

GEN Z SWITCH INVESTMENTS THE MOST BASED ON NEGATIVE NEWS

GEN Z INVESTORS show the maximum inclination to change their investment choices due to negative events, according to a survey conducted by Eminence Strategy Consulting in the country, reports **Kushan Shah**. The survey also highlighted the lack of knowledge and onboarding mechanisms as key hindrances in the growth of mutual funds.



Switching propensity on negative news



Investment decision influencers

Gen Z



Millennials



GenX & Boomers



Drivers of non-participation

