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Preferences of Gen Z for Investing in Socially Accountable Funds

December 2022 · [Journal of Social Commerce](#) 2(4):154-166

DOI:[10.56209/jommerce.v2i4.39](#)

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Abstract and Figures

Socially accountable fund (SAF) in India continues to be a fresh investment approach for its investors and socially accounted business. It is a funding that considers social justice, environmental sustainability, in addition to the incorporation of moral materials of enterprise and trade. This paper tries to determine factors influencing 'Generation Z's' (Gen-Z) preference to invest in socially accountable funds. The "Theory of Planned behaviour (TPB)" focuses on symbolize attitude, subjective norms, and perceived behavioural management by the investors. These factors are included to take a look at how those variables sequentially affect the adoption of socially accountable funding. More importantly, socially accountable consumption, in addition to perceived ethical duty also are protected making use of growing a prolonged idea of deliberate conduct studies framework. The statistics become amassed thru a survey, using a self-administered questionnaire the usage of a '6-factor Likert Scale' amid 287 respondents in Gujarat. All the hypothesis are supported by the findings, besides for the connection among subjective norms and the adoption of socially accountable funding (SAF). The findings offer beneficial facts to the vendors of funding merchandise and services, in particular in increasing their marketplace in the direction of selling socially accountable funding, especially amongst Gen-Z.



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ISSN 2809-929X (Print)
ISSN 2809-9303(Online)

Journal of Social Commerce

Vol. 2 No. 4, 2022 (Page:154-166)

DOI: <https://doi.org/10.56209/jommerce.v2i4.39>

Preferences of Gen Z for Investing in Socially Accountable Funds

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Article History

Submitted: 8 October 2022,
Revised: 15 December
2022, Accepted: 21
December 2022

Keywords

Socially Accountable
funds, Gen Z,
Theory of Planned
Behaviour (TPB)

Abstract

Socially accountable fund (SAF) in India continues to be a fresh investment approach for its investors and socially accounted business. It is a funding that considers social justice, environmental sustainability, in addition to the incorporation of moral materials of enterprise and trade. This paper tries to determine factors influencing 'Generation Z's' (Gen-Z) preference to invest in socially accountable funds. The 'Theory of Planned behaviour (TPB)' focuses on symbolize attitude, subjective norms, and perceived behavioural management by the investors. These factors are included to take a look at how those variables sequentially affect the adoption of socially accountable funding. More importantly, socially accountable consumption, in addition to perceived ethical duty also are protected making use of growing a prolonged idea of deliberate conduct studies framework. The statistics become amassed thru a survey, using a self-administered questionnaire the usage of a '6-factor Likert Scale' amid 287 respondents in Gujarat. All the hypothesis are supported by the findings, besides for the connection among subjective norms and the adoption of socially accountable funding (SAF). The findings offer beneficial facts to the vendors of funding merchandise and services, in particular in increasing their marketplace in the direction of selling socially accountable funding, especially amongst Gen-Z.

Introduction

It's been more than 10 years since India created its very first fund dedicated to social responsibility (SAF). Since then, we have made great strides in terms of our development. Although there are not a lot of socially responsible or ethically possible investment funds in India (Chakrabarty et al., 2017), there is a noticeable increase in investors' understanding of their social responsibilities. The fact that a Public Interest Litigation was filed against Life Insurance of India in order to compel the company to sell its shares in Indian Tobacco Company, a major tobacco producer, demonstrates that an increasing number of Indian citizens

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Understanding the Socially Responsible Investment Choices of Individual Investors in India

November 2024 · Journal of Informatics Education and Research

Dr Meenakshi Rani · Dr. Ankit Garg · Surabhi Agarwal · [...] · Himanshu Sharma

The study examines the attitudes, understanding, and preparedness of Indian retail investors to address environmental, social, and governance (ESG) issues. In order to identify important demographic characteristics, awareness levels, attitudes, willingness, and particular impediments that affect their Socially responsible investing (SRI) decisions, the study also discusses the difficulties Indian ...

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Socially responsible investment behavior: a study of individual investors from India

July 2022 · Review of Behavioral Finance

Renu Jonwall · ● Seema Gupta · ● Shuchi Pahuja

Purpose Socially responsible investment (SRI) is a niche and upcoming investment strategy in India. Very few researches have been conducted on SRI in the Indian context. This study identifies the SRI awareness level, attitude towards the importance of environmental, social, and governance (ESG) issues, willingness to invest in SRI avenues and obstacles in SRI investment decision-making by Indian ...

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Investor characteristics, intention toward socially responsible investment (SRI), and SRI behavior i...

July 2024 · Heliyon

Xiaojia Zhang · Chia-Hsing Huang

In recent years, Socially Responsible Investment (SRI), which integrates financial returns with social impact, has gained prominence. Commonly referred to as ethical or green investing, this study employs the Theory of Planned Behavior (TPB) to analyze factors that influence SRI behaviors. The TPB model suggests that behavior is primarily influenced by attitudes, subjective norms, perceived ...

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