

ABSTRACT

This study analyses to determine how cryptocurrency-related information on Twitter influences Generation Z investors' investment decisions. With social media becoming a significant source of financial information, particularly among young investors, this study investigates two critical variables: the frequency of access and the informativeness of Twitter material. Multiple linear regression was used to analyse the data collected from a quantitative survey of 100 Generation Z respondents. The findings indicate that, while the frequency with which crypto-related content is accessed on Twitter has no meaningful impact on investment decisions, the content's informativeness does. This suggests that the quality, reliability, and usefulness of information are more important than its frequency of exposure. The findings emphasise the need of digital financial literacy and critically evaluating social media material when making investing decisions. The study provides valuable data for investors, media professionals, and regulators looking to understand and drive responsible investment behaviour in the digital age.

Keywords:

Cryptocurrency, Twitter, Generation Z, Investment Decisions, Informativeness, Social Media, Financial Behavior