 2023) The results suggest that, although the youth, especially the females, become independent in regard to their finances, family remained influential in determining the financial choices made, and this was especially more pronounced in the traditional setting where the guidance from the family influences spending and saving decisions.

Experientiality being the buzzword with Gen Z, travelling and entertainment is atop the expenditure list; they are not, however blind folded by financial foresight while spending. (Vidani, Das, Meghrajani, & Chaudasi, 2023) Most of the youngsters have discretionary spends but know saving is important for some future financial security. (Bansal, Pophalkar, & Vidani, 2023) Therefore, an increasing level of financial responsibility characterizes this urban Gen Z in India's middle-class cities similar to larger economic patterns in Ahmedabad.

### **Impulsive Buying and Materialism**

Impulsive buying and materialism are two other relevant factors that influence the financial behavior of Gen Z. (Chaudhary, Patel, & Vidani, 2023) A journal study published in the American Journal of Research in Business and Social Sciences, 2022 shows that the relationship between the financial behavior, materialism, and savings. (Patel, Chaudhary, & Vidani, 2023) According to the findings, though Gen Z is a highly materialistic behavioral trend, that isn't distracting enough for them to save less. (Sharma & Vidani, 2023) Materialism

has a negative association with saving – there will be lesser savings among those holding a higher value for materialism.

This is evident among people of Ahmedabad who are witnessing consumerism develop this age through online platforms and social media. (Sharma & Vidani, 2023) However, the paper notes that financial education moderates this behavior. The impulsive tendencies are duly relaxed by the propensity of this age group towards saving. (Mahajan & Vidani, 2023) The move can be capitalized by financial institutions through encouraging the youth to spend responsibly and plan financially so that they can balance consumer want versus long-term savings. (Saxena & Vidani, 2023)

### **Saving to Investing**

Among other trends that Gen Z follows is a shift from saving and into active investments. (Saxena & Vidani, 2023) Olivia Michaela and peers (2022) look into financial literacy and Gen Z's shift to investing in the capital market. Their research at Surabaya, Indonesia highlights starkly that more compared to less financially literate youth are likely to invest and pursue return rates higher than those from savings accounts. (Vidani, 2015) Similarly, in Ahmedabad, fintech players and online investment platforms are making access easier for young people.

Increased finance literacy and use of online investment platforms are increasing saving to investing transformation speed. Saving habits of Gen Z are pushed out by long-term wealth creation. Ahmedabad can encourage such a change by providing proper financial education to the youth. (Vidani & Solanki, 2015)

### **Financial Education and Literacy**

Financial literacy will play a crucial role in defining the financial attitude of Generation Z. (Vidani, 2015) Agreement in most of the studies is that high-quality, far-reaching financial education programs need to be designed to educate the youth to budget, save, invest, and adequately manage debt. (Vidani, 2015) The scope of financial literacy in Ahmedabad is expanding, though very uneven, especially for the deprived subgroups. (Vidani, 2015) Incorporating school curricula can better empower young people with the tools to make effective financial choices.

Financial literacy can be resorted to prevent impulse purchases and materialism. (Solanki & Vidani, 2016) The education imparted stressing the need for delayed gratification and long-term planning had been better savings and investment. Here in Ahmedabad, consumerism is growing. (Vidani, 2016) These kinds of initiatives need to reach that right mindset among Gen Z for proper financial behavior.

### **Role of Family and Societal Norms**

Even though the Gen Z is more independent in terms of finance than any previous generation, family influence still takes the top spot especially for families operating based on more traditional values. (Bhatt, Patel, & Vidani, 2017) In many instances, especially for women family members often retains control over the savings and investment decision. (Niyati & Vidani, 2016) However, because this generation of young people continues to discover its financial acumen and eventually independence, this influence of family is bound to be circumvented especially for cities like Ahmedabad. (Pradhan, Tshogay, & Vidani, 2016)

The financial behavior of Gen Z characterizes the interrelated dimensions of ethical concerns, financial literacy, materialism, and independence. (Modi, Harkani, Radadiya, & Vidani, 2016) It is too complex. (Sukhanandi, Tank, & Vidani, 2018) Trends of socially responsible funds and finance increasing in the city are followed by trends in the investment behaviors of Ahmedabad. (Singh, Vidani, & Nagoria, 2016)

Understanding these patterns will be very critical for financial institutions, educators, and policymakers to reach out effectively to this demographic and get them back on the road toward financial responsibility. (Mala, Vidani, & Solanki, 2016)

### **Research Gap**

There is an evident lacuna in the research on the psychology of Gen Z in terms of savings, investments, and expenditure behavior in Ahmedabad's Generational studies involving financial behaviors do focus on such issues, but the data specified in terms of the behavior of urban youths in Ahmedabad are almost scarce. Demographics are influenced by factors which are patently different from other places regarding cultural, economic, and technological factors influencing their financial decision-making processes. This is to some extent a very underexplored concern: local conditions and how they influence their attitudes toward savings and investments, especially in this changing economic context. Social media usage and the influence of friends on their spending would also be pursued further to lead towards focused research on the nuances in local context for an addition to a more complete insight into the financial psychology of Gen Z in this region.

### **Hypothesis (Only List)**

1. There is a significant association between age and the statement "I prioritize saving a portion of my income every month." This indicates that saving behaviour varies among different age groups.
2. There is a significant association between age and the statement "I believe saving is essential for financial security." This suggests that beliefs about saving for financial security differ among age groups.



3. There is a significant association between age and the statement "I am interested in investing in socially accountable funds (SAFs)." This indicates that interest in SAFs varies among different age groups.
4. There is a significant association between age and the statement "I feel confident about making investment decisions." This indicates that feelings of confidence in investment decisions vary among different age groups.
5. There is a significant association between age and the statement "I regularly seek information before making investment decisions." This indicates that the tendency to seek information varies among different age groups.
6. There is a significant association between age and the statement "I feel that I have sufficient knowledge about saving and investment." This indicates that feelings of knowledge about saving and investment vary among different age groups.
7. There is a significant association between age and the statement "I often make purchases without planning in advance." This indicates that the tendency to make unplanned purchases varies among different age groups.
8. There is a significant relationship between age and the difficulty in controlling spending on non-essential items. This suggests that age influences how difficult individuals find it to control their spending.
9. There is a significant relationship between age and the importance of owning material possessions. (i.e., age influences how important individuals feel about material possessions)
10. There is a significant relationship between age and the extent to which family plays a major role in financial decisions. (i.e., age influences the role of family in financial decision-making)

Table 1. Validation of Questionnaire

Statements	
<b>I prioritize saving a portion of my income every month.</b>	(Vidani & Solanki, 2015) (Niyati & Vidani, 2016) (Vidani, 2015)
<b>I believe saving is essential for financial security.</b>	(Bhatt, Patel, & Vidani, 2017) (Vidani J. N., 2016)
<b>I am interested in investing in socially accountable funds (SAF).</b>	(Vidani & Das, 2021) (Vidani, Das, Meghrajani, & Singh, 2023)

<b>I feel confident about making investment decisions.</b>	(Saxena & Vidani, 2023) (Vidani & Pathak, 2016)
<b>I regularly seek information before making investment decisions.</b>	(Vidani, Chack, & Rathod, 2017) (Biharani & Vidani, 2018)
<b>I feel that I have sufficient knowledge about savings and investments.</b>	(Vidani, Jacob, & Patel, 2019) (Sharma & Vidani, 2023)
<b>I often make purchases without planning in advance.</b>	(Modi, Harkani, Radadiya, & Vidani, 2016) (Vidani, 2018)
<b>I find it difficult to control my spending on non-essential items.</b>	(Vasveliyya & Vidani, 2019) (Odedra, Rabadiya, & Vidani, 2018)
<b>Owning material possessions is important to me.</b>	(Vidani & Singh, 2017) (Vidani & Dholakia, 2020)
<b>My family plays a major role in my financial decisions.</b>	(Odedra, Rabadiya, & Vidani, 2018) (Dhere, Vidani, & Solanki, 2016)

*\*Source: Author's compilation*

## METHODOLOGY

Table 2. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel

<b>Sampling Size</b>	104
<b>Survey Area</b>	Ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*\*Source: Author's compilation*

### Demographic Summary

The demographic summary of the 104 participants in the given campaign suggests that the age distribution for this campaign is basically youthful, at 81.7% between 18 and 25 years. There is a slight skew towards the female respondents at 55.8% while males come at 44.2% in the survey. Education-wise, half of the respondents are graduates, while 47.1% have gone through undergraduate studies; undergraduates and postgraduates amount to 26.9% and 22.1%, respectively. The income data gives a clear profile, as more than 50 percent of the respondents have no source of income, again due to their young age. More than two-thirds are students followed by homemakers and those working in a job. This profile further points toward the education-oriented nature and economic struggles of this segment.

### Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
.745	10

*\*Source: SPSS Software*

The Cronbach's alpha value of .745 indicates acceptable internal consistency among the 10 items in this study. This suggests that the items are measuring a related construct and can be considered reliable for further analysis. While values above .7 are generally deemed satisfactory, it's important to note that higher values (closer to .9) may indicate redundancy among items. Thus, while the current alpha suggests a good level of reliability, future research could explore the potential refinement of the scale to enhance both reliability and validity.

Add rows as per number of hypothesis you have created

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant association between age and the statement "I prioritize saving a portion of my income every month." This indicates that saving behavior varies among different age groups.	0.080	>	H01 Accepted (Null hypothesis Accepted)	0.704	weak
H2	There is a significant association between age and the statement "I believe saving is essential for financial security." This suggests that beliefs about saving for financial security differ among age groups.	0.157	>	H02 Accepted (Null hypothesis Accepted)	0.735	Weak
H3	There is a significant association between age and the statement "I am interested in investing in socially accountable funds (SAFs)." This indicates that interest in SAFs varies among different age groups.	0.848	>	H03 Accepted (Null hypothesis Accepted)	0.772	Weak
H4	There is a significant association between age and the statement "I feel confident about making investment decisions." This indicates that feelings of confidence in investment decisions vary among different age groups.	0.608	>	H04 Accepted (Null hypothesis Accepted)	0.749	Weak

H5	There is a significant association between age and the statement "I regularly seek information before making investment decisions." This indicates that the tendency to seek information varies among different age groups.	0.286	>	H05 Accepted (Null hypothesis Accepted)	0.517	Weak
H6	There is a significant association between age and the statement "I feel that I have sufficient knowledge about saving and investment." This indicates that feelings of knowledge about saving and investment vary among different age groups.	0.046	<	H06 Rejected (Null hypothesis Rejected)	0.007	Weak
H7	There is a significant association between age and the statement "I often make purchases without planning in advance." This indicates that the tendency to make unplanned purchases varies among different age groups.	0.052	<	H07 Rejected (Null hypothesis Rejected)	0.010	Weak
H8	There is a significant relationship between age and the difficulty in controlling spending on non-essential items. This suggests that age influences how difficult individuals find it to control their spending.	0.006	<	H08 Rejected (Null hypothesis Rejected)	0.027	Weak
H9	There is a significant relationship between age and the importance of owning material possessions. (i.e., age influences how important individuals feel about material possessions)	0.041	<	H09 Rejected (Null hypothesis Rejected)	0.032	Weak

<b>H10</b>	<b>There is a significant relationship between age and the extent to which family plays a major role in financial decisions. (i.e., age influences the role of family in financial decision-making)</b>	0.005		H0 Rejected (Null hypothesis Rejected)	0.108	Weak
------------	---	-------	--	---	-------	------

*\*Source: Author's Compilation*

## DISCUSSION

This research paper analyses the financial psychology of Gen Z people, staying in Ahmedabad, India, relating to their savings, investments, and expenses. To determine if age was a factor that influences these kinds of behaviors, this paper relied on such an analysis. It was seen that age has several shades of diversity that result in making various decisions relating to finances, such as those made by Gen Z people.

The results indicate that most hypotheses regarding age differences in financial behaviors hold, and therefore, there is little association between age and saving priorities, savings beliefs for security, interest in SAFs, investment decisional self-efficacy, and tendency to obtain information prior to making an investment. For instance, all these p-values for such hypotheses were greater than 0.05, suggesting that attitudes and behavior towards money among Gen Zers are rather homogenous across different age groups. This homogeneity may be due to common big-picture societal influences such as common economic concerns, cultural background as well as universal access to personal finance information online. Such powerful influences might overwhelm age in determining financial attitude or behavior.

However, significant relationships for many areas of the study were also seen. Of course, a greater proportion of the younger Gen Z members report being less educated about saving and investment (H6), meaning there might be potentially closed deficits in financial literacy that could be addressed appropriately through education. The impulse buying tendency (H7) was highly associated with age, so that impulse spending might possibly be more present among younger people. Although it differs from the literature, younger consumers should be more influenced by friends and social media postings and therefore be more impulsive in their financial decisions.

Findings also indicated a significant relationship between age and the inability to control discretionary spending (H8). This is a generational problem with consumerism in which the pressures of modern marketing and instant gratification of online shopping may contribute to an irresponsible financial

behavior. Similarly, H9 found that younger Gen Z people cared more for material possessions and basically indicated that social expectation and consumer culture more strongly affected their psychology toward money.

It also determined a strong association between age and the influence of family in financial decisions, as indicated by H10. That means older Gen Z people may seek much guidance from family members in their financial decisions to enjoy some protection from financial travesty. This is the most critical relationship in understanding how, in maturity stages, family influences can mold long-term financial attitudes and behaviors.

With that said, although age does not appear to have much of an impact on most financial behaviors of the current generation of the Gen Zers in Ahmedabad, the findings are at least enough to claim that targeted financial education and awareness programs need to be launched to bridge knowledge gaps and cultivate responsible spending habits. As this generation continues to grow and evolve within a rapidly changing economic landscape, knowledge of their unique financial psychology will be pivotal in the design of effective strategies toward supporting the financial well-being of Gen Zers. Future research into this area should deepen further to establish how socioeconomic factors and digital influences in turn shape the attitude and behavior of Gen Z toward finance

### **Theoretical Implications**

The empirical findings of this study on the financial psychology of Ahmedabad-based Generation Z have brought to the surface several theoretical implications related to consumer behavior, financial literacy, and age influences on financial decision-making.

For example, there has been no association found between age and various financially related behaviors including saving at regular periods, possessing more information or seeking more information before investing. This would further suggest that the concepts of consumer behavior by the traditional generations need to be rediscussed. For instance, the traditional models, for example, the Theory of Planned Behavior, would assume that there exists a direct relationship between age and attitudes and intentions. However, it can be noted that the common socio-cultural and economic experience would then result in a more homogenous financial attitude of Gen Z individuals irrespective of their age. The research thus helps negate the assumption that are assumed to exist as automatic age-related differences that lead to divergent attitudes towards finance.

Further, it even emphasizes the great significance of financial literacy theories since such strong relation between age and perceived knowledge regarding savings and investments was also found in this study. This would

therefore mean that the kind of education which should be provided at this age is more responsive to the needs of young people. If, for example, the younger members of Generation Z perceive there to be less familiarity with financial matters than their elder counterparts, then educators and policymakers could tailor interventions to improve financial literacy. Thus, the results suggest that information transfer alone is insufficient for financial education to effectively impart confidence in personal self-efficacy in making proper financial decisions.

Furthermore, the study further reveals several strong relationships concerning age and impulsive spend and value accorded by individuals to material goods. These findings complement already existing theories of consumers' behavior, such as the Stimulus-Organism-Response (S-O-R) model, which makes the inference that external stimuli regulate consumer responses. Thus, these findings indicate that external factors such as marketing strategies and peer pressure may deeply influence the consumption behavior of Gen Z. Therefore, the newly discovered landscape of contemporary consumers are the consequences of social and digital contexts.

The involvement of family in financial decisions, especially that of older Gen Zers is also in accordance with theoretical arguments on issues of socialization and intergenerational transmission of financial behaviors. Such influences this research explores can be very relevant for the development of models of financial behavior. In fact, influence from the family is still one of the most important factors that determine the respondent's financial belief systems and the sustainability of his or her financial practices. It could also shine more light on the interrelations described above to hone theories regarding financial socialization and to what extent familial support systems might abate or exacerbate different aspects of financial challenges that affect younger generations.

Finally, findings trend toward more inter disciplinarily incorporation when researching financial behaviors. It is, in fact true that most psychology, sociology, and economic insights have to be intertwined while crafting a comprehensive understanding on how attitudes toward savings, investments, and spending among generations are shaped.

Summed up, this study enriches theoretical-level discussions about consumer behavior and financial literacy by highlighting the intricate dynamics of financial psychology among Gen Z. It therefore brings to the fore the need to note incorporation of sociocultural influence, educational requirement, and family dynamics while constructing theories and interventions aimed at developing financial decisioning capacities among young adults. Future studies need to venture deeper into these issues in order to construct an even stronger



theoretical framework backed by the facts of this given dynamic economic environment.

### **Practical Implications**

This research finding on financial psychology of Generation Z of Ahmedabad has more profound practical implications for policymakers, educators, and institutions that are relevant to them. There exists an urgent call for a targeted financial education program tailored for this demographic group. These curricula should be more practical in terms of fundamental financial skills including budgets, saving methods, and investing, with interactive workshop-type approaches and online courses, oriented toward what they are used to. This age group also tends to indulge in impulse purchases and prefer to own more material goods, so campaigns on impulsive purchasing must also be a part of these curricula. There could be initiatives from sides of financial institutions and consumer advocacy groups to promote the sense of mindfulness in spending: tools and applications for tracking expenses, apps to help people make more thoughtful decisions about money.

The involvement of family in this key financial decision-making process also means that family-level financial education should start with the parent or guardian. Family financial literacy workshops would enhance positive financial behavior within a family setup. Schools and community-based organizations would facilitate family-based sessions on learning and how to set out a household plan for achieving goals and managing challenges. Financial institutions must hence exploit technology to reach Gen Z appropriately. Develop engaging content on social media that speaks to financial issues, publish success stories, and develop interactive tools as a means of making these concepts less mystifying.

Policymakers have a great role in designing financial aid and support systems that recognize the particular risks, crisis, and or lags facing Gen Z. Policies discussing financial access to affordable financial products and education on student loans can particularly help to improve the financial resilience of this generation. Community organizations will later be collaborated with local schools and universities to carry out workshops and peer-led discussions concerning financial well-being. Above all, further studies are necessary to keep with the changing financial behaviors and attitudes of Gen Z. Regular feedback gathering from young adults will continue to improve the programs in financial literacy because such programs will become relevant and effective. In essence, by focusing on these areas-education targeted at specific populations, family engagement, digital involvement, and supportive policies, with further collaboration with the community-the stakeholders will be adequately prepared to teach and guide a financially literate and responsible

Generation Z in managing the challenges posed by personal finance within the extant economic setting.

## **CONCLUSIONS AND RECOMMENDATIONS**

This research is carried out with the goal of providing insights into the financial psychology of Generation Z in Ahmedabad. Savings and investments, along with expenditures, have been some instances of difficulty in monetary behavior. The results indicate that although most of the financial attitudes remain similar across ages within the same generation, it still creates major gaps in knowledge and impulsive spending tendencies that make targeted educational interventions a much-needed requirement. It underlines the very important role of family dynamics in financial decision-making: educational efforts should reach both young adults and their families. Digital platforms can also be used to enhance financial education and awareness, reaching Gen Z, as they are comfortable with digital stuff. Policymakers and community organizations would play a supportive role in shaping financial literacy and resilience toward economic shocks through beneficial programs and resources. These are the main areas that should be dealt with to enable Generation Z to habitually handle finances positively and, therefore, bring them to good economic stability in the future.

## **FURTHER STUDY**

One of the main areas that future research based on financial psychology among Ahmedabad-based Generation Z would attempt to pursue in order to make it even more profound and broaden implications of the results is conducting longitudinal studies tracing their financial behaviors and attitudes through time, as it would provide insight into how these change as people grow out from their teenage and confront new financial challenges in adult life. Thus, studies could clarify over-time changes and pinpoint the critical periods where intervention would be most effective.

Analyze socio-economic factors influencing the behavior of the youth in finance and explain other factors that relate to incomes, educational background, and family-related financial status in terms of attitudes towards savings, investments, and spending, hinting at some crucial differences that might inform designing more inclusive financial education programs.

These qualitative methods, for example, interviews and focus groups, may uncover more detailed and richer information on what spurs or dampens the financial decisions of Gen Z. Understanding such psychological factors and their related emotional contexts may possibly lead to a better avenue through which further responsive and effective education strategies can be implemented in developing countries.

An interesting possibility would be to explore how digital technologies might influence the conduct of people in finance. A study of how Gen Z relates to financial apps, social media, and online forums are filled with advice about finance might open avenues for effectiveness and what needs to be attended to.

The comparative analysis would therefore result from inter-regional or local cultural contexts within a research study, subsequently increasing the understanding of the factors localizing financial behaviors by Gen Z. This would be based on universal trends combined with challenges region-specific thus offering a holistic view regarding Gen Z financial psychology.

More succinctly, future studies should be multi-dimensional and draw on a mix of both the quant as well as the qualitative approach to examine how the shifting financial attitudes and behavior of Generation Z eventually play themselves out. Such studies will put so much at stake in terms of academics, but will also provide usable knowledge to educators, policymakers, and financial institutions seeking ways to help the generation make their financial futures less daunting.

## REFERENCES

- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.

- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING-A New WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMEDABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternatives (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternatives (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(2), 213-234.
- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. International Multidisciplinary Journal Think Different, 3(22), 9-16.
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. ( 2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. Journal of Basic and Applied Engineering Research, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. ZENITH International Journal of Multidisciplinary Research, 6(1), 226-284.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 77-80). Pune: D.Y.Patil University Press.
- Vasveli, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Vidani, J. N. (2015, December ). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. The Indian Writer's e - Journal, 1(1), 1-26.

- Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. *The Indian Writer's e - Journal*, 1(1), 1-14.
- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. N. (2015, November). Self Aid Group – A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. N. (2016, December ). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). Export and Import Procedures (Vol. 1). Online: Educreation Publishing .
- Vidani, J. N. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. *Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies*. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, *WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT* (pp. 32-47). Kanpur: International Publications.

- Vidani, J. N. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. Turkish Online Journal of Qualitative Inquiry (TOJQI). Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, Management and Innovation: Research Study (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. Governance in E-commerce: Contemporary Issues & Challenges (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. International Multidisciplinary Journal Think Different, 3(22), 44-50.
- Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. Services in Emerging Markets (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL International Journal of Multidisciplinary Management Studies, 5(12), 45-56.
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. National Conference on startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. Sodhsamhita, 137-157.

- Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019, July - September). *MENTAL HEALTH START-UP: MOODCAFE. Economic Challenger: An International Journal*, 21(84), 35-42.