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Behavioural and Technological Determinants of Investment Decisions in the FinTech 5.0 Era: A Study of Gen Z

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Abstract: The paper employs the factor of behavioral bias, technological trust and security, the adoption of AI and automation to influence investment behavior decision by Gen Z investors in Bengaluru within the context of FinTech 5.0. The outcomes of the cross-sectional survey with 575 people and the Structural Equation Modeling show that all three factors produce the significant and positive impact on the investment decisions, the strongest impact is produced by AI and automation. The results highlight both the novel psychological and technological state to trigger digital investment behavior and contribute to an eventual implication to FinTech providers.

Keywords: Artificial Intelligence, Behavioral Bias, Fintech 5.0, Generation Z, Investment Decision Behavior, Technological Trust

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