

# The Evolving Landscape of Personal Finance: A Study of Tax Planning Strategies Among Gen Z Professionals in India.

**Dr. B Raghvendra Rao\*, Prateek S, Nyasa M S, P Amarnath Reddy, Pooja Vinod Kulkarni, Pradeep V C, Pradhiksha S**

Professor\*, MBA student 2025-27 batch  
Faculty of Management Studies, CMS Business School,  
JAIN (Deemed-to-be-University),  
Bangalore, India

## I.ABSTRACT

This paper explores the changing tax planning and financial behavior landscape in India, particularly with regard to the transition from previous generations to Generation Z professionals. Findings suggest that age and maturity are key considerations in tax planning, with previous generations taking a more scientific approach to financial planning, while younger people require simpler instruments for savings because of a lack of understanding about more complex planning strategies. More recent findings suggest that while Indian students and young professionals have a broad understanding of taxation concepts, they often lack a detailed understanding of particular procedural requirements and legalities. This is an important consideration, as it would appear that the inclusion of formalized tax education within academic institutions is a necessary step in ensuring that young professionals become responsible, tax-savvy citizens who can effectively manage the complexities of the Indian tax system. The literature also examines the role of financial literacy as the key driver of budgeting, savings, and intelligent investment decisions among young professionals. However, it is suggested that while digital access to information is important, it is not necessarily a key driver of sound financial decision-making; rather, behavior, psychological considerations, and social support are more important in determining actual financial well-being. Generation Z professionals are often characterized as a group of "cautious optimists" who "hustle" towards financial independence by combining family influence with personal income. They are also said to play a "dual game" in which they secure their financial futures through traditional means such as SIPs, equity, and gold, while also seeking high-risk opportunities in the world of crypto. Despite their tech-savviness, their journey is often influenced by herd mentality and the fear of loss first, which shows that their financial peace is more dependent on behavioral changes than simply using technology. Comparative studies between generations reveal that, whereas Gen X focuses on stability and the "long game," Gen Z requires ethical and sustainable solutions and high-risk digital assets. Interestingly, older millennials tend to be more confident in navigating complex financial regulations than Gen Z. The lack of experience and confidence in navigating financial regulations acts as a barrier, preventing Gen Z from participating in more organized and proactive tax planning. Moreover, studies on compliance behavior reveal that institutional factors, particularly the use of e-filing systems and tax penalties, have a more substantial positive effect on compliance than tax knowledge alone.

**Keywords:** Generation Z, Tax Planning, Financial Literacy, Tax Compliance, Investment Behavior, Digital Taxation, Indian Taxpayers, Financial Awareness.

## II.INTRODUCTION

As the Generation Z professionals make their entry into the formal sector and their financial lives start, the sphere of personal finance in India is changing considerably and continually. Most financial selections and determinations are mediated and projected to this generation who can be seen as the first true and proud generation to have grown up and begun their lives with digital media and technologies via digital screens, instead of the traditional and physical platform of the cash counter, perhaps. Nowadays, the majority of the population opens bank accounts, chooses investment

products, pays bills on their smartphone with the help of UPI apps, digital wallets, online investment platforms and manages their spending. These tools make it look like a normal practice to make a payment in a cashless manner and monitor the money in real-time even to those who are just beginning their career. In this technologically-driven world, financial decisions appear to be faster, convenient, and more intertwined than before, which is where tax planning, savings, insurance, and investments are integrated into a single digital environment. Besides making and spending differently, Gen Z professionals are also getting introduced to the ideas of long-term financial security, risk, return, and budgeting at an earlier age.

At the same time, the Indian tax regime is in the midst of a digital transformation in the aim of simplifying the process of compliance by individual taxpayers to be less intimidating. Nowadays, pre-completed forms, online assistance centers, e-filing portals, and app solutions are all the norm in tax-season. Automated tools that retrieve Form 16, bank data, and AIS information, digital payment options, and mobile-based verification are among the many ways that are encouraging many young earners to give filing their own income tax returns a go. Taxes do not always present themselves as a sole problem when a person begins their career; they are usually coupled with worries regarding student loans, rent, family plans as well as lifestyle ambitions and premature investment decisions. The tax planning could be perceived as one of the leverages that could be used to enhance a disposable income, reduce unnecessary stress at the end of the financial year, and assist in achieving long-term goals such as home owning, higher education, or retirement fund accumulation. In the long run, the capacity of Gen Z professionals to convert gross income to the perception of financial comfort and progress will probably rely on their understanding of income tax regulations, capacity to distinguish between regimes, and attitude to deductions and exemptions.

The real perception of tax planning by the Gen Z professionals in India, and how it is relevant in their financial lives, is increasingly gaining importance in this evolving space. Most of them are experiencing their first taxes; they may often lack formal exposure to tax-related concepts at school or college, but they can now use social media, financial applications, and the internet to find out all they need to know. This paper looks at the overall understanding of income tax laws by this group and the level at which they utilize the tax saving mechanisms as well as how different variables such as peer networks, income, workplace setting, and financial literacy might have influenced their decision making as far as taxes are concerned. It is intended to offer a deeper insight into how young professionals are approaching tax planning in a digital-first financial ecosystem today, and not to test a specific product or intervention. Consequently, it considers tax planning as an important part of personal finances of a generation that would have a large impact on the financial and economic course of India.

### III. Review of Literature

Vyshak P. K., Jayarajan T. K., and Vishnu P. K. (2021)<sup>1</sup> carried out a research to explore the different tax planning strategies that individual taxable assessees in India adopt with particular emphasis on the role of age factor. The journal article is published under Vision: Journal of Indian Taxation. The article has identified that the tax awareness and practice is different across various age groups. Young people use mostly basic tools and methods of saving taxes and have a little understanding of sophisticated types of tax planning, and the older category of people is more inclined to the scientific approach to tax planning. The authors of this article disclosed that maturity among individuals is a crucial issue that determines the decisions made by individuals. The journal article is a solid literature source that serves as an addition to the existing study and demonstrates the importance of the age factor, which can be useful to explain the tax planning practice of Generation Z professionals.

Dr. Kiran Kumar M., and Duvvuru Priyanka (2025)<sup>2</sup> In the article titled Tax Awareness and Compliance Intentions Among Indian Students: A Study on Future Taxpayers written in IJPREMS Journal, the researchers conducted a study on tax awareness and compliance intention among Indian students. The article studied the level of tax awareness and intention to comply in a group of Indian students. The authors unveiled knowledge where young learners have been identified to be broadly conscious regarding the concepts of taxation; nonetheless, they might not be conversant with the concept of tax compliance and other procedures. The research also found out that the higher the exposure of the young people to tax education, the higher the rate or the intentions of the population to comply with taxes. Hence, the necessity of integrating the issue of taxation training in the educational facilities is critical to responsible citizens of the

future. The given research article is connected to the context of the research as the tax awareness and attitude of young citizens belonging to Generation Z can play a major role in shaping their further tax planning strategies once becoming professionals.

Kushwah, Nathani, & Vigg (2021)<sup>3</sup> Kushwah, Nathani, and Vigg (2021)<sup>3</sup> explain the impact of tax knowledge, tax penalties, and e-filing on tax compliance behavior of taxpayers in India. The authors carried out the study through a survey, evaluating the feedback that they got on corporates taxpayers in the area of Delhi NCR, India. The authors used the regression technique to determine how tax knowledge, tax penalties and e-filing affect e-tax compliance behavior of taxpayers in India using the self-assessment system of taxation. The authors have demonstrated that tax penalties and the introduction of the e-filing system positively affect the compliance with taxes. It is unfortunate to note that there is no significant influence of tax knowledge on compliance behavior, which implies that tax knowledge and other mechanisms and techniques could be required to achieve the effective tax compliance behavior of taxpayers. The importance of digital tax system and mechanisms which are examined within the framework of tax planning and tax compliance behavior among Gen Z professionals in India have also been highlighted

(Dugar & Madhavan, 2023)<sup>4</sup> Indian Gen Z (15-25) is hustling towards financial independence, and it is a combination of family pressure and own income. They are playing the two-sided game, saving the future through SIPs, Equity, and Gold, and playing adrenaline in Crypto. They prefer Banking and IT industries, but their path is usually determined by the herd mentality and a sense of first loss fear. With this reluctance, they are technologically dependent and eager to upskill. They are basically risk-averse optimists- they sail in the market with state-of-the-art applications and the urge to do better than the past by adhering to a rigorous growth and value approach.

(Shankar et al., 2022)<sup>5</sup> This article is based on 271 students of Indian universities, which discloses a shocking fact that well-being is most likely driven not by literacy or fintech but by financial behavior. Positive habits go a long way to enhance financial health but financial fragility, which is absence of a safety net, is a drastic deterrent to financial health. Interestingly, tech-savviness and knowledge alone does not ensure financial stability. Rather, such variables as gender, parental education, and employment are dominant. The takeaway? Gen Z do not merely need apps to become truly financially peaceful, but they require behavioral changes that are well-disciplined and enhanced with better socioeconomic support to go beyond systemic frailty. The research results reveal a sharp generational change in 393 Indian investors

(Savithri & Rajakumari, 2024)<sup>6</sup> Gen X has a long-term plan; they need to secure and consequently focus on asset conservation strategy, such as real estate and mutual funds. A comparison between the two generations has shown differences in risk-seeking and closeness to the digital wild west, chasing high-risk crypto and social media-driven trends, and at the same time insisting on ethically and sustainably minded investment opportunities. The verdict is obvious: a universal financial strategy no longer works. Institutions have to shift, providing the traditional safety to Gen X and fulfilling the tech-centric and value-driven demands of Gen Z.

(Amit Kumar Nag & Janil Shah 2022)<sup>7</sup> Emphasise the significance of financial literacy in determining the financial behaviour of Gen Z people. They conclude that financial literacy influences budgeting, saving rates, and informed investment decisions among young professionals significantly. Financial literacy develops a sense of confidence in making financial judgments and enhances the skill of evaluating financial products. Although the study primarily considers investment behaviour, its results can be applied to tax planning. Tax regulations, deductions and exemptions demand time and financial knowledge as well as the ability to analyze. The authors assume that Gen Z professionals with financial education are more inclined to pursue comprehensive financial planning, and it facilitates the development of efficient tax planning behaviour. Their findings indicate that Gen Z is interested in planning their finances earlier and are more exposed to online financial platforms

(Aabha S. Singhvi, Komal Patil, & Khushi Parihar 2024)<sup>8</sup> The research shows that there are discrepancies between general financial education and professional skills in the Gen Z generation, particularly in the areas where the legal knowledge, such as taxation, should be known. The perception of risk, saving behavior and long term orientation have been shown to vary between generations indicating generational differences have a profound impact on financial

decision making. The authors emphasize that specific financial and tax education created specifically to address Gen Z professionals is required.

(Singhvi, Patil & Parihar 2025)<sup>9</sup> The research discovered that despite the fact that all groups display medium-confidence in financial literacy, the Millennials had less confidence in the terms of long-term financial and investing planning although they have multiple opportunities to rely on online information about financial matters. The study states that the lack of experience and confidence in planning may become the impediments to engaging Gen Z into more structured financial decision-making, which means that the generation might experience issues with such areas as being proactive in planning taxes and using tax-saving products.

(Raman, Kamarudin and Shaari 2025)<sup>10</sup> The researchers established that the stressors the Gen Z experience are because they are internet natives and their exposure to the global financial information is high, although they possess moderate financial literacy and the behavioural and psychological factors decide the influence of this domain. The authors also imply that information access does not have to guarantee robust financial decisions and behavioural drivers, including risk perception, digital effects, and decision biases, are effective and conclusive in terms of the ultimate financial outcomes. This knowledge implies that Gen Z workers also may have problems with the internalisation and application of tax planning knowledge in cases when a person must internalise the conceptual knowledge and take strategic actions.

(Hidayati and Setia Utami 2024)<sup>11</sup> In 2024/2025) tax studies, the comparison between Gen Z and Millennials is conducted regarding the aspect of understanding the tax and tax education and compliance and finds that younger generations give a different answer to the information on taxes due to the differences in the information-seeking behaviour and the use of social media. Their results suggest that the Gen Z level of information processing and creativity problem orientation could lead to dissimilar awareness of tax and tax compliance behaviour, in which individualised tax education could be essential in the development of effective tax planning behaviours.

Aabha S. Singhvi et al. (2025)<sup>12</sup> Organized an investigation with 250 respondents in Gujarat and concluded that Gen Z and Millennials represent moderate financial literacy and show a relatively smaller confidence in investment and long-term financial planning. The research further suggests that there is limited exposure to practical use of simple financial concepts in tax planning and wealth-building although these simple concepts are well understood.

Hidayati & Utami (2024)<sup>13</sup> A comparative analysis of Millennials and Gen Z students with regard to their understanding of taxation, quality of tax education, and adherence. Their survey of 804 people reveals that the technology (use) of Gen Z, velocity of information, and inclination towards digital learning seems more influential in relation to their attitude toward tax education and adherence than Millennials. This paper will propose the assumption that digital communication and self-regulated learning become a core component of any good tax planning process among Gen Z professionals.

Gurpreet Kaur (2024)<sup>14</sup> Arguments on tax literacy, which are basic, advanced and functional, among the Indian taxpayers, with several factors such as demographic features, on a conceptual basis. The high variations which have been discovered in tax literacy on different socio-demographic groupings demonstrate that high tax literacy rates would be associated with self-filing propensity. Tax literacy as a component of tax planning in Gen Z is crucial to understand since it is a prerequisite constituent.

Gurpreet Kaur in (2023)<sup>15</sup> Publication of an article that entirely relies on a survey research, which includes exploring the topic of Generation Z taxpayers (younger than 28 years old) and their view on the variables of tax compliance and the effect these variables have on the tax compliance of Generation Z taxpayers. The research employs the use of the multiple regression analysis which reports peer group influence, availability of tax systems through digital media, social media and tax knowledge as beneficial factors to tax compliance behavior among Generation Z taxpayers. The article also makes contributions to the body of knowledge on tax factors in relation to tax planning behavior among young professionals.

## Research Methodology

### Research Design

The current study uses a descriptive and exploratory research design to look into tax planning awareness, financial literacy, and tax planning behavior among Generation Z professionals in India. This approach allows for a systematic description of current practices while also exploring the behavioral, psychological, and digital factors that affect tax planning decisions.

### Research Gap / Problem Statement

The following gaps have been identified:

#### 1. Limited India-Specific Gen Z Tax Planning Studies

Most available studies focus on financial literacy or general taxpayer behaviour. There are very few India-specific studies that examine tax planning practices specifically for Generation Z professionals under the direct tax regime.

#### 2. More Weight Given to Compliance than Planning

Existing literature puts emphasis on compliance and filing behaviour rather than strategic and long term tax planning. Lack of distinction between Tax Compliance and Tax Planning in the existing literature on young professionals.

#### 3. Limited Behavioural and Psychological Factors Consideration

Although some studies recognize behavioural finance principles, there is insufficient empirical evidence on the influence of attitudes, risk perception, peer pressure, and biases in decision making on tax planning strategies of Gen Z.

Digital Impact on Tax Planning Quality Is Under-Examined Many studies emphasize the use of digital platforms and fintech tools in the tax filing process. However, there is an under-examination of whether such platforms enhance the conceptual understanding and quality of tax planning, rather than just facilitating compliance.

Limited Studies Comparing Different Age Groups. There are few studies that compare systematically compare Gen Z professionals, Millennials, and other older taxpayers on tax planning behaviour, awareness levels, and use of tax-saving instruments.

Limited Research over Awareness and Usage of Advanced Tax Saving Instruments Most of the existing researches deal with basic deductions and exemptions. There is limited evidence on Generation Z's knowledge of and use of tax planning instruments like NPS, ELSS, and deductions linked to long-term investments.

Lack of Integrated Frameworks Often, prior studies consider financial literacy, digital adoption or behaviour in isolation. There is a gap in studies offering financial literacy and behavioural factors in an integrated with digital and tax planning behaviour.

## Research Approach

The research is descriptive because it aims to systematically describe the level of tax awareness, the use of tax-saving tools, and the financial behavior of Gen Z professionals.

The research is exploratory as it seeks to uncover new patterns related to digital influence, behavioral aspects, and the challenges young professionals face in adopting organized tax planning.

A qualitative research method is mainly used based on secondary sources.

- Qualitative analysis helps interpret findings from existing studies and reports.
- Limited quantitative data from published statistics is used to support descriptions when needed.

## **Data Sources**

The study relies entirely on secondary data, which is suitable for descriptive and exploratory research.

### **a. Government Publications**

- Income Tax Act and Rules
- Central Board of Direct Taxes (CBDT) notifications and circulars
- Economic Survey of India
- Reports from the Reserve Bank of India (RBI)
- Ministry of Finance publications

### **b. Academic and Research Sources**

- Peer-reviewed journals on taxation, finance, and behavioral economics
- Research papers related to financial literacy and tax planning
- Doctoral theses and dissertations from Shodhganga

### **c. Institutional and International Sources**

- Reports from OECD and World Bank
- Financial literacy surveys by SEBI and RBI
- Policy briefs from NITI Aayog

### **d. Online Databases**

- Google Scholar
- Journal storage
- ResearchGate

These sources provide both empirical and conceptual evidence related to Gen Z, financial behavior, and taxation

## **3. Tools and Techniques**

### **A. Descriptive Analysis**

- Classification and summarization of literature
- Tabulation of key findings

- Identification of major variables such as tax awareness, financial literacy, and planning behavior .

## B. Exploratory Techniques

- Content analysis of research articles and policy documents.
- Thematic analysis to identify recurring themes
- Review of expert opinions and scholarly discussions

## Objectives of the Study

- To determine the behavioural, psychological, and social determinants of tax planning and compliance behaviour among the Generation Z professionals.
- To determine how digital platforms, social media, and e-filing systems influence development of tax knowledge acquisition and practice of tax planning among the generation Z.
- To determine how tax learning and exposure to financial learning influence the intentions to comply with tax and tax planning behaviour among young professionals.

## Data Collection

**a. Secondary Data :** The secondary data were collected through different research papers. To present a sound foundation to the current research, secondary research design was used, which incorporates the results of a large portion of available academic and professional literature. Considering the current paper, which analyses the evolving financial activities of Generation Z in India, much attention was paid to recent articles, government and financial publications that had been presented in the last decade. The objective was to create an analytic narrative of how the concept of tax planning has transformed between the Baby Boomers and Gen X generations and the present digital-first generation that characterizes the young professionals in this day and age. Through the analysis of available research, certain trends were established regarding how the various generations of people are managing their finances, especially in comparison of the traditional patterns of saving to the new technology based investment patterns. The search targeted the studies that examined financial literacy and tax compliance and the psychology of investment in the Indian youth. The sources were rich with information that oscillated between the findings of the surveys on the knowledge of taxBracket among the youths to the psychological explanation of why herd mentality is likely to be a major factor in investment decision-making in high-risk products, including cryptocurrency. Rather than focusing on the numerical data, the rationale behind the numbers (why Gen Z seems to feel more secure about mobile apps than traditional banking services, or the challenges that they encounter when trying to file their taxes) was sought. The reports shared by Indian financial institutions and tax agencies were also evaluated to learn about the bigger picture of the digital revolution, such as the emergence of e-filing and the Unified Payments Interface (UPI). The study presented a comprehensive look at the situation in the country, by amalgamating the results of other authors who had carried out extensive interviews with students and young professionals. This enabled a comparison between the older generation of stability-first people and the Gen Z of cautious optimism, without necessarily the new and large-scale interviewing program.

## Data Analysis

### Method 1: Thematic Content Analysis.

Thematic content analysis is a type of qualitative analysis that uses systematic methods to identify, code, and interpret common patterns and themes in existing literature. It helps organize various secondary sources into clear categories for analysis.

## Data Analysis by Thematic Content

The topical information regarding tax planning, financial literacy, and Gen Z financial behavior were overviewed and categorized into such general topics as the awareness of income tax provisions, financial literacy levels, the use of tax-saving tools, the use of digital platforms and fintech applications, and behavioral and socio-economic aspects. The thematic analysis tends to emphasize on the role of financial literacy and the importance of tax awareness. All these factors influence the tolerance of structured tax planning practices of the Gen Z professionals. Some of the studies indicate that fresh career practitioners develop the tendency of doing reactive or last-minute tax planning. They are more compliance orientated as opposed to long term efficiency. It is also revealed in the analysis that digital platforms provide the simplest access to tax-related information and services of filing but do not contribute significantly to better comprehension of tax provisions. The lack of understanding between tax regimes, exemptions, and deductions is a frequently mentioned problem, which shows the current gaps in the knowledge of Gen Z professionals.

## Method 2: Comparative Analysis.

Comparative analysis looks at findings from the same studies to identify differences and similarities related to the cohort and experience level. It contrasts these with various contextual settings.

## Data Analysis by Comparative Analysis

An overview of the available literature on Gen Z and young professionals, as opposed to older generations, would reveal that the former is less prone to systematic and active tax planning, particularly at the beginning of their careers. Cross study comparisons imply that work experience and income level have a positive relationship with formal tax planning activities. Experienced people with high income are more prone to using tax-saving tools. Information-seeking behavior is also different. Gen Z are primarily utilizing digital platforms, social media, and peer networks, whereas older people are mostly dependent on the formal advisory channels. The comparative synthesis observes that Indian and international studies do not have the same contextual differences. Indian literature indicates that there is more lack of certainty regarding taxation and little professional tax advice that young professionals can obtain. The method aids in determining common patterns as well as different outcomes so as to make a more balanced interpretation of the behavior of tax planning in the context.

## Method 3: Trend Analysis

Trend analysis explores patterns and changes recorded in past literature to highlight emerging trends in behavior or practices related to tax planning.

## Data Analysis by Trend Analysis

According to recent literature, the tendency toward greater use of digital and fintech solutions to collect tax-related data, file information, and perform simple planning among Gen Z professionals is consistent. Investigations show an increased interest in the financial literacy campaigns and educational programs among youths. The relationship between awareness and systematic tax planning is however low.

Gen Z is moving towards the digital tools to facilitate independent tax filing and planning, at a gradual rate as compared to the traditional intermediaries. According to the literature, the knowledge of tax saving tools has increased with time although regular application of long term tax planning policies is not observed. Also, trend analysis indicates the increasing scholarly interest in the relation between digital finance and tax behavior. Nevertheless, the existing empirical studies about Gen Z tax planning in the Indian context are rather limited.

## V. Findings & Discussion

Overall, these thematic, comparative, and trend analyses can be of great help regarding the tax awareness, financial literacy, and tax planning practices of the Generation Z working professionals.

Based on the thematic content analysis, despite the awareness of the basic provisions of income taxes, as well as easy access to the digital information, the knowledge among Gen Z professionals is rather superficial. Tax planning is largely in reactive mode as opposed to being strategic. The confusion of the young professionals concerning various regimes, exemptions, deductions is high, which means that there are significant knowledge gaps. The online system results in less cumbersome processes of tax filing, yet it does not contribute to the construction of conceptual knowledge on financial planning.

Based on the comparison above, both percentage and figures, it is evident that Gen Z professionals have lower chances of engaging in tax planning activities. The tendency of investing in tax saving gadgets rises with the working experience and income levels. Youngsters get information on tax matters through social media and whatSay whereas further-aged age groups use tax advisers. There is also increased uncertainty in provision of tax and absence of tax consultancy among young earners in Indian studies.

The trend analysis indicates that the trend is in the direction of the increased use of digital and fintech tools in regard to tax filing and the simplest planning. Although financial literacy programs are on the rise, there is not always awareness expressed in taking proactive action with regard to tax planning. Gen Z are more independent when it comes to filing taxes but long-term and systematic ways of saving on taxes are yet to be spread. What is more significant is that Gen Z tax planning has little empirical investigation in the Indian context so that it requires additional research.

In general, the conclusions indicate that:

- Financial literacy status: medium, but not high enough to do more complex planning.
- Tax conduct is predominantly compliant and in the short-run.

Digital access increases convenience, but not the level of knowledge.

Experience, income, and guidance definitely influence the structured tax planning.

- There are behavioural and psychological determinants that are significant in decision-making.

The analysis also indicates that the difference between tax awareness and practice among professionals of Generation Z is very high. Simple knowledge of general tax-saving alternatives and the filing process might be present, but there is often a lack of confidence or technical knowledge in the use of the structured tax-planning instruments. The short term financial needs and consumption priorities are more dominant in making tax choices than long term investment options which are tax efficient like ELSS, PPF, NPS or insurance based products. All this culminates to a short term strategy, where their saving capacities are severely diminished.

## VI. Conclusion

The research finds that members of Generation Z who are in the profession have decent access to tax information but are deficient in the structured information, confidence, and strategic orientation to make proper tax planning. Despite being digitally native, they use digital and informal information sources, which result in incomplete knowledge and responsive compliance behavior instead of proactive tax optimisation. Financial literacy does not play the sole role of securing improved practice in tax planning; behavioural, psychological, and social factors also have a significant role to play. Professional advisory support, work experience, and increase of the income have a positive impact on the decision changes related to the tax planning. Special education on the topic of target taxes, simplified training aids, and practical training based on digital platforms are thus required to fill this knowledge gap.

The study suggests that there is need of:

- Young Professional Structured Tax Education.
- On-the-job experience with tax-saving plans.

- Combination of financial literacy and Behavioural Interventions.
- Greater access to professional tax advice.
- Further Gen-Z tax behavior research on India.

Technology is not to be taken as an alternative to knowledge but it should rather be incorporated along with financial literacy programs. Exposure to the concept of tax and tax planning tools during the early years of working life would instill good saving habits, enhanced compliance, and financial security in the long-term. Through an appropriate educational intervention, advisory support, and policy measures, the generation Z can become more responsible and proactive taxpayers. Therefore, policy makers, learning institutions, and employers need to combine their efforts to promote tax awareness and tax planning behavior in the young professionals.

Finally, making Gen Z more conceptually informed, and skilled in strategic planning, rather than just acting in accordance with tax laws, is a way to change tax behaviour and turn it into a more advanced financial management competency, thereby improving financial stability and tax adherence.

## VII. References

1. Vyshak P. K., Jayarajan T. K., and Vishnu P. K. (2021) Tax Planning Measures among Individual Taxable Assessee: An Exploration of the Age Effect. <https://journals.sagepub.com/home/vit>
2. Dr. Kiran Kumar M., and Duvvuru Priyanka (2025) Tax Awareness and Compliance Intentions Among Indian Students: A Study on Future Taxpayers' (IJPREMS, 2025) <https://www.ijprems.com>
3. Kushwah, Nathani, & Vigg (2021) Impact of Tax Knowledge, Tax Penalties, and E-Filing on Tax Compliance in India <https://onlinelibrary.wiley.com/journal/14723891>
4. Dugar & Madhavan, (2023) [Is Gen Z in India Moving Towards Financial Independence? - A Study of Their Investment Preferences](#) <https://doi.org/10.47611/jsrhs.v12i2.4446>
5. Shankar et al., (2022) Financial well-being – A Generation Z perspective using a Structural Equation Modeling approach [https://doi.org/10.21511/imfi.19\(1\).2022.03](https://doi.org/10.21511/imfi.19(1).2022.03)
6. Savithri & Rajakumari, (2024) Analysis of Investment Factors and Decisions among Generation Z and Generation X in Indian Capital Market <https://doi.org/10.32479/ijefi.17526>
7. Amit Kumar Nag and Janil Shah (2022) An Empirical Study on the Impact of Gen Z Investors' Financial Literacy to Invest in the Indian Stock Market <https://indianjournalofcapitalmarkets.com/index.php/IJF/article/view/172387>
8. Aabha S. Singhvi, Komal Patil, and Khushi Parihar (2024) A Comparative Study of Financial Behaviour among Gen Z and Millennials <https://journals.bohrpub.com/index.php/bijfmr/article/view/923>
9. Singhvi, Patil and Parihar (2025) A comparative study of financial behavior among Gen Z and Millennials (BOHR International Journal of Finance and Market Research)
10. [https://www.researchgate.net/publication/396686166\\_A\\_comparative\\_study\\_of\\_financial\\_behavior\\_among\\_Gen\\_Z\\_and\\_Millennials](#)
11. Raman, Kamarudin and Shaari (2025) Generation Z Financial Literacy and Behaviour (IJRISS, Gyaanarth Repository) [https://rsisinternational.org/journals/ijriss/uploads/vol9-iss10-pg1395-1409-202511\\_pdf.pdf](https://rsisinternational.org/journals/ijriss/uploads/vol9-iss10-pg1395-1409-202511_pdf.pdf)
12. Hidayati and Setia Utami (2024) Millennial Vs Gen Z: Tax Knowledge, Tax Education, and Tax Compliance (International Journal of Economics, Management, Business and Social Science) [https://www.researchgate.net/publication/382640480\\_Millennial\\_Vs\\_Gen\\_Z\\_Tax\\_Knowledge\\_Tax\\_Education\\_and\\_Tax\\_Compliance](https://www.researchgate.net/publication/382640480_Millennial_Vs_Gen_Z_Tax_Knowledge_Tax_Education_and_Tax_Compliance)
13. Aabha S. Singhvi et al. (2025) A comparative study of financial behavior among Gen Z and Millennials. [\(PDF\) A comparative study of financial behavior among Gen Z and Millennials](#)
14. Hidayati & Utami (2024) Millennial Vs Gen Z: Knowledge of Tax, Tax Education, and TaxCompliance [https://www.researchgate.net/publication/378159552\\_UNDERSTANDING\\_GEN\\_Z\\_TAX\\_COMPLIANCE\\_BEHAVIOUR](https://www.researchgate.net/publication/378159552_UNDERSTANDING_GEN_Z_TAX_COMPLIANCE_BEHAVIOUR)
15. Gurpreet Kaur (2024) Assessment of Tax Literacy Level among Individual Taxpayers: Insights from India <https://doi.org/10.17492/jpi.v11i1.1112403>
16. Gurpreet Kaur (2023) Understanding Gen Z Tax Compliance Behaviour [https://www.researchgate.net/publication/378159552\\_UNDERSTANDING\\_GEN\\_Z\\_TAX\\_COMPLIANCE\\_BEHAVIOUR](https://www.researchgate.net/publication/378159552_UNDERSTANDING_GEN_Z_TAX_COMPLIANCE_BEHAVIOUR)