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A Systematic Review of Neo Brokers: Effects on Trading Activity and Investment Preferences

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Abstract: The surge in financial market digitalization has propelled neo brokers - app-based fintech platforms - to reshape retail investing. This systematic literature review synthesizes academic studies, industry reports, and empirical evidence to dissect how zero-commission trading, intuitive interfaces, real-time analytics, and mobile access drive trading activity and preference shifts among retail investors. Neo brokers democratize market entry, drawing millennials and novices, yet fuel heightened trading frequency, speculation, and short-termism via gamification. While boosting inclusion, they amplify overconfidence, risk-taking, and literacy gaps.

Keywords: Neobrokers, Discount brokers, Investment preferences, Trading, Gamification, PFOF

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