

Decoding Digital Investment **Summer reads**

Exploring digital financial education



Nearly half of investors access professional financial advice but today many people also turn to digital sources to inform their investment decisions.

In the second of our “summer reads” series of articles based on our proprietary Decoding Digital Investment research I am moving on from professional advice to explore what our research tells us about the influence of digital information, advice and guidance.

While investors say they are most likely to visit digital media (38%), their investment provider website (31%) or their bank website (28%) for investment information, **their investment decisions are *most influenced** by human sources**, the following three topping the table:



81%

**Professional
financial advisor**



76%

**Spouse
/ partner**

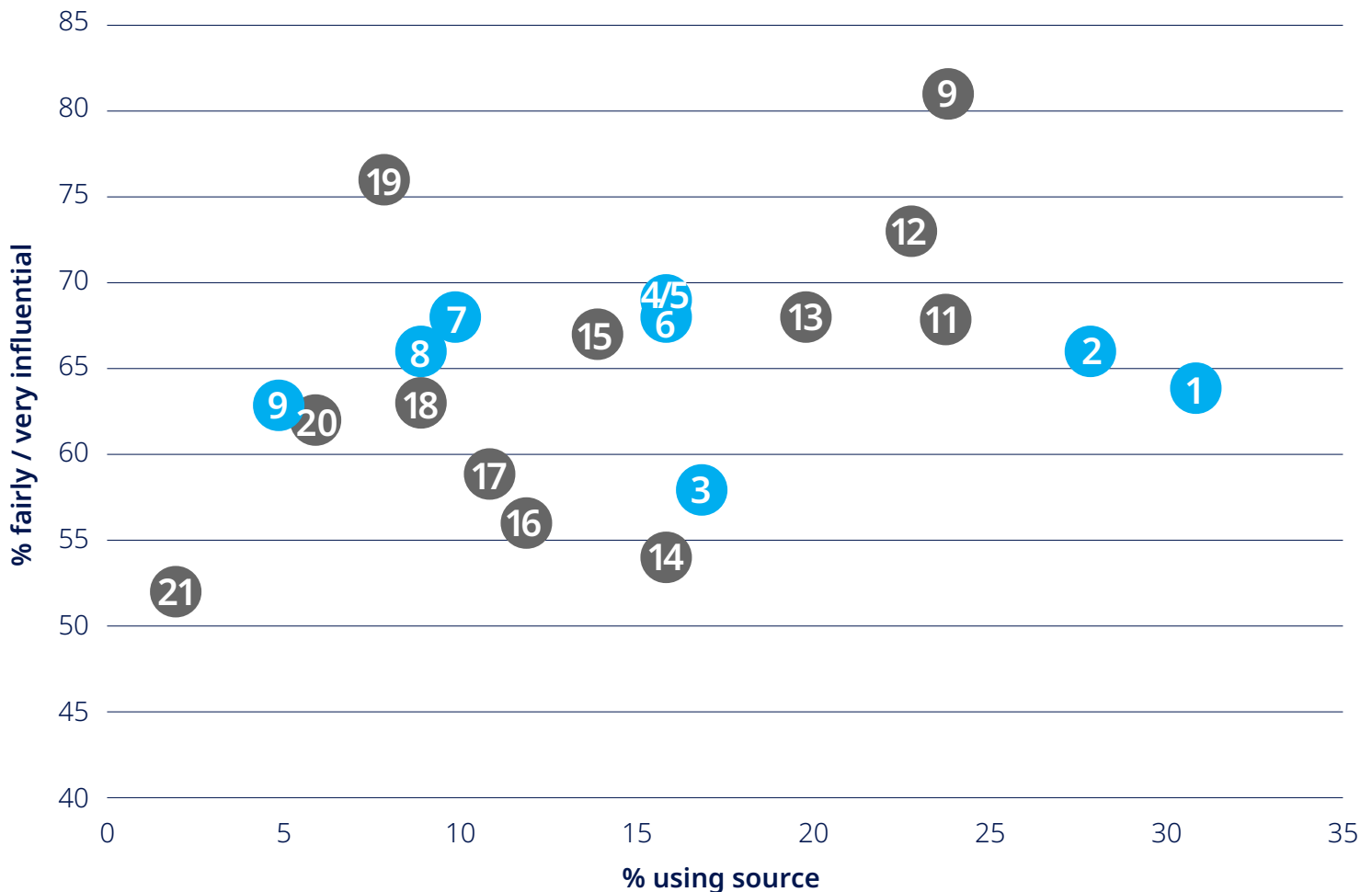


73%

**In-person contact
within their bank**

*% citing as very/fairly influential

Sources used by investors to inform investment decisions vs. level of influence



Digital

1. Investment provider via their website
2. Bank via their website
3. Social media
4. Expert opinion (either online, TV or radio)
5. Digital advice tools on an app / platform
6. Financial blogs
7. Robo-advice
8. Podcasts
9. AI powered chatbot / virtual assistant

Non-Digital

10. Professional financial adviser
11. Investment provider - direct contact with a person
12. Bank - direct contact with a person in branch
13. Investment / financial press
14. Colleagues
15. Family / friends of an older generation
16. Mainstream press
17. Employer
18. Family/ friends of the same generation
19. Spouse / partner
20. Family/ friends of a younger generation
21. Out of home advertising

This year we included AI powered chatbots / virtual assistants as sources of information. While the use of these is currently low, it will be interesting to monitor investor uptake over the coming years as the technology becomes increasingly part of daily life. Of the 5% of investors who currently use them as a source, nearly two-thirds (63%) say they are influential in their final decision making. **As investors are becoming increasingly independent it is important for us to understand the full array of influences they are exposed to and even more important to understand where they place their trust, so that we know best how to engage with them.** So, what does our research tell us about the influence of digital information, advice and guidance?



1

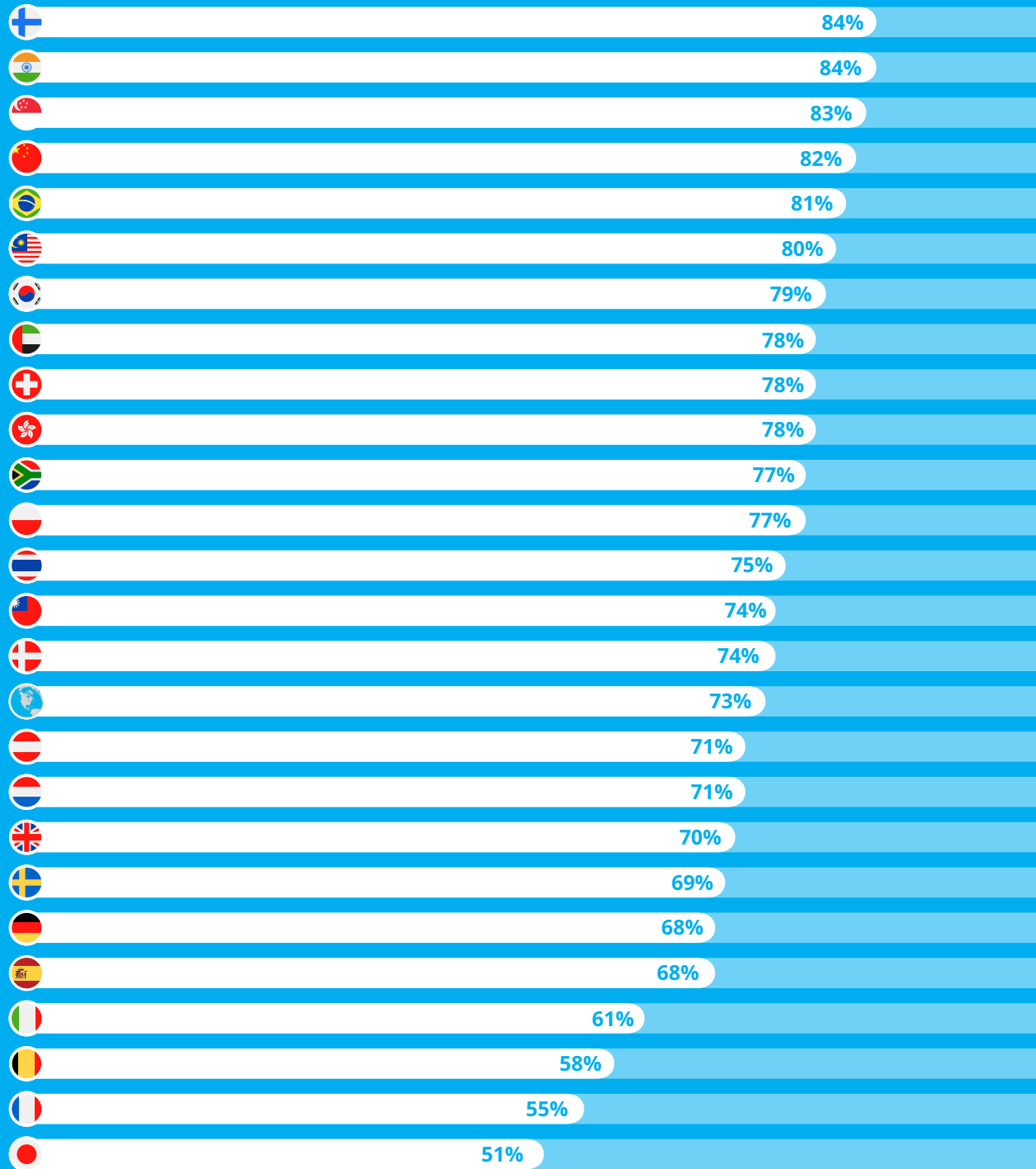
Digital channels play a strong role in influencing investor decisions

Nearly three-in-four investors globally (73%) use information from some form of digital channels to inform their investment decisions¹. This is slightly higher in Asia (76%) than it is in Europe (69%) though the country differences are more extreme, with those in Finland (84%), India (84%) and Singapore (83%) far more receptive to digital sources than those in Japan (51%), France (55%) and Belgium (58%).

While younger investors are more open to digital influences, **nearly two-thirds of investors over 50 are also using digital sources of information** (75% of those aged 21-30 vs. 63% of those aged 51-60).

1 Including the website of a bank or investment provider, robo advice, social media, financial blogs, online / TV / radio expert opinion, podcasts, digital advice tools on an app / platform, AI powered chatbot / virtual assistant

% of investors using digitally sourced information, advice or guidance to inform their investment decisions



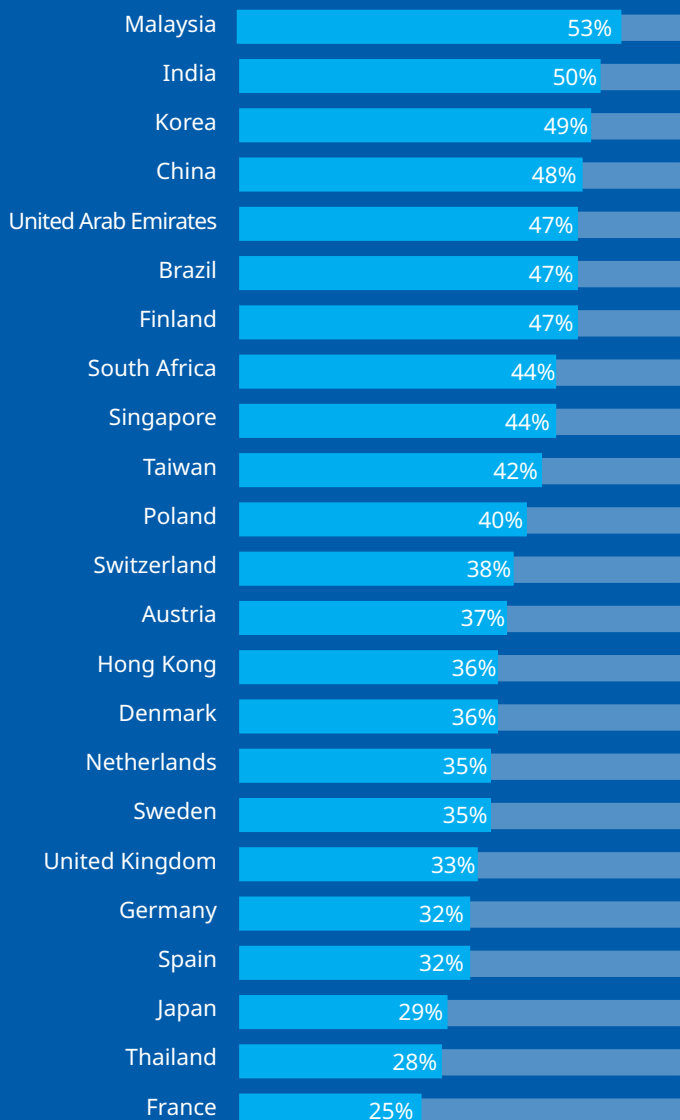
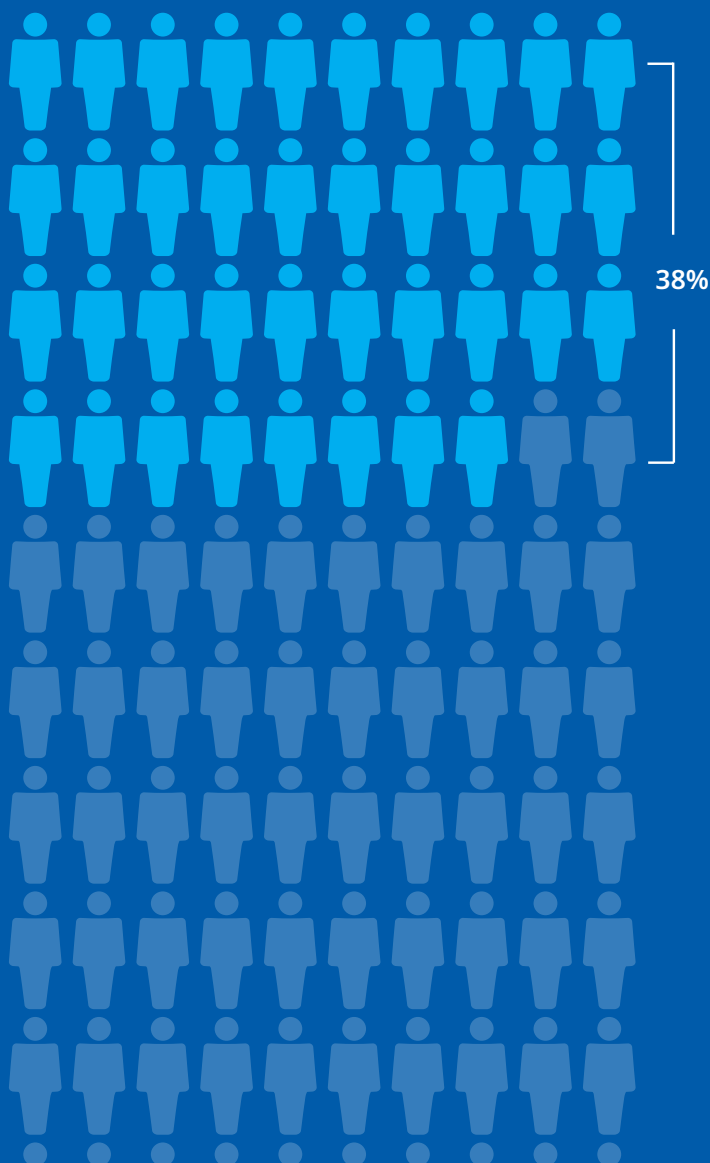
Media influencers² are the most used source of investment information

38% of retail investors globally get investment information and guidance via expert media opinion (influencers from TV, online, blogs, podcasts, or social media). Taken collectively, this is higher than any other source. It is also a marked increase on the 22% recorded in our report last year, albeit with a narrow geographic sample.

Interestingly, these influencers are reaching investors across all demographics and wealth brackets, with no real differences by gender or levels of investable wealth. Instead, geography is the biggest determiner of how much influence these channels have – with investors in Asia (particularly in Malaysia, India, Korea and China) far more likely to be influenced by them than those in many Western and Northern European countries and Japan.

2 Including expert opinion – either online, TV or radio, social media, blogs or podcasts

% of retail investors sourcing information, advice or guidance through “influencers” (expert opinion – either online, TV or radio, social media, blogs or podcasts)

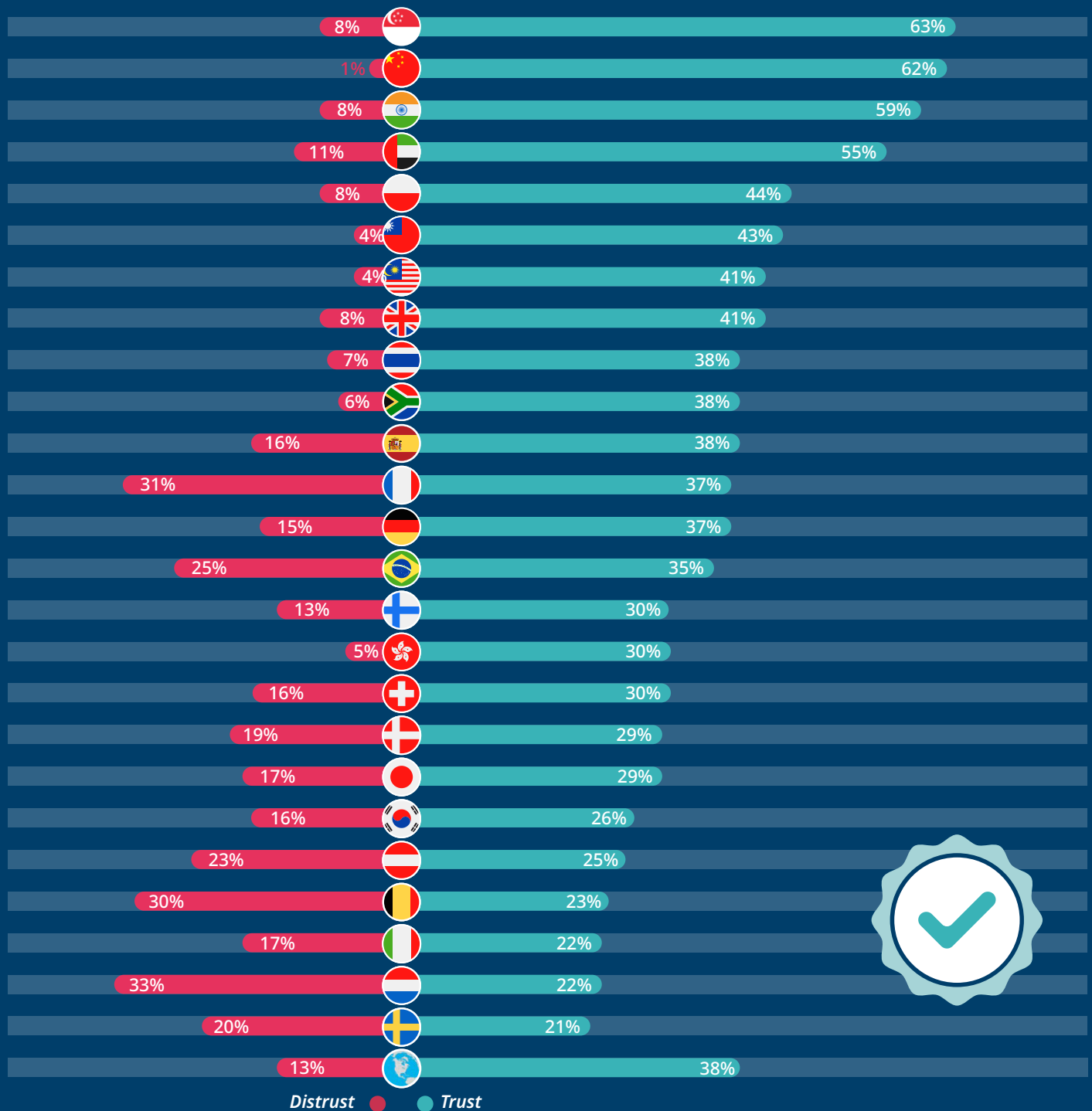


Trust in social media is increasing – and is directly influencing investment behaviours.

Of those using social media to inform their investment decision making, **38% globally say they trust what they find on social platforms**, with just 13% distrusting it. This is a significant rise in trust from our 2023 survey (27%). This growing trust is reflected in the specific decisions that investors globally are making.

- » Across our study, 56% of investors using influencers to inform their investment decision-making have actually made a **specific investment decision based on information from an influencer**.
- » Among these, 86% believe that the **investment was a good decision**.

Level of trust in financial advice and guidance received via social media – by country



This is a testament to the growth of influencers' power in recent years – but what is attracting people to engage with influencers?

Over 40% of investors were attracted to their chosen influencer(s) by the interesting and engaging content.

But it isn't just fun and engaging content that appeals - people are drawn to influencers by the fact that their "advice" has proven accurate and that they identify attractive opportunities – as well as by a trusted name and their independence. What they are not looking for though is the aspirational lifestyle type content.

For most of our sample the main drivers for seeking out financial influencer content on social media is not to find a way to get rich quick – in reality, most people are looking to learn. Whether it is to understand how to get started in markets, to improve their investment knowledge or to better understand risk. **Essentially people are thirsty for knowledge and want to educate themselves** – but to educate themselves in a way that is interesting and engaging.

Reasons for use of influencers, bloggers and podcasters



Global ●

People are expanding their sources of investment information,

and trust in digital sources of information is growing, but the rise of influencers online shouldn't be seen to take the place of professional advice – rather, just like the investment service model we need to think hybrid. There is an **opportunity for the industry to reach investors where they are by carefully and thoughtfully integrating digital financial education**, including influencers, as a component of their communication strategy alongside other financial education enhancing client engagement.



All data shared in this article is sourced from the Amundi Decoding Digital Investment research 2025 you can find more information about the research at about.amundi.com/embracing-new-digital-norm

IMPORTANT INFORMATION
Unless otherwise stated, all information contained in this document is from Amundi Asset Management S.A.S. and is as of November 2024. Diversification does not guarantee a profit or protect against a loss. The views expressed regarding market and economic trends are those of the author and not necessarily Amundi Asset Management S.A.S. and are subject to change at any time based on market and other conditions, and there can be no assurance that countries, markets or sectors will perform as expected. These views should not be relied upon as investment advice, a security recommendation, or as an indication of trading for any Amundi product. This material does not constitute an offer or solicitation to buy or sell any security, fund units or services. Investment involves risks, including market, political, liquidity and currency risks. Past performance is not a guarantee or indicative of future results.

Amundi. French "Société par Actions Simplifiée" (SAS) with a capital stock of €1,143,615,555

Portfolio management company approved by the French Financial Markets Authority (Autorité des Marchés Financiers) under no.GP 04000036. RCS PARIS 437 574 452

Head office: 91-93, boulevard Pasteur, 75015 Paris - France. Postal address: 91-93, boulevard Pasteur, CS 21564, 75730 Paris Cedex 15 - France. Tel: +33 (0)1 76 33 30 30

The information contained in this document is deemed accurate as at 1 July, 2025 (source: Amundi).