

Youth Investment Trends : Analysing the Rise of Young Investors in the Stock Market : Indian Vs U.S. Stocks

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Abstract: *This study explores why young Indian investors are increasingly favouring U.S. stocks over domestic ones. Through surveys & interviews with investors aged 18-35, we uncover key influences such as the allure of global brands, the perceived stability of U.S. markets, and the power of social media. While tech innovations and easy access to trading platforms boost their enthusiasm, a gap in financial literacy poses risks. The reasons causing young investors to prefer US stocks over Indian stocks are higher returns, stability & global exposure. We highlight the need for better education and support to harness this demographic's potential, aiming to democratize investment opportunities in the digital age*

Keywords: Indian investors