



A Study on The Impact of The Groww App on Savings Behaviour of Indian Youth

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Abstract:

The rapid growth of financial technology (FinTech) has transformed the way young people save and invest their money. Among various investment platforms in India, Groww has emerged as one of the most popular applications for mutual fund investments, stock trading, exchange-traded funds (ETFs), and other financial instruments. This study aims to analyze the impact of the Groww app on the savings behaviour of Indian youth. The research examines how the application's user-friendly interface, accessibility, investment options, and financial awareness features influence saving and investment habits. The findings indicate that Groww has encouraged young individuals to shift from traditional saving methods towards systematic and goal-oriented investments. The study concludes that digital investment platforms play a significant role in promoting financial inclusion and improving financial literacy among Indian youth.

Keywords: *Groww App, Savings Behaviour, Indian Youth, FinTech, Investment, Financial Literacy, Mutual Funds.*

Introduction:

India has witnessed a significant increase in digital financial services over the past decade. The widespread adoption of smartphones and internet connectivity has enabled young individuals to access financial products easily. Traditional saving methods such as bank deposits and recurring deposits are gradually being complemented by digital investment platforms.

Groww is one of India's leading investment platforms that allows users to invest in mutual funds, stocks, ETFs, bonds, and SIPs through a simple digital interface. The platform is widely recognized for its beginner-friendly design and accessibility. According to Groww, the platform serves millions of investors and aims to simplify investing for first-time users.

The growing popularity of Groww among young investors raises an important question regarding its influence on their saving and investment behaviour. This study seeks to explore that relations.

Literature Review:

Several studies indicate that digital financial platforms significantly influence saving and investment behaviour among young individuals.

Research on digital financial services suggests that mobile-based investment platforms increase accessibility and participation in financial markets. Digital platforms simplify investment processes and encourage disciplined investing through features such as SIPs and automated transactions.

Studies related to digital payment systems in India also indicate that technology-driven financial applications influence users' financial behaviour by making transactions and investments more convenient.

Recent industry reports highlight that Groww has expanded its offerings beyond mutual funds to stocks, ETFs, bonds, commodities, and SIP-based investments, making it a comprehensive financial platform for young investors.

Objectives of The Study:

1. To understand the role of the Groww app in promoting savings among Indian youth.
2. To examine the factors influencing youth to use the Groww app
3. To analyze the impact of digital investment platforms on saving habits.
4. To study whether Groww increases financial awareness among young investors.
5. To identify challenges faced by users while using the Groww app
6. Features of the Groww App

Some major features of the Groww app include:

- Direct Mutual Fund Investments Stock Market Trading
- SIP Investments ETF Investments IPO Investments
- Bonds and Fixed Income Products User-Friendly Interface
- Goal-Based Investing Portfolio Tracking Educational Content

The platform is widely promoted as an easy-to-use investment solution for beginners and young investors.

Impact of Groww App on Savings Behaviour of Indian Youth:

- **Increased Financial Awareness:** The Groww app provides educational content, fund

information, market insights, and investment tools that help users understand financial concepts. This increases financial literacy among young investors.

- **Encouragement of Systematic Savings:** Features such as SIPs encourage users to invest fixed amounts regularly. This develops disciplined saving habits and long-term wealth creation.
- **Easy Accessibility:** The mobile-based platform allows investments anytime and anywhere, making saving and investing more convenient for youth.
- **Shift from Traditional Savings:** Many young users are gradually shifting from traditional saving methods such as savings accounts and fixed deposits towards mutual funds and equity investments due to potentially higher returns and easier access through Groww.
- **Promotion of Investment Culture:** The application encourages young individuals to begin investing with small amounts, thereby creating an investment-oriented mindset at an early age.

Research Methodology:

Research Design:

The study uses a descriptive research design to analyse the role of Artificial Intelligence and Business Analytics in crime data analysis.

- **Sample Size:**

The sample size of the study is 50 respondents.

- **Sample Area:**

The study focuses on respondents from Hyderabad and Secunderabad in Telangana State.

- **Data Collection:**

The study uses both primary and secondary sources of data.

Primary Data:

- Collected through a structured questionnaire survey from respondents.

Secondary Data:

- Collected from journals, research papers, websites, government reports, and books.

Sampling Technique:

The study uses the convenience sampling technique to select respondents.

Findings:

1. Most respondents are aware of digital investment platforms.
2. Groww is popular among youth because of its simple interface.
3. SIP investments are the most preferred investment option.
4. The majority of users believe that Groww improves their saving discipline.
5. Financial awareness among users has increased after using the app.
6. Users appreciate the convenience and accessibility offered by digital investing.
7. Some respondents express concerns regarding market risks and investment knowledge.

Suggestions:

- Regular feedback from employees should be collected to improve existing wellness initiatives and tailor them to employees' needs.
- Introducing more flexible work options, such as hybrid schedules or shorter workweeks, can further enhance work-life balance.
- Fitness and wellness activities should be made more accessible and engaging to encourage higher participation.
- Training managers to recognize and support employee well-being can strengthen the overall workplace culture.

Suggestions:

- Groww should continue improving investor education programs.
- More personalized financial planning tools should be introduced. Risk awareness modules should be provided for beginners.
- Enhanced customer support can improve user satisfaction.
- Financial literacy campaigns should be conducted in educational institutions.

Conclusion:

The study concludes that the Groww app has positively influenced the savings behaviour of Indian youth. By providing a user-friendly investment platform, Groww has simplified the process of investing and encouraged systematic savings through digital financial products. The platform has contributed to increased financial awareness, investment participation, and disciplined saving habits among young individuals. As digital finance continues to evolve, platforms such as Groww are expected to play a significant role in shaping the future financial behaviour of India's younger generation.

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