



ISSN: 2288-7709

JEMM website: <https://acoms.kisti.re.kr/jemm>doi: <http://dx.doi.org/10.20482/jemm.2023.11.4.19>

A Study on Asset Preference Characteristics of Millennials and Gen Z

Eun-sung PARK¹, Jae-tae KIM²

Received: July 15, 2023. Revised: July 25, 2023. Accepted: August 05, 2023.

Abstract

Purpose: This study examines the factors that the Millennials and Gen Z prefers to invest in assets. We look at the asset structure they want now and in the future and the idea of designing the future. This can be expected that the center of Korea's asset market will change to the structure they want in the future. **Research design, data and methodology:** The spatial extent of the study is all over Korea including Seoul, the metropolitan area, and local cities. The survey was conducted for about 16 days from May 7 to May 22, 2023. The survey was conducted by the surveyor visiting the subject in person, distributing the questionnaire, explaining it, and filling it out in person. For the analysis, descriptive statistics and logistic regression analysis were conducted using the SPSS 25.0 statistical package. **Results:** It was confirmed that the preferred assets of the Millennials and Gen Z were different by period. There was also a difference in the influencing factors between Millennial Generation and Generation Z in asset preference. **Conclusions:** The Millennials and Gen Z's preferred assets were different by period. The reason is interpreted as the current process of collecting assets during the asset formation period. In the future, they intend to purchase real estate assets by using financial assets as a lump sum of money. We learned the characteristics of the entire Millennials and Gen Z, in addition, the difference between income and assets is believed to have affected the difference in preference factors of Millennial Generation and Generation Z, respectively.

Keywords : Millennials and Gen Z, Asset Preference, Deposit · Installment Savings, stock, Other finance Assets

JEL Classification Code: D72, R33, L25, L85

1. Introduction

Recently, the media have been increasingly interested in the Millennials and Gen Z. These generations who entered society in the era of low growth compared to the baby boomers who accumulated wealth during the period of high growth in the 1980s, is having difficulty accumulating assets. The gap continues to grow further. In order to overcome this asset gap, there are cases where people prepare for the future

by extremely reducing consumption to collect assets or by learning various financial techniques. On the other hand, several media have reported that there are also phenomena such as giving up asset accumulation and aiming for excessive consumption.

According to a survey of 700 Millennials and Gen Z households living across the country by the Federation of Korean Industries (2021) on their perception of investment technology, 36.1% of all respondents said real estate is the most necessary means of investment technology for future

1 First Author. Dept. of Real Estate Studies, Graduate school of Seoul Venture University, Email: pes474@hanmail.net

2 Corresponding Author. Professor, Dept. of Real Estate Studies, Seoul Venture University, Email: jtk365@naver.com

© Copyright: The Author(s)

This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

asset growth. Followed by, stocks (32.4%), virtual assets (13.1%), and deposits and installment savings (8.0%). Contrary to the perception that the Millennials and Gen Z will prefer new investment methods such as stocks and virtual assets to real estate, real estate is the most promising investment technology. However, the most frequently used financial techniques by the Millennials and Gen Z were deposits/insurance savings (37.5%), stocks (33.0%), virtual assets (10.3%), and real estate (9.8%). In the case of the Millennials and Gen Z, whom prefers real estate the most, but is in the period of asset formation, it seems that they are not able to buy real estate immediately, which is an expensive product, and are using financial products as an investment alternative.

Research was started to recognize the background of the Millennials and Gen Z and to understand what asset selection factors and problems the Millennials and Gen Z have, whom will lead the future asset market.

This study will be meaningful from various perspectives. The Millennials and Gen Z is an important demand group in Korea, and it is important for the government, companies, and consumers to preemptively grasp what assets they are interested in. The government will be able to come up with customized real estate and financial policies and provide educational information to prepare for a stable future. Companies will be able to build a sustainable business model by providing products and services that the Millennials and Gen Z wants. Consumers will be able to stably prepare for retirement by establishing a stable asset portfolio by referring to the direction of the future asset market.

This study examined the factors influencing the Millennials and Gen Z's preference for financial asset investment. The scope and method of the study are as follows.

First, the subject of the study was the Millennials and Gen Z, and it was divided into the Millennials and Gen Z (1980-2004), the Millennial Generation (1980-1994), and the Z generation (1995-2004) to examine what assets each group preferred.

Second, the spatial scope of the study is Seoul, the metropolitan area, and local cities throughout Korea. The time range of the survey was about 16 days from May 7 to May 22, 2023. Third, the survey method was conducted by a researcher and a separate investigator visiting the survey subjects in person, distributing and explaining the questionnaire, and filling it out directly.

550 questionnaires were distributed and 500 copies were collected. Among them, 456 valid samples were used for analysis, excluding unfaithful answers or incomplete responses.

Descriptive statistics and logistic regression analysis were conducted using the SPSS 25.0 statistical package for the data collected for this study.

Fourth, research data such as degree papers, academic journals, and periodicals were examined for theoretical discussions on the factors influencing the Millennials and Gen Z's preference for financial asset investment. Through reviewing similarities, purposes, and differences of this study with previous study, this study was confirmed.

2. Literature Review

2.1. The Concept, Status and Characteristics of the Millennials and Gen Z

Millennials and Gen Z is a generic term for Millennials born in the early 1980s and early 2000s and Generation Z born in the mid-1990s and early 2000s. Millennial Generation is used as a concept that includes the early 1980s to the mid-1990s, and is also defined as a generation born between the early 1980s and 2000s or between 1981 and 1996 with baby boomers as parents. Generation Z is generally defined as the generation born after 1995, and Generation Z is defined as the generation born between the early and mid-1990s and the 2000s. Like this there is a difference in the criteria for dividing generations.

The criteria for distinguishing Millennial Generation and Generation Z are different for each paper, and this is because there are no unified standards yet. The scope of classifying generations varies depending on the criteria of the event. Therefore, it would be appropriate to refer to previous studies rather than blindly applying specific standards, but to set standards according to the purpose of the study. Table 1 classifies the years of Millennial Generation and Generation Z defined in previous studies.

In this study, Millennial Generation was classified as born between 1980 and 1994, and Generation Z was classified as born between 1995 and 2004. Those under the age of 19 were excluded considering that their preference for assets may not be clear as they are minors.

Table 1: Example of a Table Caption.

Author	Millennial Generation	Generation Z
Lee, J.W.(2021)	1979~1990	1994~2002
Choi, S.B.(2022)	1980~1994	1995~2004
Jang, S.M. Ban, Y.H.(2022)	1981~1996	1997~2010
Yang, J.Y.(2022)	1984~1993	1994~2003
Lee, Y.G.(2023)	1980~1994	1995~
Kim, A.R.(2022)	1980~Mid 2000s	
Kwon, J.H. (2023)	1980~2005	

Table 2 summarizes the age and gender population status of the Millennials and Gen Z. According to Statistics Korea (2021), the population of the Millennials and Gen Z (born in 1980-2004) in Korea was about 17.82 million as of 2021, accounting for about 34% of the total population. This is about 61% of the 29.24 million economically active population, which is the generation that can have the greatest impact on the economy.

Table 2: Millennials and Gen Z Population by Age and Gender

Category	Total Population	Male Population	Female Population
Generation Z(20~29)	6,886,781	3,635,901	4,823,384
Millennial Generation(30~44)	10,936,329	5,675,608	3,688,217
Millennials and Gen Z (20~44)	17,823,110	9,311,509	8,511,601
Total	51,738,071	25,850,044	25,888,027

Millennial Generation and Generation Z have very similar characteristics because they have quite similar backgrounds in social, economic, and institutional aspects, but they also show differences in many ways. Millennial Generation is also called the "mobile generation". It refers to a generation that uses smartphones, the Internet, etc. It got its' first letter from Mobile, Myself, and Movement. It is a generation born in the 1980s and 2000s and has baby boomers as parents. They solve everything on mobile and only focus on themselves. It was first used by American sociologist Don Tapscott in his book "In Growing Up Digital-The Rise of the Net Generation." It is defined as the Internet rather than books, e-mail more than letters, and computer more familiar than television, and strong independence and free thinking. In the case of Millennial Generation, they experienced the IMF (International Monetary Fund) financial crisis in their childhood and grew up with their parents' economic difficulties later in time due to the global financial crisis in 2008. They are proficient in IT information technology and the college entrance rate is much higher than that of the existing generation, although they are relatively poor due to the burden of college tuition and employment reduction. However, they are characterized by a generation of rational consumption centered on value and experience.

Generation Z is different from the millennials who grew up in a mixed environment of analog and digital culture. They grew up exposed to the digital environment from an early age and are called "Digital Native." They are familiar with the Internet and IT (information technology), and

prefer smartphones and video content to TV and computers and text. In addition, they are used to sharing interests and producing content, so they play the role of consumers and producers of culture together. Meanwhile, Generation Z grew up during the economic boom in the 1990s, while seeing their parents, Generation X, suffering from the financial crisis in the late 2000s. So they show the characteristics of seeking stability and practicality.

2.2. Review of Previous Studies

This study aims to study the factors influencing the Millennials and Gen Z's preference for real estate and financial asset investment and to predict the current asset composition and future asset portfolio.

Jung-woo Lee (2021) classified the purchase journey of consumers of the Millennials and Gen Z by generation.

Jae-hong Kwon (2023) classified the government's housing policy and individual investment preference were selected as the most important investment determinants considered by the Millennials and Gen Z when investing in housing.

Se-won Kim (2023) examined foreigners' preferences for investment asset selection, influencing factors, and differences between foreigners. The study selected variables and established research models and hypotheses through literature review and prior research review. And binary and polynomial logistic regression analysis was conducted on 302 effective samples constructed through the survey. Also this study analyzed the Asian and North American groups by dividing them by the entire group and the continent of origin.

Min-sung Im (2018) identified the type of asset management centered on real estate assets for prospective retirees in preparation for retirement and studied ways to utilize real estate assets. In order to construct empirical analysis data through surveys, 401 copies were empirically analyzed as an effective sample by surveying adult men and women aged 30 or older living in Seoul, Gyeonggi, and Incheon. For empirical analysis, frequency analysis, factor analysis, reliability analysis, cross-analysis, binary logistic regression analysis, and multinomial logistic regression analysis were performed using the SPSS 21 statistical program.

Eun-young Baek (2017) analyzed the retirement progress of baby boomer households, changes in financial behavior, and asset selection behavior of baby boomer households. Technical statistics such as frequency and percentage were calculated to examine the general characteristics of baby boomer households, retirement-related characteristics, and financial behavior characteristics.

A multinomial logit analysis was conducted to identify the factors affecting the asset selection behavior of baby

boomer households.

According to the analysis of baby boomers households included in the 2011 and 2016 household financial surveys, financial assets and safe assets were increased and real assets were slightly reduced, but the change was insignificant.

Choong-soo Park and Jae-tae Kim (2019) investigated the relationship between asset selection influencing factors and investment behavior by life cycle. The subject of the study was the financial sector data of the National Statistical Office's "2018 Household Financial Welfare Survey," which selected a sample for the entire nation.

The SPSS23.0 program was used as the analysis tool, and analysis methods such as descriptive statistical analysis, cross-analysis, ANOVA, and multinomial logit were used. Life cycle hypothesis, portfolio theory, and behavioral economy theory were considered as theories related to asset selection. Unlike previous studies on asset selection centered on baby boomers, retired households, middle-aged households, and households, this study is differentiated by targeting the Millennials and Gen Z.

In addition, compared to the existing studies on the entire Millennials and Gen Z, this study investigated differences by subdividing the entire Millennials and Gen Z, the Millennial Generation, and the Z generation.

There is a difference in that specific and subdivided research results were obtained through this. It was found that many Millennials and Gen Z who responded to the survey showed high interest in real estate investment in particular and felt many restrictions at the same time.

Through this study, it is expected that it can be used as data to accurately identify the needs of the Millennials and Gen Z and provide customized products that can actually help.

3. Research Methods and Materials

3.1. Analysis Method

In this study, we tried to examine the factors affecting the financial asset investment preference of the Millennials and Gen Z.

As discussed in previous studies, factors that affect investment preferences may vary within the Millennials and Gen Z, and in this study, the following research questions were set up to determine how factors that affect asset investment preferences differ by dividing them into the Millennials and Gen Z, Millennial Generation, and Z generation.

Q1. What factors influence the Millennials and Gen Z's choice of real estate or finance in asset investment?

And, what factors affect investment preferences in each group of Millennial Generation and Generation Z?

Q2. What factors influence the Millennials and Gen Z's choice of deposits/savings, stocks/funds, and virtual assets in financial asset investment? And, what factors affect investment preferences in each group of Millennial Generation and Generation Z?

Logistic analysis is a multivariate analysis method that can analyze the probability distribution of various independent and dependent variables in order to confirm the asset selection method, which is a research problem.

The logistic regression model is used to analyze independent variables that affect the selection of dependent variables when the dependent variable is not a quantitative variable.

The logistic regression model is divided into two categories. If the dependent variable has two selection attributes, it is divided into binary logistic analysis, and if it has three or more, it is divided into polynomial logistic analysis.

In this study, binomial logistic analysis was used for the probability that the Millennials and Gen Z will choose real estate and financial assets in two cases and three cases. And multinomial logistic analysis was used for the probability of selecting each preferred investment destination in financial assets.

3.2. Variable Selection and Operational Definition

In this study, various variables were selected as independent variables to analyze the preference of investment assets of the Millennials and Gen Z. In addition, through binary logistic analysis and multinomial logistic analysis, asset preference factors were analyzed by dividing them into Millennials and Gen Z, Millennial Generation, and Generation Z.

3.2.1. The Average Overall Time from Submission to Publication and Print

Table 3 shows the composition and operational definition of the dependent variable. In order to analyze the preference of investment assets of the Millennials and Gen Z, previously studied literature such as previous studies on financial and real estate asset investment was explored. The Millennials and Gen Z was asked to choose assets preferred by real estate and finance, and the preferred investment destination for financial assets was deposits and installment savings, stocks, and other finance. Preferred sources of financial asset type investment were classified into deposits/savings, stocks, and other finance. Deposits/savings are financial assets generally held by the majority of the people. Stocks were classified as stocks, funds, bonds, personal pensions, insurance, and virtual

currency were all incorporated into ‘other finance’.

Table 3: Configuration and Definition of Dependent Variables

Variables	Definition of Variables	Reference Category
Financial Preferred Investment Destination (Millennials and Gen Z)	Finance=1, Real Estate=2	Real Estate
Detailed Financial Preferred Investment Destination	Deposit, Installment Savings=1, Stock=2, Other finance assets=3	Other finance
Preference for Deposits, Installment Savings (Millennials and Gen Z)	Deposit, Installment Savings=1, Stock=2, Millennial Generation, Generation Z	Stock

3.2.2. Financial Characteristics – Independent Variables

In Table 4, the composition and operational definition of the independent variable are as follows. Independent variables were constructed as follows to confirm which assets are preferred, real estate or finance, and to confirm the specific asset preferences of real estate assets and financial assets. The characteristics of each intervention of the respondents were defined and consisted of gender, age, educational background, occupation status, number of household members living together, number of children, type of residence, type of residence, and desired retirement age.

Table 4: Composition and Operational Definition of Individual Attribute Variables

Variables	Definition of Variables
Gender	Male=1, Female=2
Age	Generation Z = 1, Millennial Generation = 2
Academic Achievement	Less Than Mid School Graduated=1, Less Than High School Graduated=2, College=3, University=4, University Higher =5
Number of Households	1 person=1, 2-person=2, 3-person=3, 4-person=4, 5-person more=5
Number of Children	None=1, One Person=2, Two- Person=3, Three-Person More=4
Type of Residence	Owned house=1, Rented house=2
Type of House	Apartment=1, Non Apartment=2
Desired Retirement Age	30s=1, 40s=2, 50s=3, 60s=4, 70s=5, over 80s=6

4. Research Methods and Materials

4.1. General Characteristics

4.1.1. Sample Characteristics

For research analysis, a sample survey was conducted focusing on the Millennials and Gen Z. A total of 500 responses were collected from the survey, of which 456 responses were analyzed as samples, excluding 44 responses with errors. Table 5 shows the individual characteristics of the Millennials and Gen Z.

Table 5: General Characteristics of the Sample

Variables	Item	Frequency	%
Gender	Male	249	54.6
	Female	207	45.4
Age	Generation Z	164	35.9
	Millennial Generation	292	64
Academic Achievement	Less Than Hige School Graduated	31	6.8
	College	60	13.2
	University	346	75.9
	University Higer	19	4.2
Job	Employee	258	56.6
	Specialized Job	74	16.2
	Personal Business	19	4.2
	Freelancer	20	4.4
	Student	58	12.7
	Etc.	27	5.9
Type of Residence	Owned house	91	20.0
	Owned house(parents)	170	37.3
	Deposit Lease	120	26.3
	Monthly Rent	66	14.5
	Etc.	9	2.0
Number of Households (Except Parents)	1	132	28.9
	2	92	20.2
	3	115	25.2
	4	92	20.2
	5-Person More	25	5.5
Type of House	Apartment	272	59.6
	Detached House	41	9.0
	Multiplex Housing	85	18.6
	Studio Apartment	46	10.1
	Etc.(Share house. Goshinwon)	12	2.6
Total		456	100

4.1.2. Asset Characteristics of Millennials and Gen Z

The asset preference characteristics of the Millennials and Gen Z are as follows.

In terms of asset type, financial assets were 53.1%, which is 6.2% more preferred than real estate assets. In terms of investment experience, 77.6% of respondents have experience, accounting for the majority. Profitability is 48.0% as an important factor in investment, which is 0.9% more preferred than safety. As for investment propensity, the stability-seeking type was the highest at 37.3%, and the risk-neutral type was selected by 28.5%. The expected return was within 6% (23.2%), within 9% (22.6%), and within 15% (20.6%).

As for the investment loss rate, within 10% (37.3%) was the most selected, and within 20% was 26.1%. Investment knowledge was the highest at 57.9%, followed by 37.7% in general and 4.4% in high.

Internet, YouTube, portals, and apps were the highest at 46.5 percent information acquisition. Information acquisition through acquaintances or friends is 15.6%, acquisition of knowledge through experts or books was 11.8% and 8.8% in order. The need for asset management education was very necessary, and it was found to be the highest at 48.5%. 39.9% of the respondents said they needed it. A total of 88.4% of the respondents felt that education was necessary.

4.1.3. Propensity to invest in Financial Asset of Millennials and Gen Z

The characteristics of the Millennials and Gen Z's financial asset investment propensity are as follows.

The top priority for financial investment was deposits and installment savings, with 51.5% choosing. 37.3% chose stocks as the second priority for investment.

The main purpose of financial asset investment was to increase value by 24.6% as the first priority, Interest, dividend income 22.4% is the second highest, raising large sums of money was selected as the third priority with 20.8%.

As the minimum holding period of financial assets, 34.9% chose less than 2-5 years as the first priority. 25.2% chose less than two years and 19.7% chose less than one year. The expected return on financial assets was 27.9% within 6% and 25.7% within 9%.

4.2. General Financial Characteristics of Millennials and Gen Z

4.2.1. Financial Characteristics of Millennials and Gen Z

The financial characteristics of the Millennials and Gen Z are as follows. The average monthly income of respondents was with less than 3 million won to 5 million won with 29.8% in portion. Less than 2 to 3 million won is ranked second most in portion with 21.3%. On the other

hand, 17.1% of those with more than 7 million won were chosen as the third priority.

The average monthly expenditure was less than 1 to 2 million won (31.8%). Second is less than 500,000 to 1 million won (21.9%), third is Less than 2 to 3 million won (18.9%).

Average monthly savings of less than 1 to 2 million won was the most (34.2 percent). Second being 500,000 to 1 million won, third is less than 500,000~1 million won and less than 2 million~3 million won. In terms of real estate assets, 53.3% of them were less than 50 million won, ranking first, second is 20.2% of people with less than 100 million to 500 million won and third is less than 500 million won to 1 billion won(14.3%).

Less than 50 million won was the top priority for financial asset holdings. Second is less than 50 to 100 million won(14.0%), third is less than 100 million won to 500 million won(11.4%).

The top priority was when financial debt was less than 50 million won(69.5%). Second is less than 100 million won to 500 million won(20.2%). Third is less than 50 to 100 million won(5.7%).

In the Millennials and Gen Z, 40.8% of all respondents live with their parents. It was found that 29.2% of all respondents received financial support from their parents. In other words, 59.2% live separately from their parents. And it was found that 70.8% were not receiving economic support from their parents.

4.2.2. Ranking characteristics of asset allocation ratio by period of Millennials and Gen Z

The proportion of asset allocation by period represents the proportion of asset allocation in the present, in 10 years later, and in old age. The characteristics of the current asset allocation ranking among the proportions of asset allocation in the Millennials and Gen Z are as follows. Deposit/Installment savings (47.6%) were selected as the first preferred asset, while stocks (36.0%) were selected as the second preferred asset, and personal pension/insurance (23.9%).

Among the proportions of asset allocation in the Millennials and Gen Z, the characteristics of asset allocation ranking after 10 years are as follows. Among the first preferred assets, real estate (69.5%) was the most selected, stocks (33.3%) were the second preferred asset, and deposits/ Installment savings were the most selected (26.5%) as the third preferred asset. Table 6 summarizes the current and 10 years later asset allocation rankings of the Millennials and Gen Z.

Table 6: Millennials and Gen Z's Current, Ten-Year Asset Allocation Rankings

Period	1st	2nd	3rd
Present	Deposit, Installment Savings	Stock	Personal Insurance, Pension
After 10 years	Real Estate	Stock	Deposit, Installment Savings

4.3. General Financial Characteristics of Millennials and Gen Z

4.3.1. Analysis of the Preference of Financial Assets to Real Estate

The logistic regression model was used to analyze the factors affecting the preference of financial assets to real estate preferred by the Millennials and Gen Z. And this was divided into Millennial Generation and Generation Z and examined by generation. The results are shown in Table 7.

First of all, looking at Generation Z, the higher the educational background, the more financial assets were preferred. The higher the average monthly income, the more preferred real estate assets, and the higher the average monthly expenditure, the more preferred financial assets. Due to the nature of high-priced real estate assets, it seems that high income increases the possibility of purchasing real

estate assets, and high spending places more importance on consumption than real estate purchases. The larger the total size of financial liabilities, the more preferred real estate assets, and more the investment experience, the more preferred real estate assets. Financial debt is likely to have increased through real estate purchases, and it is interpreted that the experience of successful investment in real estate assets has increased preference. It was found that the more investment knowledge, the more financial assets are preferred, and real estate assets are preferred when the proportion of real estate assets is planned to increase.

Looking at Millennial Generation, it was found that the higher the educational background, the more preferred real estate assets. The higher the desired retirement age, the more financial assets are preferred, and the higher the average monthly savings, the more financial assets are preferred. It was found that the larger the number of real estate assets held, the more preferred real estate assets, which can be interpreted as having an effect on the successful experience of real estate investment. The larger the number of financial assets held, the more they prefer financial assets. It is interpreted that preference has increased through the success of financial investment. It was found that the more actively recommended financial assets to the surroundings, the more preferred financial assets are. If you plan to increase the proportion of financial assets, you prefer financial assets.

Table 7: Preference Asset Millennial Generation and Z (Financial Assets over Real estate)

Generation		Generation Z				Millennial Generation			
Characteristic variable (Base category: Real estate assets)		B	Wald	p-value	Exp(B)	B	Wald	p-value	Exp(B)
Individual Characteristics	Gender	.017	.001	.974	1.017	-.596	2.140	.143	.551
	Academic Achievement	.656	3.410	.065	1.926	-.639	3.855	.050	.528
	Desired Retirement Age	-.032	.018	.894	.968	.359	4.044	.044	1.432
Financial Characteristics	Avg Monthly Income	-.455	2.984	.084	.635	-.325	1.767	.184	.722
	Avg Monthly Expenditure	.686	3.327	.068	1.985	.300	1.899	.168	1.350
	Avg Monthly Savings	.214	.451	.502	1.239	.518	7.510	.006	1.678
	Real Estate Asset Holding Scale	.396	.839	.360	1.486	-1.077	19.691	.000	.341
	Size of Financial Asset Holdings	.582	.753	.385	1.790	.665	6.566	.010	1.944
	Total Size of Financial Liabilities	-2.092	10.291	.001	.123	.204	.685	.408	1.227
Investment Preference Characteristic	Investment Experience	-1.882	10.181	.001	.152	-.364	.357	.550	.695
	Investment Important Factors	-.259	.309	.578	.772	-1.174	8.194	.004	.309
	Expected Rate of Return	.145	.579	.447	1.156	-.107	.485	.486	.898
	Investment Knowledge	1.094	3.618	.057	2.985	-.293	.533	.465	.746

	Need for Asset Management Training	-.429	1.582	.208	.651	-.332	1.903	.168	.717
Investment Behavior Intention	Real Estate: illingness to Invest	.015	.002	.967	1.015	-.668	7.447	.006	.513
	Real Estate: Encouraging Investment Around	-.220	.909	.340	.802	-.434	5.916	.015	.648
	Real Estate: Increasing the Share of Assets	-.959	7.060	.008	.383	-.070	.133	.715	.933
	Real Estate: Investment Stability	-.364	2.285	.131	.695	-.282	3.049	.081	.754
	Finance: Intention to Invest in one's self	-.155	.216	.642	.857	.252	.908	.341	1.286
	Finance: Encouraging Investment Around	.228	.940	.332	1.257	.403	4.045	.044	1.496
	Finance : Increasing the Share of Assets	.260	.682	.409	1.297	.371	2.948	.086	1.449
Suitability Models		$\chi^2=72.708, df=31, p=0.000$				$\chi^2=188.184, df=31, p=0.000$			
Sum of Models		-2 Log Likelihood=140.388, Cox and Snell R ² =0.358, Nagelkerke R ² =0.492				-2 Log Likelihood=215.243, Cox and Snell R ² =0.475, Nagelkerke R ² =0.634			

4.3.2. Analysis of Preferences for Deposits/Installment Savings, Stocks and Other Financial Assets

The association with the factors affecting the preference for the type of financial investment assets preferred by the Millennials and Gen Z was analyzed through the multinomial logistic regression model, and the results are as Table 8 shows. As a result of analyzing the frequency, the most frequent types of assets were divided into deposits/insurance (51.5%), stocks (37.3%), and other finance (11.2%: funds, bonds, personal pension/insurance, virtual currency, and other) to derive the relationship with factors that affect asset preferences as follows.

As for the dependent variable, the degree of expectation for the probability of preferring deposits/ installment savings and stocks was analyzed using other finance as the reference category.

Average monthly income, investment propensity, investment knowledge, minimum holding period of financial assets, and expected return on financial investment are factors that favor investment in "deposit/savings" for "other finance." Specifically, compared to 'other financial' assets the probability of preferring "deposit/savings" decreased by 0.668 times as the average monthly income was higher. The more aggressive the investment propensity, the lower the 0.675 times, and the higher the investment knowledge, the lower the 0.26 times. And it decreased 0.669 times as the minimum financial holding period increased. The higher the expected return on financial investment, the lower it is by 0.755 times. In the case of the Millennials and Gen Z, it was found that they prefer "other financial assets" to "deposits," and although they are subscribing to deposit/ deposit products to raise large sums of money, they are considered to be interested in products that can actually

generate additional profits.

Preference factors for investment in financial assets of the Millennials and Gen Z include job, average monthly income, size of real estate assets, total financial debt, investment knowledge, willingness to invest in financial assets, and minimum holding period of financial assets. Specifically, the probability of preferring to invest in 'stock' compared to 'other finance', The larger the amount of real estate assets held, the more it increased 1.617 times, and the more the total amount of financial debt increased, the more it increased 1.716 times. It was found that the higher the investment knowledge, the lower it was by 0.416 times, and the first order of information acquisition decreased by 0.589 times. The higher the willingness to invest in finance, it showed 1.66 times higher. As the minimum financial holding period increased, it decreased 0.681 times. This is apparently due to a strong tendency to invest in stocks in the short term.

4.3.3. Analysis of Preferred Factors for Deposit /Installment Savings (by Millennials and Gen Z)

In order to analyze the relationship with the factors affecting the preference of preferred financial investment asset types by Millennials and Gen Z, it was analyzed through a binary logistic regression model, and the results are as Table 9 presents. The binary logit must have two dependent variables. It was reclassified into two types, focusing on the most frequent deposit/savings (51.5%) in the model, and finance other than deposit/savings (48.5%). Therefore, the expectations for the probability of preferring deposit/ deposit assets were analyzed using financial assets other than deposit/savings as the reference category. Stocks account for about 80% of finance other than deposits and

installment savings. Therefore, finance other than deposit/savings was named 'stock, etc.' finance.

Gender, investment importance factors, investment propensity, investment loss rate, financial investment objective, minimum financial holding period, and expected return on financial assets were significant when looking at the factors affecting Generation Z's decision to prefer financial assets. Specifically, it was found that women were 0.35 times less likely to prefer "stocks, etc." than "deposit/savings" than men. It was found that when stability was more important than profitability and cashable was more important than stability, it increased 3.766 times. The more aggressive the investment propensity was, the more it increased 4.851 times, and the greater the acceptable investment loss rate, the more it increased by 0.739 times. In the case of financial investment focus (value increase), it decreased by 0.801 times. The longer the minimum financial holding period, the more it increased 1.601 times, and the higher the expected return on finance, the more it increased 3.109 times.

Academic background, desired retirement age, average monthly income, investment experience, investment knowledge, financial: increase in the proportion of assets, expected return on financial investment. Specifically, the probability of favoring "stock, etc." compared to "deposit/savings" was 1.645 times higher as the academic background increased. As the desired retirement age increased, it decreased by 0.767 times, and as the average monthly income increased, it increased by 1.413 times. Investment experience decreased 0.307 times. The higher the investment knowledge, the higher the investment knowledge, the lower the tendency to strongly recommend

real estate to the surrounding area, the lower the trend by 0.778 times, and the higher the financial investment, the higher the figure by 1.41 times. In the case of financial investment focus (value increase), it was found to decrease 0.818 times, and the higher the expected return on financial investment, the higher the expected return on financial investment, the higher the increase by 1.46 times.

Average monthly income, investment experience, investment propensity, investment loss rate, investment knowledge, finance: asset share increase, finance: investment safety, financial investment focus, expected return on financial investment, and financial investment difficulty were significant. Specifically, the probability of preferring "stock, etc." to "deposit/deposit" was found to be 1.234 times higher as the average monthly income was higher.

If there was investment experience, it decreased by 0.437 times compared to having none, and the more aggressive the investment propensity, the more 1.506 times increased. The larger the tolerable investment loss rate, the higher the 1.248 times, and the higher the level of investment knowledge, the higher the 2.051 times. When the proportion of financial assets was planned to increase, it increased 1.3 times and decreased 0.802 times as financial investment safety was considered more important. The expected return on financial investment increased 1.622 times as it increased. It was confirmed that the first priority (risk of falling market prices) that makes financial investment difficult increased by 1.168 times.

Table 8: Preference Factors for Financial Asset Investment Among Millennials and Gen Z

Preference for Investment (Criteria Category: Other Financial Assets)		Deposit/Installment Savings				Stock			
		B	Wald	p-value	Exp(B)	B	Wald	p-value	Exp(B)
Individual Characteristics	Gender	-.047	.014	.906	.954	-.441	1.108	.292	.643
	Academic Achievement	.212	.512	.474	1.236	.173	.302	.583	1.189
	Type of Residence	.028	.013	.908	1.028	.172	.476	.490	1.188
	Desired Retirement Age	-.077	.194	.660	.926	-.218	1.434	.231	.804
Financial Characteristics	Avg Monthly Income	-.403	4.419	.036	.668	-.310	2.337	.126	.734
	Avg Monthly Expenditure	.000	.000	.998	1.000	-.002	.000	.992	.998
	Avg Monthly Savings	.055	.085	.771	1.057	-.120	.380	.538	.887
	Real Estate Asset Holding Scale	.159	.443	.506	1.172	.481	4.132	.042	1.617
	Size of Financial Asset Holdings	.078	.094	.759	1.081	-.082	.107	.744	.921
	Total Size of Financial Liabilities	.397	2.008	.157	1.488	.540	3.904	.048	1.716
Investment	Investment Experience	.522	.978	.323	1.685	-.650	1.059	.303	.522

Preference Characteristic	Investment Propensity	-.393	2.971	.085	.675	.028	.014	.905	1.028
	Expected Rate of Return	.194	1.242	.265	1.214	.064	.127	.721	1.066
	Investment Knowledge	-1.346	12.476	.000	.260	-.877	5.392	.020	.416
	Need for Asset Management Training	.245	1.410	.235	1.277	.274	1.775	.183	1.316
Investment Behavior Intention	Finance: Intention to Invest in one's self	.338	2.249	.134	1.402	.507	4.444	.035	1.660
	Finance: Increasing the Share of Assets	-.146	.449	.503	.864	.111	.244	.621	1.118
Investment propensity	Minimum Financial Holding Period	-.358	4.671	.031	.699	-.385	4.967	.026	.681
	Expected Return on Financial Services	-.281	2.691	.101	.755	.239	1.809	.179	1.269
Suitability Models		-2 Log Likelihood=640.964, $\chi^2=229.526$, df=72, p=0.000							
Sum of Models		Cox and Snell R ² =0.395, Nagelkerke R ² =0.464, McFadden R ² =0.264							

Table 9: Preference Factors for Investment in Millennial Generation and Generation Z Financial Assets

Generation		Generation Z				Millennial Generation			
Characteristic variables (by category: Deposit/Installment Savings)		B	Wald	p-value	Exp(B)	B	Wald	p-value	Exp(B)
Individual Characteristics	Gender	-1.051	3.779	.052	.350	-.128	.144	.704	.880
	Academic Achievement	-.623	2.524	.112	.536	.498	2.796	.094	1.645
	Desired Retirement Age	-.019	.005	.944	.981	-.265	3.228	.072	.767
Financial Characteristics	Avg Monthly Income	.122	.206	.650	1.130	.346	2.816	.093	1.413
	Avg Monthly Savings	-.018	.003	.959	.983	-.238	2.346	.126	.788
	Size of Financial Asset Holdings	-.152	.089	.766	.859	-.109	.238	.625	.897
Investment Preference Characteristic	Investment Experience	-.700	1.086	.297	.496	-1.180	3.743	.053	.307
	Expected Rate of Return	-.122	.292	.589	.885	-.236	2.141	.143	.790
	Investment Loss Rate	.553	6.254	.012	1.739	.169	1.688	.194	1.184
	Investment Knowledge	.513	.808	.369	1.671	1.241	12.139	.000	3.461
Investment Behavior Intention	Need for Asset Management Training	.445	1.703	.192	1.561	-.336	2.221	.136	.714
	Finance: Intention to Invest in one's self	-.284	.780	.377	.752	.131	.399	.527	1.140
	Finance: Ambient investment Recommendation	-.107	.134	.715	.898	.061	.134	.714	1.063
	Finance: Increasing the Share of Assets	.271	.591	.442	1.311	.343	3.026	.082	1.410
Investment propensity	Finance: Investment Safety	-.223	.787	.375	.800	-.211	1.874	.171	.810
	Minimum Financial Holding Period	.471	3.376	.066	1.601	.033	.050	.822	1.034
	Expected Return on Financial Services	1.134	14.307	.000	3.109	.379	5.621	.018	1.460
Suitability Models		$\chi^2=90.634$, df=35, p=0.000				$\chi^2=126.13$ df=35, p=0.000			
Sum of Models		-2 Log Likelihood=129.618, Cox and Snell R ² =0.425, Nagelkerke R ² =0.575				-2 Log Likelihood=277.294 Cox and Snell R ² =0.351, Nagelkerke R ² =0.468			

5. Conclusions

This study is aimed at identifying the asset selection

factors of the Millennials and Gen Z that will lead the future asset market. The factors influencing investment preference and differences were analyzed by subdividing financial

assets into Millennials and Gen Z, Millennial Generation, and Generation Z.

First, In the case of the Millennials and Gen Z, the proportion of asset allocation was different 10 years later. Currently, deposits/savings (47.6%) were selected the most, followed by stocks (36.0%), and personal pensions/insurance (23.9%). Ten years later, real estate (69.5%) was the top asset allocation, followed by stocks (33.3%), and deposits/savings (26.5%). This is the current asset formation period, and it seems to have made a realistic judgment that is helpful in the current financial state rather than real estate, which is an expensive product, and financial characteristics such as the adequacy of other maintenance costs are recognized as the top priority. When assets accumulate in the future, it seems that they plan to purchase real estate using financial products.

Second, the factors affecting the preference of financial assets to real estate were analyzed through the logistic regression model by dividing them into Millennial Generation and Generation Z. As a result, it was confirmed that the preferred influencing factors of Millennial Generation and Generation Z were different. In the case of academic background, the opposite results were found. In the case of Millennial Generation, the higher the educational background, the lower the probability of preferring financial assets to real estate assets, while Generation Z increased. In the case of Millennial Generation, the later the desired retirement age, the higher the average monthly savings, the higher the size of financial asset holdings, the stronger the financial asset to the surroundings, and the higher the safety of financial assets, the higher the probability of preferring financial assets to real estate assets. Conversely, the higher the educational background, the higher the size of real estate assets, the higher the willingness to invest in real estate, the stronger the invitation to invest in real estate, and the safer the real estate is, the higher the probability of preferring real estate to financial assets.

Third, the factors that the Millennials and Gen Z prefers deposit/savings to other financial assets were identified. The higher the average monthly income, the more aggressive the investment propensity, the higher the investment knowledge, the higher the expected return on financial assets, the lower the probability of preferring deposits/savings to other financial assets. The probability of preferring stocks to other financial assets increased as the amount of real estate assets held and the total amount of financial liabilities increased. The higher the investment knowledge, the lower the case of accessing information through methods other than YouTube/Internet.

Fourth, the higher the educational background, the higher the average monthly income, the higher the investment knowledge, the higher the proportion of

financial assets, the higher the expected return on financial assets, and the higher the probability of preferring "stock, etc." to deposit/deposit. On the contrary, the later the desired retirement age, the less investment experience, the more important safety and cashable are than profitability, the less likely it is to prefer "stock, etc." to deposits/deposits when making financial investments. In the case of Generation Z, the more they prefer safety and cashable to profitability, the more aggressive investment tendency, the greater the degree of tolerance of investment loss, the longer the minimum financial holding period, and the higher the expected return on finance, the higher the probability of favoring "stock, etc." In the case of women, it decreased when financial investment had a purpose other than price increase.

Looking at the results of this study, it can be seen that the assets preferred by the Millennials and Gen Z vary by period. In addition, it was confirmed that the factors influencing investment preferences of Millennial Generation and Generation Z were different. The results of the study will provide asset market suppliers with what investment products the Millennials and Gen Z wants and serve as a reference for consumers on the future direction of the asset market.

References

- Baek, E.-Y.(2017), Changes in Financial Behavior and Determinants of Asset Selection Behavior due to Progress in Retirement of Baby Boomers. "Korea Social Security Association," Vol. 33, No. 4, 133-161. Federation of Korean Industries.(2021), MZ Generation Investment Technology Awareness Survey. 1-6.
- Choi, S.-B.(2022), Korea's MZ Generation Story: Beyond the Common Sense of the Older Generation. *Knowledge Horizon*, 32, 63-76.
- Jang, S.-M. & Ban Y.-H.(2022), A Study of Segmentation of The MZ Generation according to Financial Lifestyles. *culture and convergence*, 44(10), 529-542.
- Kim, A.-R.(2022), The Relationship Between MZ Generation Lifestyle and Personal Characteristics, Self-esteem, and Hair Care Behavior. Ph.D. thesis, Seokyeong University Graduate School.
- Kim, S.-W.(2023), "A Study on The Factors Influencing Foreigners' Preference for Investment Assets in Korea: Focusing on Differences by Continent of Origin. Ph.D. thesis, Seoul Venture Graduate University.
- Kwon, J.-H.(2023), MZ Generation's Housing Investment Decision Effect of Phosphorus on Investment Satisfaction. Ph.D. thesis, Seoul Graduate University of Venture.
- Lee, J.-W.(2021). The Fashion Product Purchase Journey of The MZ Generation. Ph.D. Thesis, Gachon University Graduate School, 2021.
- Lee, Y.-G.(2023), A Study on The Boom Phenomenon of Golf in The MZ Generation. Ph.D. thesis, graduate school of Seoul National University.

- Lim, M.-S.(2018), A Study on The Characteristics of Prospective Retirees' Choice of Real Estate Asset Management. Ph.D. thesis, Seoul Venture Graduate University.
- Yang, J.-Y.(2022), Residential Value by Characteristics of The MZ Generation. Ph.D. thesis, Seoul Venture Graduate University.