

DETERMINANTS OF GEN Z INVESTMENT DECISIONS VIA INNOVESTX: EVIDENCE FROM USERS IN THAILAND

Narupon Sengsuebphol¹ and Waraporn Lueangvilai^{2*}

¹Faculty of Business Administration, Panyapiwat Institute of Management

²The Office of General Education, Panyapiwat Institute of Management

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Abstract

This study examines the determinants of Gen Z's investment decisions via InnovestX in Thailand. With the rapid evolution of integrated fintech platforms that consolidate domestic equities, mutual funds, and offshore investments within a single mobile application, understanding the behavioral drivers of young investors has become increasingly vital. Using a quantitative approach and binary logistic regression analysis, this study investigates whether perceived convenience, financial self-efficacy, and social influence predict investment participation. The results indicate that social influence significantly increases the likelihood of Gen Z investing through InnovestX, while financial self-efficacy demonstrates a significant negative effect. This suggests that more financially confident individuals may exhibit platform substitution behavior toward more sophisticated or specialized investment channels rather than integrated platforms. Perceived convenience does not significantly influence investment decisions. The findings suggest that Generation Z's investment behavior on integrated trading platforms is primarily shaped by social dynamics rather than functional convenience, thereby providing practical implications for fintech providers and platform designers. This study contributes to the literature on fintech adoption and digital financial behavior in emerging markets.

Keywords: Perceived Convenience, Generation Z, Social Influence, Investment Decision-Making, Fintech Adoption

*Corresponding Author

E-mail: warapornluea@pim.ac.th

Introduction

Investment has been extensively acknowledged in financial literature as a fundamental mechanism for attaining financial autonomy and facilitating long-term wealth accumulation (Welch, 1993). Historically, participation in capital markets necessitated engagement with intermediary brokerage institutions, reliance on physical documentation systems, and the maintenance of multiple institutional accounts. Within the Thai context, retail investors conventionally accessed equity markets through broker-affiliated streaming platforms, while mutual fund investments were distributed through discrete channels operated by individual banking institutions or Asset Management Companies (AMCs), often requiring separate institutional access and account management procedures (Aminram et al., 2024). Cross-border investment opportunities remained considerably constrained, frequently requiring supplementary administrative procedures, foreign currency accounts, or elevated minimum capital thresholds. This fragmented structural architecture engendered operational complexity and erected psychological barriers to market entry, particularly among younger demographic cohorts (Beck et al., 2023).

The emergence of integrated digital investment platforms has, however, fundamentally reconstituted this landscape. InnovestX, a Thai mobile trading application, exemplifies a significant structural evolution in retail investment by consolidating multiple asset classes—including domestic equities,

mutual funds from diverse AMCs, derivatives, and selected international equities—within a unified mobile interface (Aminram et al., 2024). This technological innovation enhances market accessibility and streamlines investment processes, particularly for Generation Z investors who demonstrate increasing propensity toward digital platform utilization for investment activities.

This structural integration corresponds closely with the behavioral characteristics inherent to Generation Z, a demographic cohort comprising digital natives socialized within mobile-first technological ecosystems. The transition from broker-dependent trading infrastructures to application-based investment platforms diminishes barriers to entry and enhances perceived convenience (Choudhary et al., 2024). The COVID-19 pandemic further catalyzed this transformation, as social distancing protocols normalized digital financial engagement. Concurrently, intensified online discourse surrounding cryptocurrency markets and global equity instruments elevated financial awareness among younger populations. Mobile investment platforms such as InnovestX have consequently become embedded within broader patterns of digital consumption behavior (Hadi et al., 2025).

Beyond structural accessibility improvements, Generation Z benefits from unprecedented exposure to financial information resources. Investment educational content, market analytical commentary, and portfolio management strategies are extensively disseminated through digital

channels and social media platforms. This enhanced informational environment may augment financial self-efficacy, thereby enabling younger individuals to commence financial market participation earlier than preceding generational cohorts (Spohn, 2024; Lown, 2011). Furthermore, social media platforms have amplified both peer visibility effects and influencer impact on investment decision-making processes. Investment-related content, market commentary, and digital trading narratives disseminated by financial influencers may significantly influence individuals' propensity to engage with Mobile Financial Services (MFS), particularly through mechanisms of peer validation and social learning (Gupta & Avais, 2025). These dynamics can substantially shape investment decisions, as social platforms possess the capacity to normalize market participation and amplify herding behavioral patterns (Gupta & Avais, 2025).

Despite Thailand's rapid fintech sector development, empirical research specifically examining mobile investment platform adoption within integrated systems such as InnovestX remains notably limited. This constitutes a substantive contextual gap in understanding how platform convenience, financial self-efficacy, and social influence mechanisms predict investment participation among Thai Generation Z users.

Objectives

1. To examine whether perceived platform convenience influences Gen Z

investment decision via InnovestX.

2. To investigate the effect of financial self-efficacy on Gen Z investment decision via InnovestX.

3. To determine whether social influence significantly predicts Gen Z investment decision via InnovestX.

Literature Review

1. Perceived Convenience

Perceived convenience plays an incredibly important role in empowering individuals to make informed decisions about investing in Mobile Financial Services (MFS). The exceptional convenience provided by mobile platforms, including easy access, time-saving features, and intuitive interfaces, can greatly enhance the appeal of these services. This convenience is often a vital factor in the decision-making journey, as it directly contributes to user satisfaction and the desire to adopt or continue using mobile financial services. Mobile financial services are thoughtfully designed to be user-friendly, which significantly boosts their perceived convenience. Research has demonstrated that ease of navigation and accessibility are essential elements that positively influence the adoption of mobile banking services (Hashim & Hassan, 2023).

Likewise, the ease of use stands as a crucial element in embracing mobile wallets, where the convenience of transactions and benefits plays a key role in shaping the influence of perceived behavioral control on the intention to utilize them (Shaw &

Eschenbrenner, 2025). For instance, mobile wallets facilitate swift payments and money transfers more efficiently than traditional cash and banking methods, which is incredibly appealing to users who prioritize efficiency. This time-saving feature serves as a powerful motivator for users to transition from traditional online banking to mobile banking (Lim et al., 2026). Furthermore, the perceived convenience of mobile financial services can greatly influence users' behavioral intentions. For example, a mobile investing application offers valuable decision-making information that boosts users' confidence and promotes proactive investment behaviors right at their fingertips, unlike web-based information that was previously restricted to a broker's internal data archive. This transformation in access to information not only simplifies investment decisions but also nurtures a culture of financial literacy and engagement among Generation Z users (Susanto et al., 2025).

2. Financial Self-Efficacy

Financial self-efficacy, defined as the conviction in one's capability to oversee financial responsibilities, can indeed be cultivated and enhanced through systematic education and training initiatives. This augmentation in self-efficacy carries considerable ramifications for investment decisions, as it affects individuals' assurance in executing financial choices and their capacity to undertake calculated risks. Typically, financial education derived from familial, peer, and academic institutions significantly bolsters financial self-efficacy. This process of

socialization aids individuals in cultivating confidence in their financial decision-making capabilities, consequently leading to improved investment selections.

Furthermore, as Generation Z increasingly interacts with digital financial instruments, their financial self-efficacy is likely to improve, thereby further encouraging confidence in financial decision-making and investment participation (Lown, 2011; Susanto et al., 2025). Not solely literature, but also bespoke training programs specifically designed for financial management have demonstrated efficacy in enhancing financial self-efficacy among proprietors of small enterprises. These programs augment both financial competencies and self-efficacy, thereby empowering participants to make more judicious financial decisions. Additionally, elevated financial self-efficacy correlates with heightened risk tolerance and more diversified investment portfolios. Individuals possessing robust self-efficacy exhibit greater confidence in their financial assessments and are better prepared to navigate intricate financial landscapes (Peter & Mathew, 2025). Prior research indicates that financial self-efficacy, in conjunction with financial literacy, profoundly influences individuals' intentions to invest. This connection is partially mediated by risk-taking behavior, implying that self-efficacy not only impacts the decision to invest but also the propensity to engage in more hazardous financial undertakings (Badriatin et al., 2025).

3. Social Influence

Social networks and peer groups exert a powerful influence on an individual's investment choices and risk tolerance, as confirmed by various studies. These influences are evident through direct peer recommendations, social validation, and the flow of information within networks. The impact of social networks is especially strong among younger investors and those who engage in high levels of social interaction, significantly shaping both their investment decisions and their risk tolerance.

According to Manjunatha et al. (2026), peer influence constitutes a substantial portion of the variance in investment behavior, with direct recommendations from peers wielding a more significant impact than general financial discussions. This is particularly evident for younger investors who actively participate in online forums, where social validation is pivotal in driving decision-making. Even in workplace environments, the investment choices made by coworkers profoundly influence individual decisions, particularly in Employee Stock Purchase Plans (ESPPs). Employees are far more inclined to engage in ESPPs when their coworkers are participating, and this effect amplifies in the presence of highly informed employees (Stebe et al., 2022). For example, the emotional state, mood, and social norms can readily sway investment decisions during a panic sale, as investors respond to their environment rather than relying solely on their own analysis of internal information (Safitri et al., 2025).

These dynamics underscore the critical importance of understanding social influence mechanisms in shaping investment behaviors among Generation Z, particularly within mobile investment platforms like InnovestX.

4. Investment Decision-Making

Investment decision-making refers to the process by which individuals allocate financial resources across available assets under conditions of uncertainty, risk, and informational constraints. In behavioral finance, investment decisions are not solely driven by rational evaluation of risk and return, but are also influenced by psychological, social, and contextual factors (Kahneman & Tversky, 1979). Prospect Theory suggests that individuals evaluate potential gains and losses asymmetrically, often exhibiting risk-averse behavior in gains and risk-seeking behavior in losses. Furthermore, investment decision-making among retail investors is shaped by heuristics, bounded rationality, and social interaction, particularly in digitally mediated environments.

In the context of Generation Z, investment decisions are increasingly embedded within digital platforms that provide real-time access to financial information, peer activity, and influencer content. This environment enhances both information availability and social visibility, which may alter traditional decision-making processes. Prior studies indicate that investment participation among younger investors is significantly influenced by perceived accessibility, financial confidence,

and social validation (Susanto et al., 2025; Gupta & Avais, 2025). Therefore, investment decision-making in this study is conceptualized as a behavioral outcome reflecting an individual's choice to participate in investment activities via the InnovestX platform. This study conceptualizes investment behavior as a discrete decision outcome rather than a technology adoption process; therefore, it is grounded in behavioral decision-making theory rather than technology acceptance frameworks such as the Technology Acceptance Model (TAM).

5. Platform-Specific Influence

Digital platforms have revolutionized the manner in which investors formulate decisions by offering instantaneous information, improving accessibility, and promoting novel forms of social engagement. These platforms not only assist in the investment decision-making process but also present new challenges and considerations for investors. Characteristics specific to the platform, such as market share and operational history, exert an influence on herding behavior among investors within peer-to-peer lending markets. For instance, InnovestX is a subsidiary of Siam Commercial Bank PLC, which has cultivated a robust reputation and established trust since 1995, thereby potentially enhancing user confidence in their investment decisions (Techsauce Team, 2022).

Conceptual Framework

This study aims to explore the probability of investing decisions being influenced by

perceived convenience, financial self-efficacy, and social influence, specifically using the InnovestX platform. To address the gap, the conceptual framework for this study has been developed as follows:

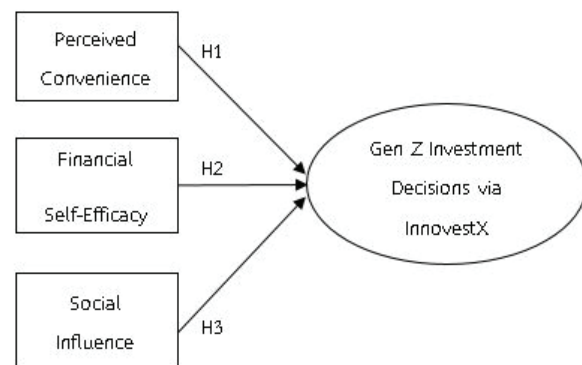


Figure 1 Conceptual Framework

Methodology

1. Data Collection

Data collection for this study was conducted from November to December 2025, targeting young adults in Thailand with mobile banking experience. The purposive sampling was chosen as the sampling method. A total of 450 responses were initially amassed. Following the screening process for eligibility criteria (e.g., individuals under the age of 20 or lacking an InnovestX investment account), 37 responses were excluded, culminating in a final sample size of 413 participants. The resultant sample size surpassed the minimum threshold of 100 participants, as advocated by Field (2013), who stipulates a minimum of 50 cases per predictor variable for the application of logistic regression analysis. Given the presence of three predictor variables, this sample size is considered adequate for the

analysis currently undertaken.

2. Data Analysis Plan

The analysis of the research data utilized descriptive statistics and logistic regression analysis through SPSS version 29 to assess the behaviors and decision-making processes of investors.

Descriptive statistics were employed to effectively summarize and delineate the characteristics of the data gathered from participants.

Logistic regression analysis was utilized to discern the factors that influence investment decisions, including perceived convenience, financial self-efficacy, and social influence. This methodology is expected to yield valuable insights into the interplay of these factors and their collective influence on Gen Z investment decisions through InnovestX in Thailand.

Results

Part 1: Respondents' Profile

The sample of respondents predominantly comprises young adult females aged between 21 and 30 years, accounting for

59.1% of the total participants. Additionally, there exists a significant representation of males (31.5%) and individuals who self-identify as LGBTQ+ (9.4%). A substantial proportion of respondents are situated within the 21-30 age demographic. In terms of monthly income, a considerable majority of respondents (80.4%) report earnings within the range of 10,001 to 20,000 THB, signifying a predominance within the lower-middle income bracket.

Part 2: Data Analysis and Results

This section will present the findings from the logistic regression analysis conducted on the collected data.

1. Reliability Test

A reliability test was conducted to assess the internal consistency of the measurement items used for each construct in the study. Cronbach's alpha coefficient was employed as the indicator of reliability, as it evaluates the extent to which items within a construct consistently measure the same underlying concept. A Cronbach's alpha value of 0.70 or above is generally considered acceptable for research purposes (Hair et al., 2013).

Table 1 Results of Reliability Tests

Construct	Mean	SD	Cronbach's Alpha
1. Perceived Convenience (PC)			.867
1.1 InnovestX makes investing easy and convenient for me.	4.15	.747	.850
1.2 I can execute investment transactions quickly using InnovestX.	3.98	.852	.833

Table 1 Results of Reliability Tests (Cont.)

Construct	Mean	SD	Cronbach's Alpha
1.3 InnovestX allows me to manage different investment products within a single application.	4.17	.632	.803
1.4 I can access InnovestX anytime and anywhere without difficulty.	4.31	.755	.861
1.5 Using InnovestX reduces the complexity of investing compared to traditional methods.	4.22	.822	.801
2. Financial Self-Efficacy (FSE)			.878
2.1 I am confident in my ability to make investment decisions on InnovestX.	4.11	.790	.865
2.2 I understand how to evaluate investment options available on InnovestX.	4.05	.869	.855
2.3 I believe I have sufficient knowledge to invest through InnovestX.	4.18	.773	.852
2.4 I feel capable of managing risks associated with investing on InnovestX.	4.23	.728	.843
2.5 I can independently make investment decisions without relying heavily on others.	4.03	.799	.837
3. Social Influence (SI)			.846
3.1 People important to me think that I should invest using InnovestX.	4.03	.717	.794
3.2 Many of my friends invest through InnovestX.	4.11	.867	.839
3.3 Investment content on social media influences my decision to invest.	4.23	.768	.806
3.4 Influencers or online communities encourage me to invest via mobile platforms like InnovestX.	4.13	.792	.823
3.5 Seeing others invest motivates me to participate in investing through InnovestX.	4.14	.735	.812

Table 1 presents the results of the reliability analysis. The computed Cronbach's Alpha coefficients varied between .794 and .878, indicating a commendable level of internal consistency across all constructs examined. This assertion is corroborated by the fact that none of the reliability estimates fell below the established threshold of 0.70, as suggested by Hair et al. (2013). These findings substantiate the claim that the questionnaire proficiently encapsulates the intended constructs, exhibiting a remarkable degree of internal consistency.

2. Multicollinearity and Linearity

In the context of multicollinearity, the Spearman's rho correlation matrix was employed within the framework of the binomial logistic regression analysis. The findings suggest that the correlation coefficients range from .235 to .689, which may be interpreted as a moderate correlation among the independent variables that does not exceed the threshold of 0.80 (Ratner, 2009).

The Box & Tidwell (1962) test was administered to evaluate the premise that a linear relationship must exist between any continuous independent variables and the logit transformation of the dependent variable. The outcomes were non-significant,

indicating that the assumption of linearity in binary logistic regression was satisfied.

3. Logistic Regression Analysis

The researchers analyzed three independent variables that influence the decision to invest on InnovestX platform.

Table 2 Omnibus Tests of Model Coefficients

		Chi-Square	Df	Sig.
Step 1	Step	10.151	3	<.001*
	Block	10.151	3	<.001*
	Model	10.151	3	<.001*

* $p < .05$

Table 2 presents the Omnibus Tests of Model Coefficients, which evaluate whether the set of independent variables significantly improves model prediction compared to a model containing only the intercept. The results indicate that the model is statistically significant ($\chi^2 = 10.151$, $df = 3$, $p < .001$). This finding confirms that perceived convenience, financial self-efficacy, and social influence collectively contribute to predicting Gen Z investment decisions through InnovestX. Therefore, the logistic regression model provides a better fit than the null model and is appropriate for further interpretation.

Table 3 Cox & Snell and Nagelkerke and Hosmer and Lemeshow Test

Model Summary				Hosmer and Lemeshow Test			
Step	-2 Log Likelihood	Cox & Snell R ²	Nagelkerke R ²	Step	Chi-Square	df	Sig.
1	312.383	.190	.350	1	13.453	8	<.001*

* $p < .05$

Table 3 reports the overall model fit statistics. The -2 Log Likelihood value of 312.383 reflects the unexplained variation in the model. The pseudo-R² values indicate that the independent variables explain a meaningful proportion of variance in Gen Z investment decision through InnovestX (Cox & Snell R² = .190; Nagelkerke R² = .350). The Nagelkerke R² suggests that approximately 35% of the variation in InnovestX investment decisions among Generation Z is accounted for by the model. The Hosmer–Lemeshow test yields a significant result ($\chi^2 = 13.453$, $df = 8$, $p < .001$), indicating some discrepancy between observed and predicted classifications. Although the Hosmer–Lemeshow test indicates a statistically significant result, suggesting some deviation between observed and predicted

values, this does not necessarily invalidate the model. Prior research has demonstrated that the Hosmer–Lemeshow test is highly sensitive to sample size, often leading to the rejection of well-fitting models in moderately large samples (Hosmer et al., 2013; Midi et al., 2010). In this study, the sample size of 413 may contribute to this sensitivity. Furthermore, the model demonstrates acceptable explanatory power, as indicated by the Nagelkerke R² value of .350, which is considered meaningful in behavioral research contexts. Given that the primary objective of this study is to examine relationships between variables rather than to achieve perfect classification accuracy, the logistic regression model remains appropriate for interpretation (Peng et al., 2002).

Table 4 Results of Logistic Regression Analysis of Factors that Influence Investment Decision in Fintech Innovation on InnovestX

Variable	B	SE	Wald	df	Sig.	Exp(B)
Perceived Convenience (PC)	-0.045	.571	0.006	1	.240	0.956
Financial Self-Efficacy (FSE)	-0.654	.557	1.379	1	.047*	0.520
Social Influence (SI)	0.997	.350	8.115	1	.002**	2.711
Constant	0.710	1.086	0.427	1	.513	2.034

* $p < .05$, ** $p < .01$

Table 4 delineates the logistic regression coefficients along with the corresponding odds ratios pertaining to the three variables influencing InnovestX investment decision among members of Generation Z.

Perceived Convenience (PC) does not exert a statistically significant impact on investment decisions ($B = -0.045, p = .240$). The odds ratio ($OR = 0.956$) is in close proximity to 1, signifying that a one-unit augmentation in perceived convenience alters the odds of investing by a mere 4.4% ($1-0.956$), which is negligible and lacks statistical significance. This implies that convenience is not a pivotal factor in distinguishing investors from non-investors within this sample.

Financial Self-Efficacy (FSE) exhibits a statistically significant adverse effect ($B = -0.654, p = .047$). The odds ratio ($OR = 0.520$) suggests that a one-unit enhancement in financial self-efficacy diminishes the odds of investing through InnovestX by approximately 48% ($1-0.520$). This indicates that individuals who perceive themselves as possessing greater financial capability are less inclined to invest via InnovestX. The magnitude of this

effect is substantial, as the odds experience a near halving for each unit increase in self-efficacy, thereby illustrating a significant inverse correlation.

Social Influence (SI) presents a robust and statistically significant positive effect ($B = 0.997, p = .002$). The odds ratio ($OR = 2.711$) demonstrates that a one-unit increase in perceived social influence enhances the odds of investing through InnovestX by approximately 171% ($2.711-1$). In other terms, the probability of investment participation more than doubles as social influence increases by one scale unit. This signifies a considerable and practically significant effect size, establishing social influence as the most potent predictor within the model.

In summary, the odds ratios indicate that social influence exerts a substantial positive influence on Gen Z investment decisions through InnovestX, financial self-efficacy presents a meaningful yet negative effect, and perceived convenience fails to yield a statistically or practically significant alteration in investment probability.

Table 5 Prediction of Fintech Innovation Investment Decisions

Observed		Not Invest	Invest	Percentage Correct
InnovestX	Not invest	9	135	6.3
	Invest	7	262	97.4
Overall Percentage				75.7

Table 5 delineates the classification accuracy achieved by the logistic regression model. The model accurately classifies 97.4% of investors; however, it only manages to classify 6.3% of non-investors, culminating in an overall prediction accuracy of 75.7%. While the model exhibits a robust capacity for identifying individuals who engage in

investment activities via InnovestX, it reveals a constrained capability to predict non-investors with precision. This disproportionate performance indicates that the model is more adept at elucidating participation rather than non-participation, a phenomenon that may be attributed to sample distribution or overlapping characteristics among the predictors.

Table 6 Logistic Regression Results Summary

Predictor	Coefficient	p-value	Odds Ratio	Result
Perceived Convenience (PC)	-0.045	.240	0.956	Not supported
Financial Self-Efficacy (FSE)	-0.654	.047*	0.520	Supported
Social Influence (SI)	0.997	.002**	2.711	Supported

* $p < .05$, ** $p < .01$

Table 6 summarizes the hypothesis testing results. The findings indicate that perceived convenience does not significantly predict Gen Z investment decisions through InnovestX and is therefore not supported. Financial self-efficacy significantly influences Gen Z investment decisions through InnovestX, though in a negative direction. Social influence significantly and positively predicts investment behavior, showing the strongest effect among all variables. Overall, the results suggest that Generation Z's investment decisions on InnovestX are primarily driven by social dynamics rather than functional convenience or individual confidence.

Discussion

This study thoroughly explored the key factors influencing Gen Z investment decisions via InnovestX within Thailand's Generation Z. The results compellingly demonstrate that social influence stands as the most powerful predictor of investment engagement, while perceived convenience lacks significance and financial self-efficacy surprisingly exhibits a negative correlation.

In stark contrast to earlier research indicating that convenience is a driving force behind mobile financial adoption (Hashim & Hassan, 2023; Lim et al., 2026), perceived convenience failed to play a meaningful role in

shaping investment choices. This phenomenon may reflect the digital proficiency of Generation Z, for whom mobile accessibility and user-friendliness are not merely advantages but essential expectations. Within the realm of InnovestX, convenience seems to serve as a foundational necessity rather than a distinguishing competitive edge.

Financial self-efficacy was surprisingly found to exert a negative impact on Gen Z investment decisions through InnovestX. While prior studies associate elevated self-efficacy with increased investment participation (Peter & Mathew, 2025), the current findings indicate that more assured individuals may gravitate toward alternative or specialized investment platforms. Therefore, possessing financial savvy does not inherently equate to a preference for a specific integrated mobile application.

Social influence exhibited a powerful positive impact, significantly boosting the likelihood of Gen Z investment decisions through InnovestX. This aligns seamlessly with literature that underscores the importance of peer influence, social validation, and the impact of online communities on financial behavior (Manjunatha et al., 2026; Safitri et al., 2025). For Generation Z, investment decisions seem to be deeply rooted in social contexts rather than solely driven by practical considerations or individual confidence. In the case of InnovestX, the combination of institutional credibility and peer dynamics may strongly reinforce collective investment behavior.

Ultimately, the findings indicate that Generation Z's engagement in investment activities on integrated fintech platforms is predominantly driven by social factors. These insights significantly enhance our understanding of mobile financial behavior in emerging markets and underscore the crucial role of social dynamics in digital investment behavior among digitally savvy investors.

Conclusion

This study thoroughly examined the key factors driving Gen Z investment decisions through InnovestX in Thailand, employing a robust logistic regression approach. The results decisively show that social influence stands out as the most powerful predictor of investment participation, significantly amplifying the likelihood of adoption. Conversely, perceived convenience fails to meaningfully impact investment decisions, indicating that functional ease is now a fundamental expectation among digitally savvy users. Financial self-efficacy reveals a notable yet negative correlation, suggesting that individuals with higher confidence levels are inclined to explore alternative investment channels instead of relying exclusively on a unified mobile platform such as InnovestX. Rather than indicating reduced investment participation, this result reflects a pattern of selective platform preference, whereby more self-efficacious individuals may opt for alternative or more specialized investment channels that offer greater control, advanced features, or broader investment flexibility.

In summary, the findings underscore that the investment behavior of Generation Z is predominantly influenced by social dynamics, while individual capability factors such as self-efficacy drive platform differentiation rather than adoption itself. These insights significantly enrich the fintech

adoption literature by demonstrating that behavioral drivers of platform usage extend beyond traditional constructs of convenience and capability, emphasizing the importance of social environments and user segmentation in emerging markets.

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Name and Surname: Narupon Sengsuebphol

Highest Education: Master of Finance, Peking University, China

Affiliation: Faculty of Business Administration, Panyapiwat Institute of Management

Field of Expertise: Business Management, Finance, and Behavior



Name and Surname: Waraporn Lueangvilai

Highest Education: Doctor of Philosophy (Social Administration), Thammasat University

Affiliation: The Office of General Education, Panyapiwat Institute of Management

Field of Expertise: Business Management and Entrepreneurship