OPEN ACCESS Freely available online

Journal of Psychology & Psychotherapy

ISSN: 2161-0487

Perspective

Generational Biases: Exploring the Influence of Generational Theory on Investment Behaviour

Albert Elias Schulz*

Department of Psychology, University of Vienna, Vienna, Austria

INTRODUCTION

In the dynamic world of finance, understanding investor behaviour is crucial for making informed decisions. One fascinating lens through which we can examine investment behaviour is generational theory. Generational theory suggests that the environment and events individuals experience during their formative years shape their attitudes, beliefs and behaviours throughout their lives. When applied to investment behaviour, this theory provides valuable insights into why different generations approach investing differently.

DESCRIPTION

Baby boomers: Stability seekers

Baby boomers, born between 1946 and 1964, grew up during a time of economic prosperity and stability. Their investment behaviour often reflects a preference for traditional assets such as stocks and bonds. Having experienced economic downturns like the oil crisis of the 1970s and the stock market crash of 1987, baby boomers tend to prioritize financial security and are more risk-averse compared to younger generations. They are inclined towards conservative investment strategies focused on wealth preservation rather than aggressive growth.

Generation X: Skeptical and independent

Generation X, born between 1965 and 1980, witnessed economic volatility and rapid technological advancements during their formative years. As a result, they tend to be more skeptical of traditional financial institutions and are inclined to seek independent investment strategies. Generation X investors value self-reliance and are more likely to explore alternative investments such as real estate, commodities or cryptocurrencies. Their investment decisions are driven by a desire for financial autonomy and a distrust of conventional investment advice.

Millennials: Tech-savvy and socially conscious

Millennials, born between 1981 and 1996, came of age during the rise of the internet and globalization. Tech-savvy and socially conscious, millennials prioritize convenience, transparency and sustainability in their investment choices. They are more likely to embrace digital platforms for investing, such as robo-advisors and online trading apps. Millennials also show a strong preference for socially responsible investing, allocating capital to companies that align with their values on Environmental, Social and Governance (ESG) issues. Their investment behaviour reflects a desire to make a positive impact while achieving financial goals.

Generation Z: Digital natives with a global perspective

Generation Z, born after 1997, is the first generation to grow up entirely in the digital age. As digital natives, they are comfortable with technology and have access to a vast amount of information at their fingertips. Generation Z investors exhibit a global perspective, leveraging social media and online communities to educate themselves about investment opportunities worldwide. They are more likely to embrace innovative financial technologies such as block chain and crowdfunding platforms. Unlike previous generations, generation Z prioritizes flexibility and mobility, preferring investment options that allow them to maintain control over their finances from anywhere in the world.

CONCLUSION

Generational theory offers valuable insights into the diverse investment behaviours observed across different age groups. By understanding the unique experiences and attitudes that shape each generation's approach to investing, financial professionals can tailor their services and products to better meet the evolving needs of investors. Whether its baby boomers seeking stability, generation X pursuing independence, millennials prioritizing social responsibility, or generation Z embracing technology, recognizing and accommodating generational biases can lead to more effective investment strategies and improved outcomes for investors of all ages.

Correspondence to: Albert Elias Schulz, Department of Psychology, University of Vienna, Vienna, Austria; E-mail: schulzalbert34@univie.ac.at

Received: 20-Feb-2024, Manuscript No. jppt-24-29689; **Editor assigned:** 23-Feb-2024, PreQC No. jppt-24-29689 (PQ); **Reviewed:** 08-Mar-2024, QC No. jppt-24-29689; **Revised:** 13-Mar-2025, Manuscript No. jppt-24-29689 (R); **Published:** 20-Mar-2025, DOI: 10.35841/2161-0487.25.15.505

Citation: Schulz AE (2025) Generational Biases: Exploring the Influence of Generational Theory on Investment Behaviour. J Psychol Psychother. 15:505.