

Digital Investment Apps: Shaping the Future of Finance

K. Uma

Department of Business Management, Osmania University, HNO. 4-7-567/1, esamiya bazar, koti, Hyderabad -500027

Abstract- This study explores the evolving landscape of investments, focusing on the significant impact of digital investment apps, particularly among young Indian investors. Traditionally, Indian savings gravitated towards fixed deposits and gold. However, a notable shift has occurred towards equity markets, mutual funds, and digital assets like cryptocurrencies, driven by a desire for higher returns and long-term wealth creation. India's demographic advantage, with a growing number of financially aware young professionals, further fuels this trend, as they increasingly utilize digital platforms for investments. The investor Behaviour Index (IBI) 2025 highlights the crucial role of digital platforms in democratizing investments, with 68% of respondents preferring them for investing and learning. These platforms offer features like AI-powered insights, real-time data, virtual trading, and educational resource, significantly reducing entry barriers for new investors. The benefits of digital investment apps over traditional methods include direct and instant order placement, access to multiple asset classes through a single app, comprehensive research reports, live feeds, paperless account opening, and faster transactions. They have made investments more affordable and accessible to a wider range of individuals by lowering minimum investment thresholds and fees. This research synthesizes existing literature to understand how digital investment platforms and AI empower individual investors, enhance financial literacy, and reshape investment behaviour globally, fostering greater financial inclusion and sustainable wealth creation.

INTRODUCTION

Investing is like planting seeds with the hope of growing a fruitful garden. Investing is deciding where to put the cash so that it will grow over time. Investing options include stocks, bonds, and real estate, each with different levels of risk and possible returns. To reduce the danger that one of those investments will not grow, it is essential to spread them out. Investing can help you achieve financial goals and create better future.

Young individual investing behaviours have been receiving and increasing amount of attention recently. Young Indian investors inclinations have changed significantly in the last few years. Traditionally, savings were often directed towards conventional avenues such as fixed deposits and gold. However, with greater exposure to global markets and technological advancements, there has been a surge in interest towards equity markets, mutual funds, and even digital assets like cryptocurrencies. This shift is driven by a desire for higher returns, fuelled by a long-term wealth creation outlook.

The increase in younger investors is closely tied to India's demographic advantage. As more young professionals enter the workforce, they are becoming financially aware and actively investing their earnings. Encouraged by corporate initiatives, financial literacy programs, and the ease of investing through digital platforms, many young Indians are choosing to invest in systematic investments plans and equity markets early in their careers.

The revelations in latest Investor Behaviour Index (IBI, 2025), released by StockGro in collaboration with 1Lattice, show the growing preference for stock market investments, the rising demand for financial education, and the increasing role of digital platforms in shaping investor behaviour.

Digital platform reshaping investing habits:

The IBI 2025 report highlights the crucial role digital platforms play in democratising investments. An impressive 68 percent of respondents now prefer digital platforms for investing and learning AI-powered insights, real-time data, and virtual trading experiences have significantly reduced entry barriers, making investing more accessible to beginners. Nearly 49.6 percent of first-time investors prefer practicing with virtual money

before transitioning to real investments, reflecting a cautious and informed approach to wealth creation.

Let's understand what is an investment app? An investment app is an online (a mobile or web based) platform that enables users manage their finances. It can cover everything from buying and selling stocks, bonds, cryptocurrencies, or anything in between. It acts as a channel that provides a secure connection to a person's bank account and lets them transfer funds to an investment account. This wealthtech product offers people multiple investment options, displaying their prices and performance history. With such information at their fingertips, customers can make an investment, and the app closes the deal.

To allow users to make knowledgeable investment decision, many apps displays real-time market data, offers reviews of financial markets, and give access to educational resources. Leveraging all capabilities of such apps, people can monitor the performance of their assets, conduct market research in the niche of their interest, and introduce changes to their investment portfolio as the market situation requires.

These investment apps target different types of users and audiences based on their expectation, levels of knowledge of market, and income.

Let's discuss some essential features that makes this investment app an aide to customers in their investment decisions

1. Registration and on boarding: These apps ensuring the registration and onboarding procedures simple to follow and flawless, providing options for social networks, email, and phone numbers registration along with comprehensive instructions to help people making it easy to get started and streamline the account creation process.
2. User profile: people can enter personal information details (name, age, etc.) together with some additional facts like trading experience or financial goals. This latter will allow the app to provide relevant options and tailored recommendations.
3. Security and privacy protection: in today's internet world it becomes essential to provide cutting-edge security measures including encryption, two-factor authentication, and biometric login to protect user information and promote trust.
4. Trading management: it is the core capability of app, thanks to which users can conclude deals, monitor stocks, view their transaction history, check account balance, and generally manage their finances.
5. Money management: Include budgeting, saving goal-setting, and spending tracking tool. These tools help users manage their money wisely by offering insights into their spending patterns and overall financial health.
6. Real time analytics of market: This functionality provides insightful tools and access to essential niche data in real time, allowing traders to make knowledgeable decisions. Moreover, this feature can offer portfolio insights and recommendations regarding current market trends and the customer's goals.
7. Push notifications: They serve to keep users tuned in to emerging trends, price fluctuations, essential updates, or new feature releases. customized alerts based on user preferences to boost communication.
8. Transaction management: Provide features that make transaction administration safe and easy. Given users access to thorough records and reports to monitor their withdrawals, deposits, and transaction history.
9. KYC and AML integration: Integrate know-your-customer (KYC) and anti-money laundering (AML) processes to verify user identities and halt fraudulent behaviour. Ensure rules are observed to maintain the platforms integrity.
10. Investment calculator: Investment calculator available to assist users in planning their investments and estimate possible returns. Provide interest and ROI calculators, among other financial projection tools.
11. Funds withdrawal: it enables users to convert their investments into cash at any time. After that, they may consider relocating funds or withdrawing profits.
12. News and social feeds: Integrating articles and social media feeds to inform clients about the most recent developments in financial and market news. Permitting users to participate in discussions, follow expert's opinions, and keep current with industry trends.

Types of Investment apps

1. Banking investment apps: one of the basic types of apps, this one's more of a "do it yourself" kind. Users receive just the primary information on the potential investments, such as stock prices or the minimum amount of purchase. What makes this app to manage investments so appealing is its simplicity-it's an all-in-one solution.
2. Robo-advisors: a more creative type, they use complex algorithms to provide automated, low-cost investment advice and portfolio managements. The best investment apps in this category offer user-centric, AI-powered analytics to help users achieve their goals. They can inquire about an individual's risk tolerance and specific financial objectives, catering different clients.
3. Savings and goal-based investment apps: not everyone can afford to invest huge chunks of their saving, so micro-investment can be a better strategy for them. Some of the top mobile investing apps leverage this prospect and target audiences with different incomes. They typically help users set particular financial goals, such as retirement funding, and invest small amount to reach those targets.
4. Trading apps: trading apps are for more active users and offer real-time data, charting tools, and ability to execute trades quickly. They are also for more independent customers who have a general familiarity with the assets they are interested in.
5. Peer-to-peer lending apps: these apps for investment are designed for lending finances between individuals. Bypassing the involvement of financial institutions has its benefits risk as well, but this field is growing. People provide money to lenders in exchange for a certain interest.
6. Alternative investment apps: some users look for ways to diversify their portfolio with less traditional investment options. Finding less paved options make it both lucrative and fascinating for individuals already familiar with the industry. These mobile investing apps can cover anything from real estates to art, offering niche markets that are otherwise difficult to access.
7. Hybrid apps: as the name suggests, they combine human and robo-advising. By blending the best of the two worlds, such apps

can cater to needs of both fresh and vetted traders. For former, they have a user-friendly interface and numerous educational resources. The latter will enjoy advanced analytics and research tools as well as broad customization options.

8. Cryptocurrency platforms: although some exchange apps enable operations with crypto, there exist specialized platforms for purchasing, selling, storing and transferring digital money.

Benefits of adapting digital investment app comparative traditional investment method

1. There is no dependency on share brokers or intermediaries.
2. Orders can be placed directly and instantly it does not consume much time to process as it does not involve intermediaries.
3. In offline trading dealing with multiple asset classes requires contacting different brokers separately whereas it can be done in single trading app by online trading.
4. Access to research reports, quality advice, and educational resources are available instead of only brokers advice.
5. Access to live feeds and real time updates paperless accounts opening process.
6. Transactions are comparatively faster as entire process is digitalised and no manual intervention involved.
7. Online trading is suitable for both new-age beginners and advanced traders and investors whereas offline trading is suitable for non-tech-savvy, conventional and traditional investors and traders.

Historically investments were out of reach for most retail investors due to high minimum investment thresholds and limited access to specialized financial products. Private equity required millions of dollars in capital, while venture capital often demanded high levels of expertise or connections.

However, thanks to online platforms, these barriers are rapidly disappearing. Investors can get started with relatively small amounts. These platforms not only make investments affordable but also offer lower fees compared to traditional financial advisors or fund managers. This democratization of investment opportunities enables a much wider range of individuals to diversify their portfolios.

The enhanced user experience and transparency offered by digital platforms is also significant advantage. Real-time, seamless access to product information provides investors with the tools to make more informed decisions

LITERATURE REVIEW

1. Mohammed-Nabeel and Saebah (2025): This study assesses how digital marketing techniques, such as email advertising, content marketing and social media, influence investor behaviour. According to the analysis, financial blogs, influencer endorsements and social media advertisements have highest impact on investors decision especially among respondents aged 18-35. Email marketing though still used, has a lesser impact due to passive engagement.
2. Anton lisin (2021): Author examined the possibility that brokers existing mobile apps outperform banks without mobile apps in Russia financial sector. Digital trading apps in the context of their use in the securities market allow using robo-advising accessibility anywhere with the internet to make investments both large and small. Robo-advising allows for reduction of operating and commercial costs, increase in efficiency of communication with consumers and make investments more affordable both from a moral and technological standpoint.
3. Digital Investment – Worldwide (2025): Digital investment market is experiencing significant growth worldwide due to customer preferences for convenience and cost-effectiveness, market trends such as the rise of robo-advisor and socially responsible investing, local special circumstances such as the need for financial inclusion and high smartphone penetration rates, and underlying macroeconomic factors including low interest rates and increasing adoption of technology. These factors are driving the development and expansion of the digital investment market, providing investors with new opportunities to grow their wealth and access financial services.
4. How digital platforms and AI are empowering individual investors (2024): Digital investment platforms and AI are essential components of financial empowerment in today's world. They help individuals navigate economic uncertainties, build wealth, and bridge the widening gap in access to financial opportunities. In an era marked by technological volatility, these innovations are crucial for achieving sustainable wealth creation and fostering greater financial equality.
5. D.R. Amudha(2024): the study aimed to understand the impact of Mobile trading apps on investment decision of individual investors. This study examined the influence of App recommendations, ratings, Ease of use, personalization and Perceived information on investment decision. The mobile trading apps are highly preferred by male who ages between 26-35years with an annual income ranging from Rs.300001-600000. This study found that investor prefer monthly investments in Mutual funds by considering the price of investment, historical returns, Company performance and risk level. The result of the study proven the investment decision of individual investors have moderately influenced by app recommendation, Rating, Ease of use, Personalization and perceived information
6. Anubha Srivastava (2025): the research delved into impact of new age investment applications on decision-making, financial literacy. Key findings highlighted that there exists a positive correlation between increased application of investment application and enhanced financial literacy, and the positive correlation implies that users actively engaging with risk assessment tools within these applications exhibit a higher proficiency in managing risk associated with their investments.
7. lucky, Tina, Asep, Ali (2024): This study conducted on Generation Z's interest on investment in East Priangan reveals digital marketing strategies and app-based investment system both well executed, Generation Z's investment interest will rise: conversely, if either is poorly implemented, their investment interest will decrease.
8. Mads Schioler Tingsgard (2018): this study looked into what characteristics of digital investment platforms were of highest importance to a population generally of well-educated people with no or only small amount of experience or knowledge within investment. It concluded that the most important focus of digital investment platforms, have to be on options of building the portfolio for the users, t a low cost and the option of being able to invest small amount of money.
9. Sony, Vidya and Krishna (2024): the purpose of study was to understand the investment behaviour

and knowledge of young individual aging between 21 and 30. It finds investors from age of 21-30 are moderately financially educated about investment, financial independence motivates candidates to invest. Expected returns are the main factor affecting investment decisions. Both long-term and short-term investment strategies are preferred by this age group of investors and holding period before selling depends on market conditions.

10. Dr. Simran Kalyani (2024): the study of investment behaviour among young Indian reveals a dynamic landscape influenced by a multitude of factors. It highlights varying preferences, from traditional investments like fixed deposits to emerging options such as equities and cryptocurrencies, reflecting a blend of risk aversion and aspiration for higher returns. This study emphasizes the need for ongoing research and proactive initiatives to build a resilient financial ecosystem that supports the long-term prosperity of young Indians.

CONCLUSION

The advent and widespread adoption of digital investment apps have profoundly reshaped the financial landscape, particularly for young investors in India. The shift from traditional savings avenues to modern investment options like equities, mutual funds, and cryptocurrencies underscores growing appetite for higher returns and long-term wealth creation. Digital platforms have been instrumental in democratizing access to investments, breaking down historical barriers such as high minimum thresholds and limited access to specialized financial products. The convenience, cost-effectiveness, and enhanced user experience offered by platforms, including real-time data, AI-powered insights, and comprehensive educational resources, have made investing more accessible and empowering for a broader demographic. As evidenced by the increasing preference for digital platforms and the positive correlation between app usage and financial literacy, these innovations are not merely changing how people invest, but also who can invest, fostering a more inclusive and financially aware society. Looking ahead, continued research and proactive initiatives are essential to further cultivate a resilient financial ecosystem that supports the sustained prosperity of young investors in India and globally, leveraging the transformative power of digital investment technologies.

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