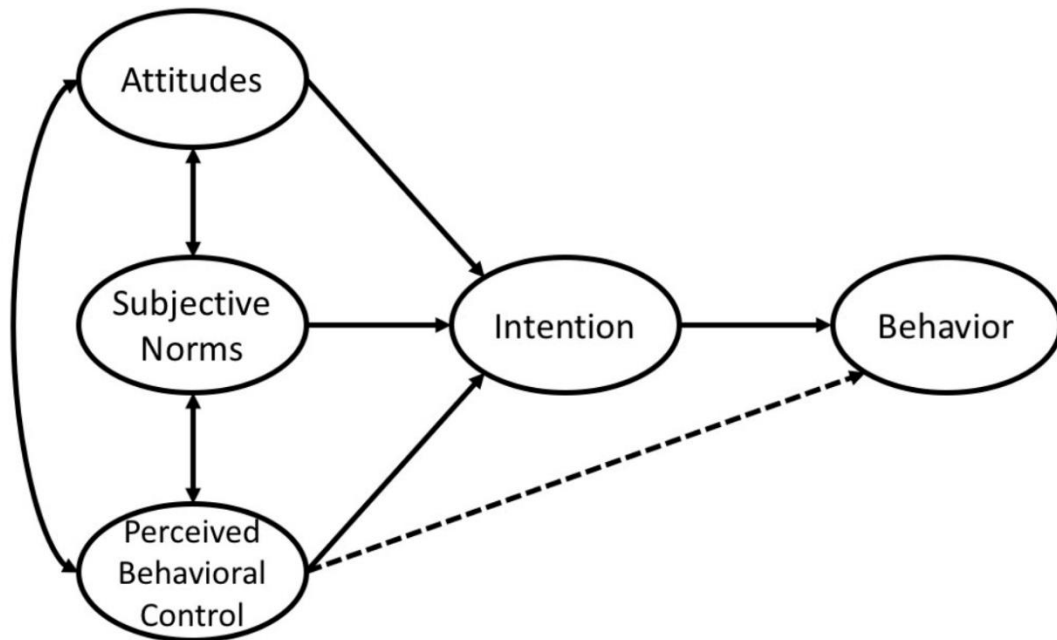


Chapter 5
Findings & Conclusions

5.1 Objective 1: To investigate the factors that affect investor's intention to invest in sustainable Investment. (TPB VS BI)



"Regression Model Summary," encapsulates key statistics assessing the effectiveness of a regression model (Model 1) in predicting a dependent variable. The correlation coefficient (R) is 0.660, indicating a moderately strong positive relationship between the predicted and actual values. The coefficient of determination (R Square) is 0.436, denoting that approximately 43.6% of the variability in the dependent variable is accounted for by the model's predictors. The Adjusted R Square, considering the number of predictors, is 0.432, providing a more accurate measure of model fit. The Std. Error of the Estimate is 0.69102, representing the average deviation between observed and predicted values. Collectively, these metrics offer a comprehensive assessment of the regression model's explanatory power and predictive accuracy based on the specified predictors, providing valuable insights for model evaluation.

Hypothesis:

H1: There is no significant relationship between Attitude and Behavioral Intention to use Sustainable Investment.

- With a p-value of 0.000 (which is less than 0.05), the null hypothesis (H0) is rejected, and therefore, H1 is accepted. This indicates that there is a significant relationship between **attitudes** towards sustainable investment and investors' intentions to invest in such options.

H2: There is no significant relationship between Subjective Norms and Behavioral Intention to use Sustainable Investment.

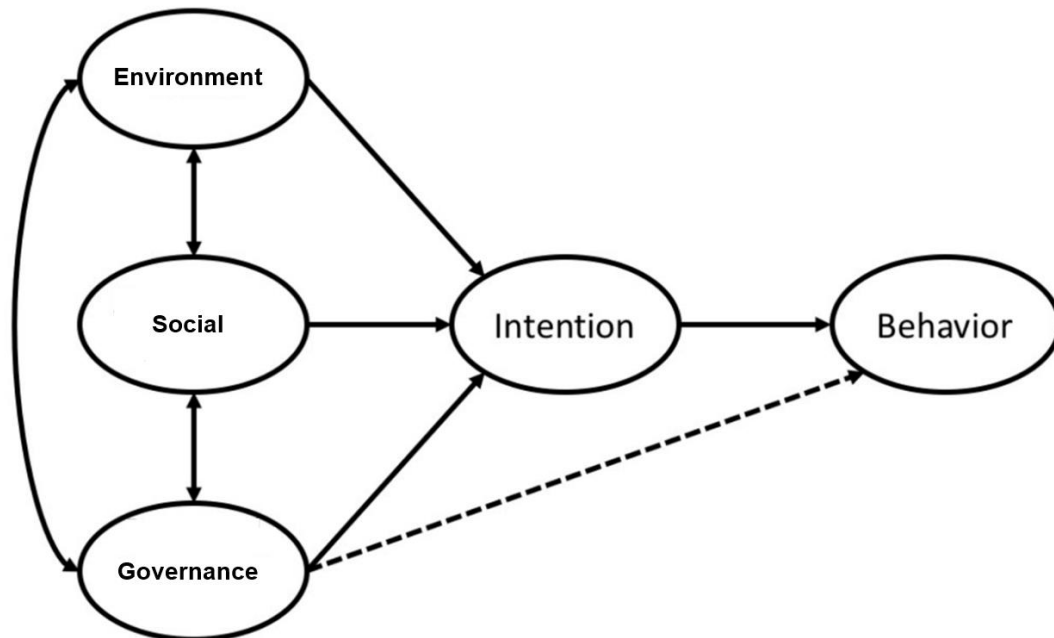
- With a p-value of 0.114 (which is greater than 0.05), the null hypothesis Therefore, H0 is accepted. This suggests that there is no significant relationship between **subjective norms** and investors' intentions to invest in sustainable options.

H3: There is no significant relationship between Perceived Behavioral Control and Behavioral Intention to use Sustainable Investment.

- With a p-value of 0.000 (which is less than 0.05), the null hypothesis (H0) is rejected, and therefore, H1 is accepted. This indicates that there is a significant relationship between **Perceived Behavioral Control** towards sustainable investment and investors' intentions to invest in such options.

In summary, attitudes towards sustainable investment appear to significantly influence investors' intentions to invest, while subjective norms do not have a significant impact based on the provided results. However, the status of the relationship between perceived behavioral control and behavioral intention remains unclear without the associated p-value.

5.2 Objective: 2 To analyse the influence of Environmental, Social and Governance (ESG) criteria affecting Sustainable Investment. ESG VS BI



"Regression Model Summary," succinctly encapsulates key metrics evaluating the performance of a regression model (Model 1) in predicting a dependent variable. The correlation coefficient (R) is 0.672, indicating a moderately strong positive relationship between the predicted and actual values. The coefficient of determination (R Square) is 0.451, signifying that approximately 45.1% of the variability in the dependent variable is accounted for by the model's included predictors. The Adjusted R Square, adjusted for the number of predictors, is 0.448, providing a more precise measure of the model's goodness of fit. The Std. Error of the Estimate is 0.68150, representing the average deviation between observed and predicted values. The predictors in this model include a constant term, Environment, Social, and Governance, collectively contributing to the model's explanatory power. This table serves as a concise yet informative snapshot, aiding in the assessment of the model's overall effectiveness and its ability to explain variations in the dependent variable.

Hypothesis:

H4: There is no significant relationship between Environmental Factors and Behavioral Intention to use Sustainable Investment.

- With a p-value of 0.004 (which is less than 0.05), the null hypothesis (H0) is rejected. Therefore, H1 is accepted. This indicates that there is a significant relationship between environmental factors and investors' intentions to invest in sustainable options.

H5: There is no significant relationship between Social Factors and Behavioral Intention to use Sustainable Investment.

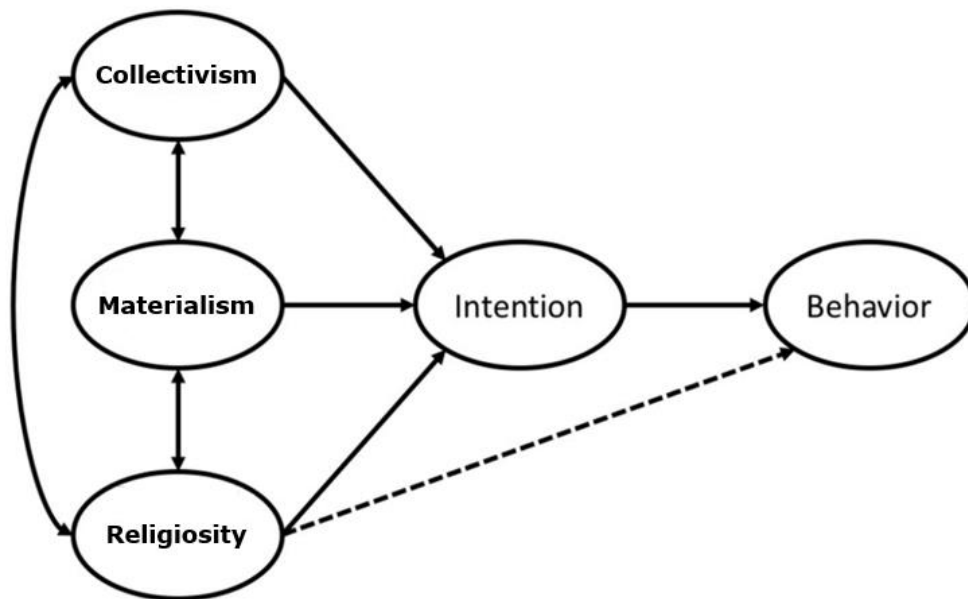
- With a p-value of 0.037 (which is less than 0.05), the null hypothesis (H0) is rejected. Therefore, H1 is accepted. This suggests that there is a significant relationship between social factors and investors' intentions to invest in sustainable options.

H6: There is no significant relationship between Governance and Behavioral Intention to use Sustainable Investment.

- With a p-value of 0.000 (which is less than 0.05), the null hypothesis (H0) is rejected. Therefore, H1 is accepted. This indicates that there is a significant relationship between governance factors and investors' intentions to invest in sustainable options.

In summary, based on the provided p-values, environmental factors, social factors, and governance all have significant relationships with investors' intentions to invest in sustainable options.

5.3 Objective: 3 To study the relationship between personal values and intention to invest in Sustainable Investment. CLL MAT RELG VS BI



"Regression Model Summary," provides a succinct evaluation of the performance of a regression model (Model 1) aimed at predicting a dependent variable. The correlation coefficient (R) is 0.701, indicating a moderately strong positive correlation between predicted and actual values. The coefficient of determination (R Square) is 0.491, signifying that approximately 49.1% of the variability in the dependent variable is explained by the included predictors. The Adjusted R Square, adjusted for the number of predictors, is 0.488, offering a more precise measure of the model's fit. The Std. Error of the Estimate is 0.65630, reflecting the average deviation between observed and predicted values. The predictors in this model consist of a constant term, Collectivism, Materialism, and Religiosity, collectively contributing to the model's explanatory power. This table serves as a succinct yet informative summary, aiding in the assessment of the model's overall effectiveness and its ability to explain variations in the dependent variable.

H7: There is no significant relationship between Collectivism and Behavioral Intention to use Sustainable Investment.

- With a p-value of 0.000 (which is less than 0.05), the null hypothesis (H0) is rejected. Therefore, H1 is accepted. This indicates that there is a significant relationship between collectivism and investors' intentions to invest in sustainable options.

H8: There is no significant relationship between Materialism and Behavioral Intention to use Sustainable Investment.

- With a p-value of 0.767 (which is greater than 0.05), the null hypothesis (H0) is accepted. Therefore, H1 is rejected. This suggests that there is no significant relationship between materialism and investors' intentions to invest in sustainable options.

H9: There is no significant relationship between Religiosity and Behavioral Intention to use Sustainable Investment.

- With a p-value of 0.000 (which is less than 0.05), the null hypothesis (H0) is rejected. Therefore, H1 is accepted. This indicates that there is a significant relationship between religiosity and investors' intentions to invest in sustainable options.

In summary, based on the provided p-values, collectivism and religiosity have significant relationships with investors' intentions to invest in sustainable options, while materialism does not have a significant relationship.

5.4 Objective: 4 to analyse the relationship between demographic variables and investor's intention to invest in Sustainable Investment.

H10: There is No Significance Difference between demographic variables and investor's intention to invest in Sustainable Investment.

The independent sample t-test was conducted to examine the relationship between age category and investor's intention to invest in socially responsible investment (SRI). The test yielded a p-value of 0.021, which is less than the predetermined significance level of 0.05. As a result, the null hypothesis (H0), stating no significant difference in investor intention between different age categories, is rejected. Instead, the alternative hypothesis (H1), suggesting a significant difference, is accepted. Therefore, the analysis indicates a statistically significant difference in the intention to invest in socially responsible investment across various age categories.

Table 5.4 Demographic Variable & Sustainable Investment

Sr. No.	Relationship	Significance	Hypothesis
1.	Education x SRI Category	0.000	H0 Rejected
2.	Monthly Income x SRI Category	0.010	H0 Rejected
3.	Employment x SRI Category	0.000	H0 Rejected
4.	Experience x SRI Category	0.784	H0 Accepted

Education x SRI Category: This row indicates the relationship between education level and SRI category. The significance level associated with this relationship is 0.000. Since this p-value is less than the predetermined significance level (typically 0.05), the null hypothesis (H₀) that there is no significant difference between education level and SRI category is rejected. Therefore, there is a significant difference between education levels and investors' intention to invest in sustainable investment.

Monthly Income x SRI Category: This row represents the relationship between monthly income and SRI category. The associated significance level is 0.010. Similar to the first row, since the p-value is less than the significance level, the null hypothesis (H₀) is rejected. This indicates a significant difference in monthly income levels concerning investors' intention to invest in sustainable investment.

Employment x SRI Category: This row describes the relationship between employment status and SRI category. The significance level for this relationship is 0.000. As with the previous rows, the p-value being less than the significance level leads to the rejection of the null hypothesis (H₀). Therefore, there is a significant difference in employment status concerning investors' intention to invest in sustainable investment.

Experience x SRI Category: This row indicates the relationship between work experience and SRI category. The associated significance level is 0.784. In this case, the p-value is greater than the significance level, leading to the acceptance of the null hypothesis (H₀). Thus, there is no significant difference in work experience concerning investors' intention to invest in sustainable investment.

In summary, based on the provided results, education level, monthly income, and employment status have significant relationships with investors' intention to invest in sustainable investment, while work experience does not.

5.5 Conclusion of the Study

Based on the comprehensive analysis conducted on the relationship between various factors and investors' intention to invest in sustainable investment, several noteworthy conclusions can be drawn.

Firstly, attitudes towards sustainable investment (H1) exhibit a significant relationship with investors' intentions to invest in such options. This underscores the pivotal role of positive attitudes in driving investors towards sustainable investment choices. Similarly, perceived behavioral control (H3) plays a significant role in shaping investors' intentions, indicating that the perceived ability to control investment decisions impacts the likelihood of engaging in sustainable investment practices.

Environmental factors (H4), social factors (H5), governance factors (H6), collectivism (H7), and religiosity (H9) also demonstrate significant relationships with investors' intentions to invest sustainably. These findings suggest that various external and internal factors, including environmental concerns, social influences, governance practices, collective values, and religious beliefs, influence investors' decisions regarding sustainable investments.

Conversely, subjective norms (H2) and materialism (H8) do not exhibit significant relationships with investors' intentions to invest in sustainable options. This indicates that social pressures and materialistic tendencies may not be as influential in driving investors towards sustainable investment choices compared to other factors examined in this study.

Furthermore, the analysis of demographic variables reveals interesting insights. Education level, monthly income, and employment status are found to have significant relationships with investors' intention to invest in sustainable investment. This suggests that individuals with higher education levels, higher incomes, and certain employment statuses are more inclined towards sustainable investment practices. On the other hand, no significant difference is observed in investors' intention to invest in sustainable investment concerning work experience.

In summary, the findings underscore the multifaceted nature of factors influencing investors' intentions to invest in sustainable options. Positive attitudes, perceived

control, environmental concerns, social influences, governance practices, collective values, and religiosity are significant drivers of sustainable investment intentions. Understanding these factors is crucial for financial institutions, policymakers, and stakeholders aiming to promote sustainable investment practices and enhance investor participation in socially responsible financial activities. Moreover, the analysis highlights the importance of considering demographic characteristics in designing targeted strategies to encourage sustainable investments among various investor groups.

5.6 Suggestions of the Study

1. **Education and Awareness Campaigns:** Given the significant relationship between education level and investors' intention to invest sustainably, educational initiatives should be implemented to increase awareness and understanding of sustainable investment options. These campaigns can target investors across different education levels, providing them with information about the benefits and opportunities associated with sustainable investments.
2. **Financial Literacy Programs:** Alongside educational campaigns, financial literacy programs should be developed to empower investors with the knowledge and skills required to make informed decisions about sustainable investments. These programs can include workshops, seminars, and online resources that cover topics such as ESG (Environmental, Social, and Governance) criteria, sustainable investment strategies, and risk-return considerations.
3. **Financial Incentives:** Governments and financial institutions can offer financial incentives, such as tax breaks or subsidies, to encourage investors to allocate a portion of their portfolio towards sustainable investments. These incentives can help mitigate perceived financial risks associated with sustainable investments and incentivize investors to incorporate sustainability considerations into their investment decisions.
4. **Engagement with Stakeholders:** Given the significant influence of environmental, social, and governance factors on investors' intentions to invest sustainably, companies should actively engage with stakeholders to address sustainability issues and improve their ESG performance. This includes transparent reporting on sustainability initiatives, stakeholder engagement forums, and collaborations with NGOs and community organizations.
5. **Integration of Sustainable Investment Criteria:** Financial institutions and asset managers should integrate ESG criteria into their investment decision-making processes to ensure that sustainability considerations are systematically evaluated alongside financial factors. This can involve the development of ESG scoring models, the incorporation of ESG data into investment analysis, and the promotion of ESG-themed investment products.

6. **Tailored Investment Solutions:** Recognizing the diverse preferences and values of investors, financial institutions should offer a range of sustainable investment products and solutions tailored to different investor profiles. This can include thematic funds focused on specific sustainability themes, impact investing opportunities, and customizable investment portfolios aligned with investors' values and preferences.
7. **Collaboration and Knowledge Sharing:** Collaboration among industry stakeholders, including financial institutions, regulatory bodies, academia, and civil society organizations, is essential for advancing sustainable investment practices. Knowledge sharing platforms, industry forums, and collaborative initiatives can facilitate the exchange of best practices, research findings, and innovation in sustainable finance.
8. **Long-Term Perspective:** Encouraging investors to adopt a long-term perspective is crucial for sustainable investing, as many sustainability issues require long-term solutions. Financial institutions should promote investment strategies that prioritize long-term value creation, risk management, and stakeholder engagement, rather than short-term gains.

By implementing these suggestions, stakeholders can collectively work towards fostering a more sustainable financial system and addressing pressing environmental and social challenges while creating value for investors and society as a whole.

5.7 Future Scope of the Study

Based on the Results drawn from the analysis of factors influencing investors' intentions to invest in sustainable Investment, several avenues for future research and action can be identified:

1. **Longitudinal Studies:** Conducting longitudinal studies to track changes in investors' attitudes, behaviors, and intentions towards sustainable investments over time can provide valuable insights into the evolving landscape of sustainable finance. Longitudinal research can help identify trends, patterns, and drivers of sustainable investment decisions, enabling stakeholders to develop targeted strategies and interventions.
2. **Cross-Cultural Analysis:** Exploring cross-cultural differences in sustainable investment preferences and behaviors can enhance our understanding of the cultural, social, and economic factors shaping investors' attitudes towards sustainability. Comparative studies across different countries and regions can identify cultural norms, values, and institutional factors influencing sustainable investment practices, informing the development of culturally sensitive interventions.
3. **Impact Measurement and Reporting:** Enhancing the measurement and reporting of environmental, social, and governance (ESG) impacts of investments is essential for fostering transparency, accountability, and trust in sustainable finance. Future research should focus on developing standardized methodologies, metrics, and frameworks for assessing and reporting the impact of sustainable investments on key sustainability outcomes, such as climate change mitigation, social equity, and corporate governance.
4. **Technological Innovations:** Leveraging technological innovations, such as artificial intelligence, blockchain, and big data analytics, can revolutionize sustainable finance by enabling more efficient, transparent, and accessible investment processes. Future research should explore the potential applications of emerging technologies in sustainable investment, including ESG data analytics, impact investing platforms, and sustainable finance infrastructure.

5. **Behavioral Economics and Decision-Making:** Applying insights from behavioral economics and decision-making theory can improve our understanding of the psychological, cognitive, and emotional factors influencing investors' sustainable investment decisions. Future research should investigate behavioral biases, heuristics, and decision-making processes that shape investors' attitudes, perceptions, and behaviors towards sustainability, informing the design of behavioral interventions and nudges to promote sustainable investment practices.
6. **Policy and Regulatory Frameworks:** Strengthening policy and regulatory frameworks is crucial for mainstreaming sustainable finance and creating an enabling environment for sustainable investment growth. Future research should evaluate the effectiveness of existing policy measures, identify regulatory gaps and barriers, and propose policy recommendations to promote sustainable investment practices, enhance market integrity, and manage systemic risks associated with sustainability challenges.
7. **Engagement and Advocacy:** Enhancing stakeholder engagement and advocacy efforts is essential for mobilizing collective action and driving systemic change towards sustainability in finance. Future research should explore innovative approaches to stakeholder engagement, coalition-building, and advocacy campaigns aimed at raising awareness, mobilizing support, and driving policy reforms to accelerate the transition towards sustainable finance.

By pursuing these future research directions and initiatives, stakeholders can contribute to advancing sustainable finance, fostering responsible investment practices, and achieving broader sustainability goals, including environmental protection, social inclusion, and economic development.

5.8 Limitations of the Study

The study on factors influencing investors' intentions to invest in sustainable Investment has provided valuable insights into the complex dynamics shaping sustainable finance. However, there are certain limitations that need to be acknowledged:

1. **Sample Size and Representativeness:** The study may have been limited by the sample size and composition of participants. A larger and more diverse sample drawn from different demographic groups and geographical regions would enhance the generalizability of the findings and provide a more comprehensive understanding of investor behavior towards sustainable investment.
2. **Cross-Sectional Nature:** The study's cross-sectional design limits the ability to establish causal relationships between variables. Future research employing longitudinal or experimental designs could provide a more robust understanding of the dynamic nature of investor attitudes and behaviors towards sustainable investment over time.
3. **Measurement and Data Quality:** The study's findings may be influenced by the quality and reliability of the measures used to assess variables such as attitudes, perceptions, and intentions towards sustainable investment. Future research should employ validated measurement instruments and ensure data accuracy and consistency to enhance the validity and reliability of the findings.
4. **Scope of Variables:** The study focused on a limited set of variables influencing investors' intentions to invest in sustainable options, such as attitudes, subjective norms, perceived behavioral control, environmental factors, social factors, governance, collectivism, materialism, and religiosity. Other factors, such as financial literacy, risk perception, and investment preferences, could also play significant roles and warrant further investigation.
5. **Contextual Factors:** The study may not have fully accounted for contextual factors, such as market conditions, regulatory environments, and cultural norms, which could influence investor behavior towards sustainable investment differently.

across different contexts. Future research should consider contextual factors to provide a more nuanced understanding of sustainable finance dynamics.

6. **Self-Report Bias:** The study's reliance on self-reported data may introduce response bias, as participants may provide socially desirable responses or inaccurately report their attitudes and behaviors towards sustainable investment. Employing multiple methods of data collection and triangulating findings could mitigate self-report bias and enhance the validity of the results.
7. **External Validity:** The study's findings may have limited external validity, as they may not be applicable to all investor populations or market contexts. Future research should replicate the study in different settings and populations to confirm the robustness and generalizability of the findings.

Acknowledging these limitations is crucial for interpreting the study's findings accurately and for guiding future research efforts aimed at advancing our understanding of sustainable finance and promoting responsible investment practices.