INTERNATIONAL JOURNAL
OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT

ISSN

INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.802

Awareness of Green Investments among Individuals in Bangalore

Karthik Hegde, Dr. Amudha S

MBA Student, Faculty of Management Studies (CMS Business School), Jain Deemed to be University,

Bengaluru, India

Professor, Faculty of Management Studies (CMS Business School), Jain Deemed to be University, Bengaluru, India

ABSTRACT: Increasing environmental consciousness worldwide has spurred a focus on green investments, directing financial resources toward projects that promote environmental conservation and combat climate change. Understanding the awareness of green investments among Bangalore's residents, given its economic significance in India, is crucial. Leveraging the city's resources and influence, researchers aim to gauge interest in green investments by analyzing factors like education, income, and age. Insights from surveys and interviews can inform strategies to promote green investments, fostering environmentally conscious economic growth. This research not only influences individual investment behavior but also catalyzes broader systemic change toward a greener financial ecosystem in Bangalore and beyond.

I. INTRODUCTION

The study on green investment awareness in Bangalore is driven by global concerns about climate change and the city's own environmental challenges. With growing urbanization and industrialization, there's a need for sustainable practices. Green investments offer a way for individuals to contribute to environmental conservation while potentially benefiting financially. The research aims to gauge awareness levels and identify barriers to adoption, crucial for targeted interventions. Additionally, the study addresses a gap in empirical research, providing insights for policymakers and financial institutions to promote sustainable finance in Bangalore.

II. REVIEW OF LITERATURE

Prakash, S. (2020). "Awareness of Green Investments Among Individuals in Bangalore: A Study on Consumer Perception." In recent years, the concept of green investments has gained significant attention globally due to growing environmental concerns. This study aims to investigate the level of awareness among individuals in Bangalore regarding green investments. The research utilizes a mixed-method approach, including surveys and interviews, to gather data. Findings reveal a moderate level of awareness among respondents regarding green investment options such as renewable energy projects, sustainable mutual funds, and green bonds. However, the study also identifies several factors hindering greater awareness and adoption, including lack of information, perceived risks, and preference for traditional investment avenues.

Rao, A. (2019). "Understanding the Perception and Awareness of Green Investments: A Case Study of Bangalore Residents." As the importance of environmental sustainability grows, so does the interest in green investments. This paper investigates the perception and awareness of green investment options among residents of Bangalore. Through surveys and focus group discussions, the study finds that while there is a general understanding of green investments, many individuals lack detailed knowledge about specific opportunities and their potential benefits. Furthermore, misconceptions about risks and returns often deter individuals from exploring green investment avenues.

Kumar, R. (2018). "Barriers to the Adoption of Green Investments: A Study in Bangalore." Despite the increasing discourse on sustainability and green finance, barriers persist in the adoption of green investments among individuals in Bangalore. This research explores the underlying factors contributing to these barriers. Through in-depth interviews and analysis, the study identifies concerns such as lack of trust in green investment instruments, limited awareness, and skepticism about their financial viability. Addressing these barriers requires targeted educational initiatives and efforts to build trust in green investment options.

III. RESEARCH METHODOLOGY

The methodology for assessing green investment awareness in Bangalore is comprehensive, employing both qualitative and quantitative research methods. Qualitative methods such as interviews and focus groups provide insights into attitudes and behaviors, while quantitative surveys capture specific information for statistical analysis. Additionally, the study reviews existing literature on green finance for context. This multifaceted approach ensures thorough data collection and interpretation.
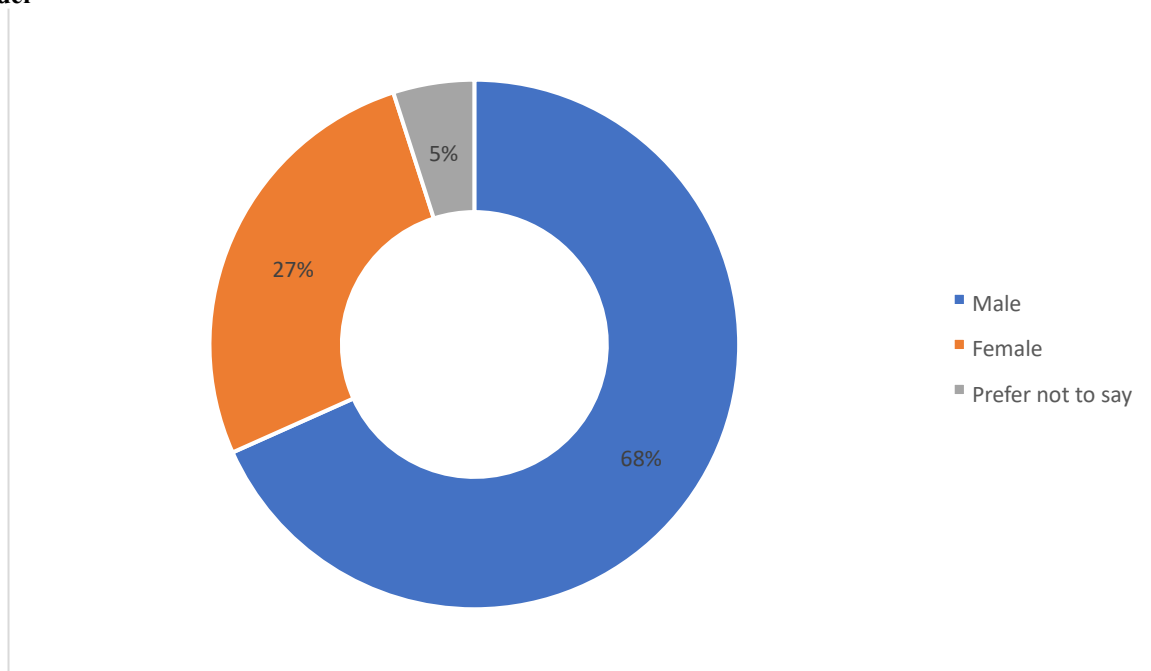
DATA ANALYSIS AND INTERPRETATION:

Gender

Response	No. of Respondents	Percentage
Male	69	68.32%
Female	27	26.73%
Prefer not to say	5	4.95%
Total	**101**	**100%**

Analysis

From the above table, out of 101 respondents, 68.32% were male, 26.73% were female, and

4.95% preferred not to disclose their gender.

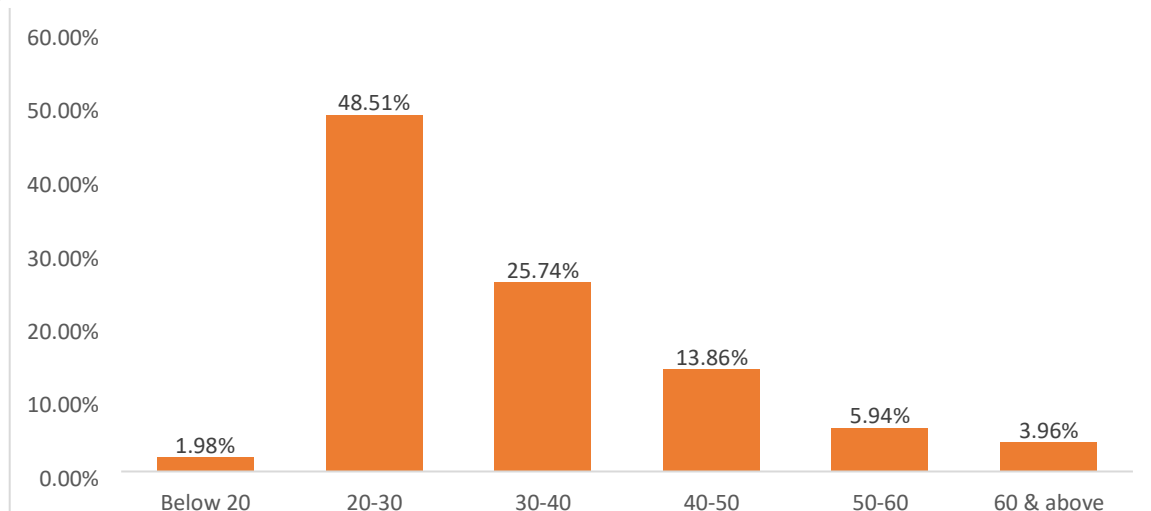**Gender**

Interpretation

From the chart above, the majority of respondents were male. This finding suggests that green investments may be more popular or appealing to the male demographic in Bengaluru. It would be beneficial to explore the reasons behind this gender disparity and consider strategies to increase awareness and interest in green investments among females.

Age

Response	No. of Respondents	Percentage
Below 20	2	1.98%
20-30	49	48.51%
30-40	26	25.74%
40-50	14	13.86%
50-60	6	5.94%
60 & above	4	3.96%
Total	**101**	**100%**

Analysis

From the above table, out of 101 respondents, 48.51% were in the age group of 20-30 years, followed by 25.74% in the 30-40 age group, 13.86% in the 40-50 age group, 5.94% in the 5060 age group, 3.96% in the 60 & above age group, and 1.98% below 20 years of age.

Age

Interpretation

From the chart above, the majority of respondents were young adults between 20-30 years old. This finding suggests that green investments may be more appealing or relevant to younger generations in Bengaluru. It would be beneficial to explore the reasons behind this age distribution and consider strategies to increase awareness and interest in green investments among other age groups.

Education Qualification

Response	No. of Respondents	Percentage
Up to schooling	6	5.94%
Diploma	6	5.94%
Under Graduate	29	28.71%
Post Graduate	53	52.48%
PHD or Higher	7	6.93%
Total	**101**	**100%**

Analysis

From the above table, out of 101 respondents, 52.48% were post-graduates, 28.71% were undergraduates, 6.93% had a PhD or higher degree, and 5.94% each had either completed schooling or held a diploma.

Education Qualification
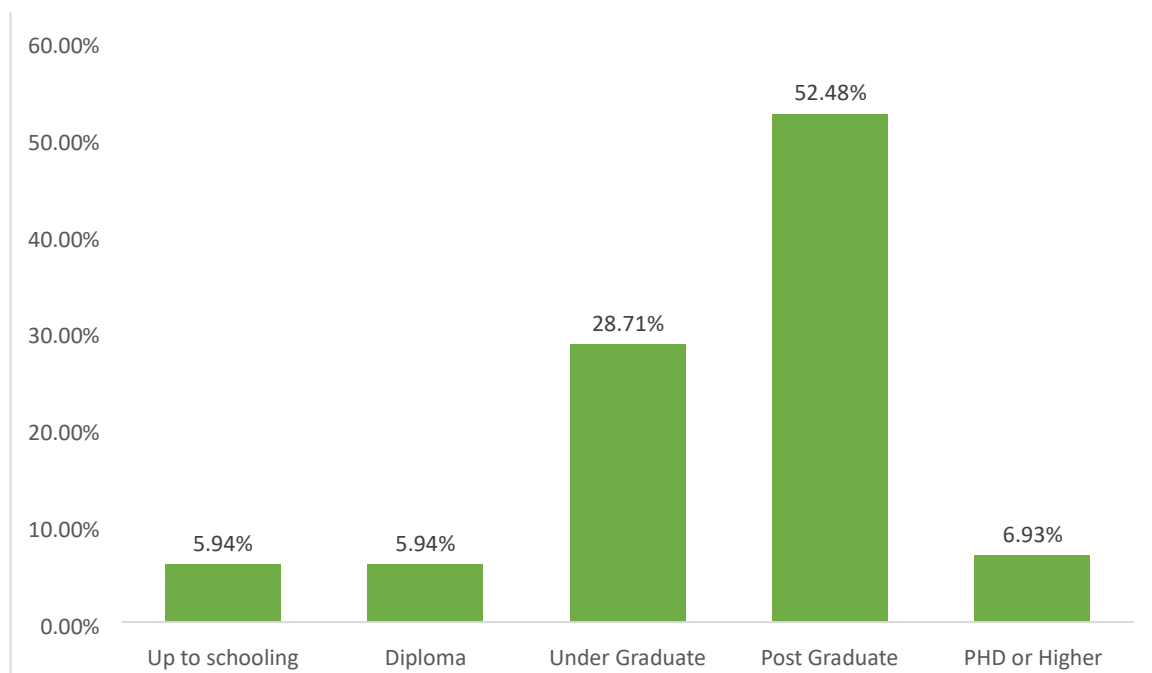
Interpretation

From the chart above, the majority of respondents were highly educated, with post-graduates being the largest group. This finding suggests that individuals with higher education levels may be more aware or interested in green investments in Bengaluru. It would be beneficial to explore the reasons behind this educational trend and consider strategies to increase awareness and interest in green investments among individuals with lower educational qualifications.
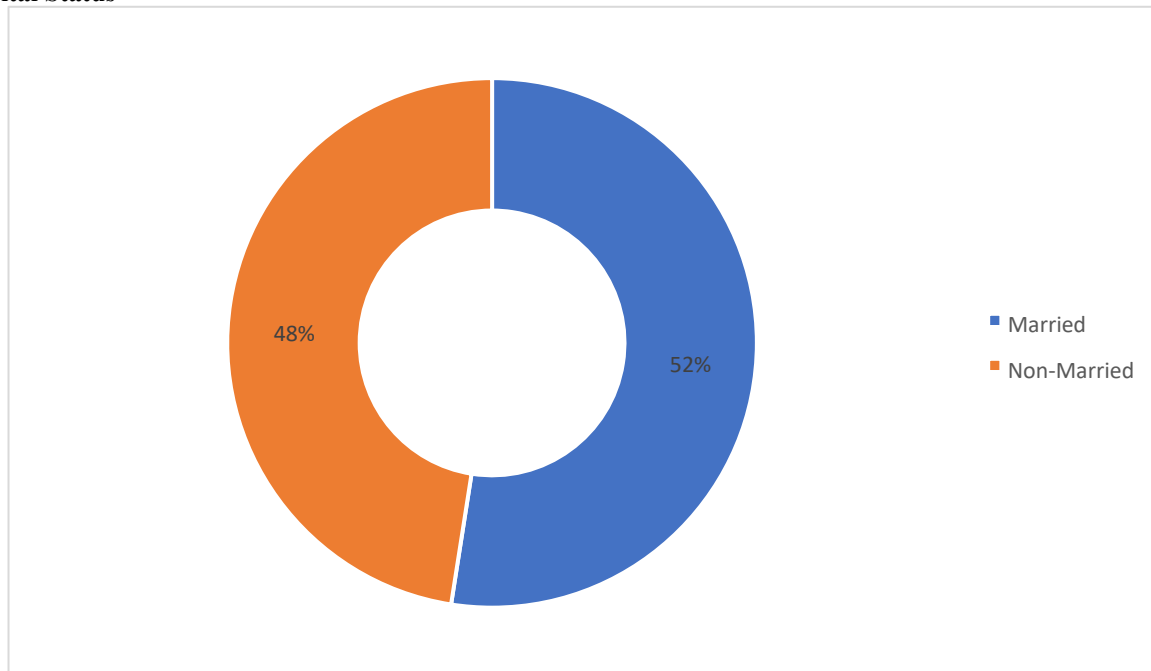
Marital Status

Response	No. of Respondents	Percentage
Married	53	52.48%
Non-Married	48	47.52%
Total	**101**	**100%**

Analysis

From the above table, out of 101 respondents, 52.48% were married, and 47.52% were nonmarried.

**Marital Status**

Interpretation

From the chart above, the marital status of the respondents was almost evenly distributed between married and non-married individuals. This finding suggests that green investments may be of interest to both married and non-married individuals in Bengaluru. It would be beneficial to explore if there are any specific factors or preferences related to marital status that influence awareness or interest in green investments

Profession

Response	No. of Respondents	Percentage
Student	39	38.61%
Homemaker	9	8.91%
Salaried	40	39.60%
Self-employed	13	12.87%
Total	**101**	**100%**

Analysis

From the above table, out of 101 respondents, 39.60% were salaried employees, 38.61% were students, 12.87% were self-employed, and 8.91% were homemakers.

Profession
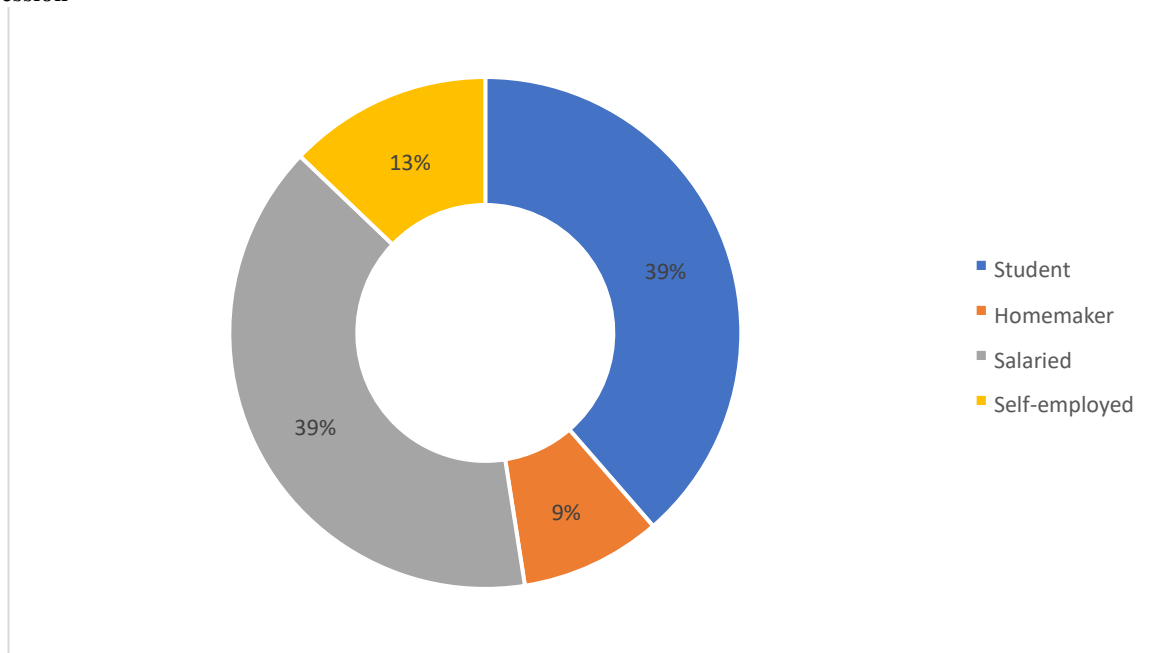
Interpretation

From the chart above, the majority of respondents were either salaried employees or students. This finding suggests that green investments may be of particular interest to individuals with a stable income or those in the early stages of their careers. It would be beneficial to explore the specific motivations and preferences of these professional groups regarding green investments.
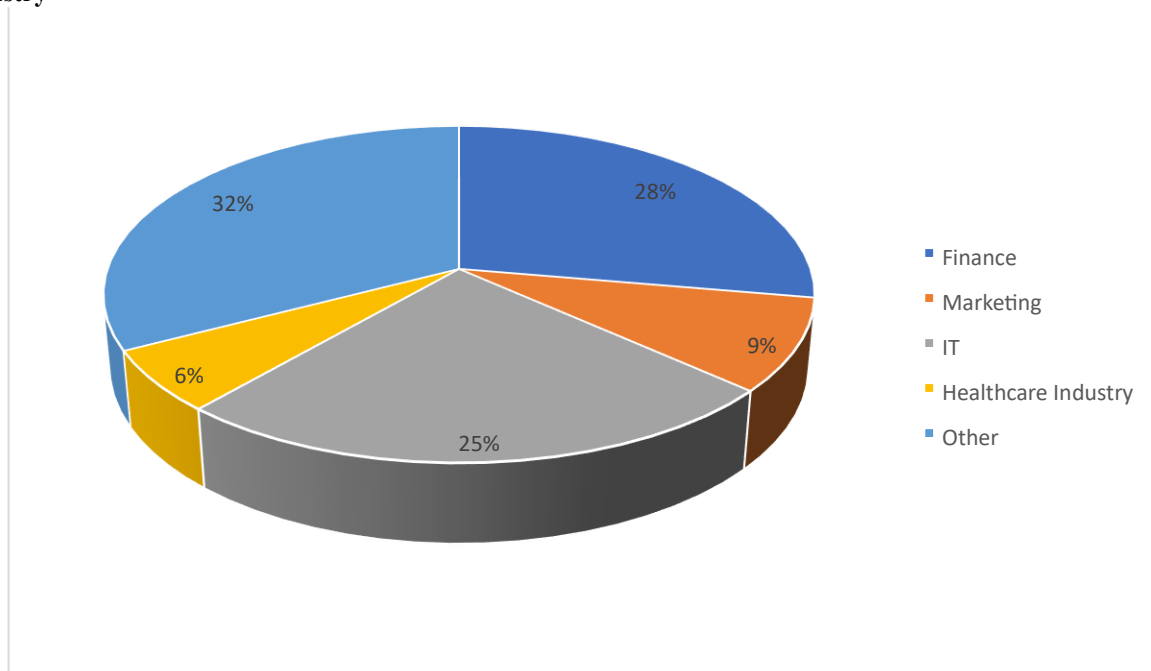
Industry

Response	No. of Respondents	Percentage
Finance	28	27.72%
Marketing	9	8.91%
IT	25	24.75%
Healthcare Industry	6	5.94%
Other	33	32.67%
Total	**101**	**100%**

Analysis

From the above table, out of 101 respondents, 32.67% belonged to industries other than the listed options, 27.72% were from the finance industry, 24.75% were from the IT industry,
8.91% were from the marketing industry, and 5.94% were from the healthcare industry.

Industry

Interpretation

From the chart above, a significant portion of respondents belonged to industries not specifically listed, followed by the finance and IT industries. This finding suggests that green investments may be of interest across various industries in

Bengaluru. It would be beneficial to explore the specific factors or motivations that drive interest in green investments within different industries.
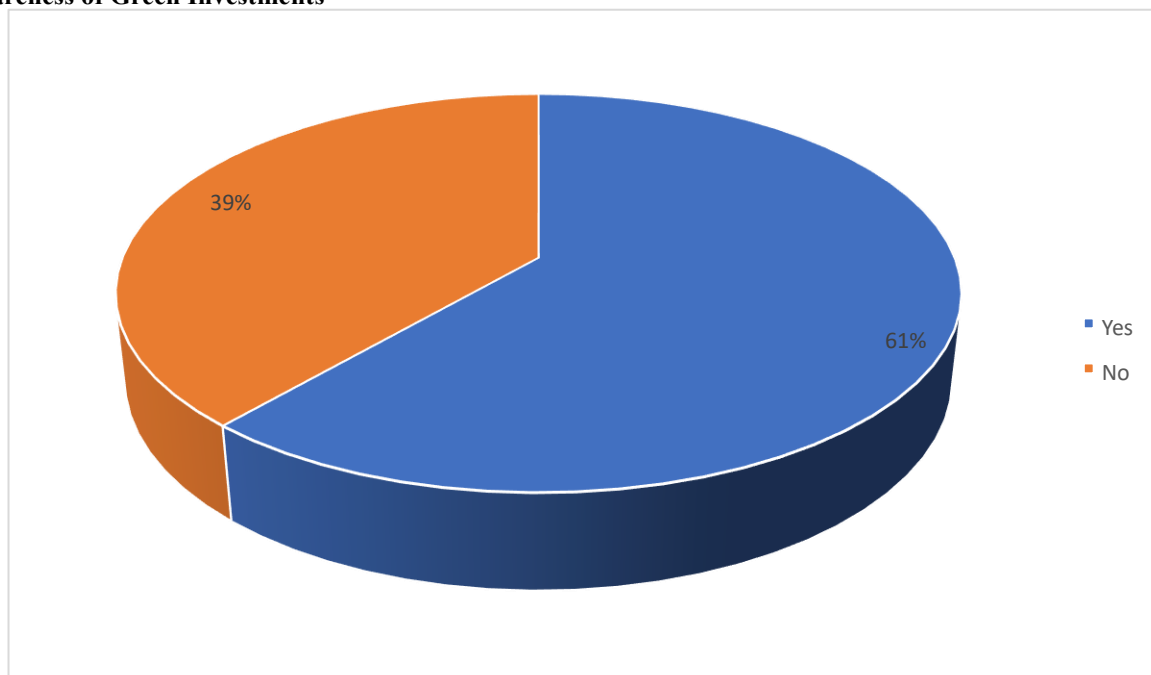
Awareness of Green Investments

Response	No. of Respondents	Percentage
Yes	62	61.39%
No	39	38.61%
Total	**101**	**100%**

Analysis

From the above table, out of 101 respondents, 61.39% were aware of green investments, while

38.61% were not aware of green investments.

Awareness of Green Investments

Interpretation

From the chart above, the majority of respondents were aware of green investments. This finding suggests a relatively high level of awareness about green investments among individuals in Bengaluru. However, it would be beneficial to explore strategies to further increase awareness and understanding of green investments, particularly among the remaining individuals who were not aware of this investment option.

HYPOTHESIS 1:

- **Null Hypothesis (H0):** There is no significant association between education qualification and awareness of green investments among individuals in Bengaluru.

- **Alternative Hypothesis (H1):** There is a significant association between education qualification and awareness of green investments among individuals in Bengaluru.

Questions:

Q7: Are you aware of Green Investments? (Dependent variable)

Q3: Education Qualification (Independent variable)

Variables:

Dependent variable: Awareness of Green Investments (Yes/No)

Independent variable: Education Qualification (Up to schooling, Diploma, Under Graduate, Post Graduate, PHD or Higher)

CHI SQUARE TEST

Observed Frequencies:

Education Qualification	Aware of Green Investments	Not Aware of Green Investments	Total
Up to schooling	1	5	6
Diploma	2	4	6
Under Graduate	15	14	29
Post Graduate	40	13	53
PHD or Higher	4	3	7
Total	62	39	101

To calculate the expected frequencies, we can use the formula:

Expected frequency = (row total * column total) / grand total **Expected Frequencies:**

Education Qualification	Aware of Green Investments	Not Aware of Green Investments	Total
Up to schooling	3.68	2.32	6
Diploma	3.68	2.32	6

Under Graduate	17.78	11.22	29
Post Graduate	32.50	20.50	53
PHD or Higher	4.29	2.71	7
Total	62	39	101

To calculate the chi-square statistic, we can use the formula: Chi-square = Σ [(O - E)^2 / E]

where O is the observed frequency, E is the expected frequency, and Σ is the sum across all cells in the table.

Chi-square Calculation:

Education Qualification Aware of Green Investments Not Aware of Green Investments

- Up to schooling (1-3.68)^2 / 3.68 = 1.95 (5-2.32)^2 / 2.32 = 3.10

- Diploma (2-3.68)^2 / 3.68 = 0.77 (4-2.32)^2 / 2.32 = 1.22

- Under Graduate (15-17.78)^2 / 17.78 = 0.43 (14-11.22)^2 / 11.22 = 0.69

- Post Graduate (40-32.50)^2 / 32.50 = 1.73 (13-20.50)^2 / 20.50 = 2.74

- PHD or Higher (4-4.29)^2 / 4.29 = 0.02 (3-2.71)^2 / 2.71 = 0.03

Chi-square = 1.95 + 3.10 + 0.77 + 1.22 + 0.43 + 0.69 + 1.73 + 2.74 + 0.02 + 0.03 = 12.68 **Interpretation:**

Using a chi-square distribution table with (5-1) * (2-1) = 4 degrees of freedom and a significance level of 0.05, the critical value is 9.49.

Since our calculated chi-square value of 12.68 is greater than the critical value of 9.49, we reject the null hypothesis and accept the alternative hypothesis. This means that there is a significant association between education qualification and awareness of green investments among individuals in Bengaluru.

The results suggest that individuals with higher education qualifications, particularly those with post-graduate degrees, are more likely to be aware of green investments compared to those with lower education qualifications.

HYPOTHESIS 2:

- **Null Hypothesis (H0):** There is no significant relationship between the belief that green investments are better for the environment than traditional investments and the influence of investment risk on purchasing green investments.

- **Alternative Hypothesis (H1):** There is a significant relationship between the belief that green investments are better for the environment than traditional investments and the influence of investment risk on purchasing green investments.

Question 12 x: Do you believe green investments are better for the environment than traditional investments?

Question 14 y: Does Investment risk influence the purchasing of green investments?

Variables:

Dependent Variable x: Belief that green investments are better for the environment than traditional investments

Independent Variable y: Investment risk influence on purchasing green investments

REGRESSION TEST

SUMMARY
OUTPUT

Regression Statistics	
Multiple R	0.983897
R Square	0.968053
Adjusted R Square	0.95208
Standard Error	4.045835
Observatio ns	4

ANOVA

	df	SS	MS	F	Significance F
Regression	1	992.0124	992.0124	60.60393	0.016103
Residual	2	32.73756	16.36878		
Total	3	1024.75			

	Coefficients	Standard Error	t Stat	Pvalue	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.194924	2.843358	1.123645	0.377917	-9.03906	15.4289	-9.03906	15.4289

	1.0035 53		7.784 852	0.016 103	0.44889 4	1.5582 13	0.44889 4	1.55821 3
39		0.128911						

Interpretation

Based on the regression analysis, there is a significant positive relationship between the belief that green investments are better for the environment than traditional investments (dependent variable) and the influence of investment risk on purchasing green investments (independent variable). The p-value of 0.016103 is less than the significance level of 0.05, indicating that the relationship is statistically significant. The positive coefficient of 1.003553 suggests that as the influence of investment risk on purchasing green investments increases, the belief that green investments are better for the environment also increases. The R-squared value of 0.968053 indicates that approximately 96.8% of the variation in the belief about green investments can be explained by the influence of investment risk.

FINDINGS:

Respondent demographics show potential gender disparity, with a majority being male, and a strong presence of younger age groups. Higher education correlates with greater awareness of green investments. Most respondents are either employed or students, indicating stable income or career beginnings. Interest in green investments spans various industries. Social media is a key awareness channel. There's a gap between awareness and actual investment, though interest in sustainable projects like water management and solar energy is high. Environmental concern and tax incentives are significant motivators. Risk, affordability, and social variables influence investment decisions. There's a strong desire for more education on green investments and expectation for government involvement in raising awareness.
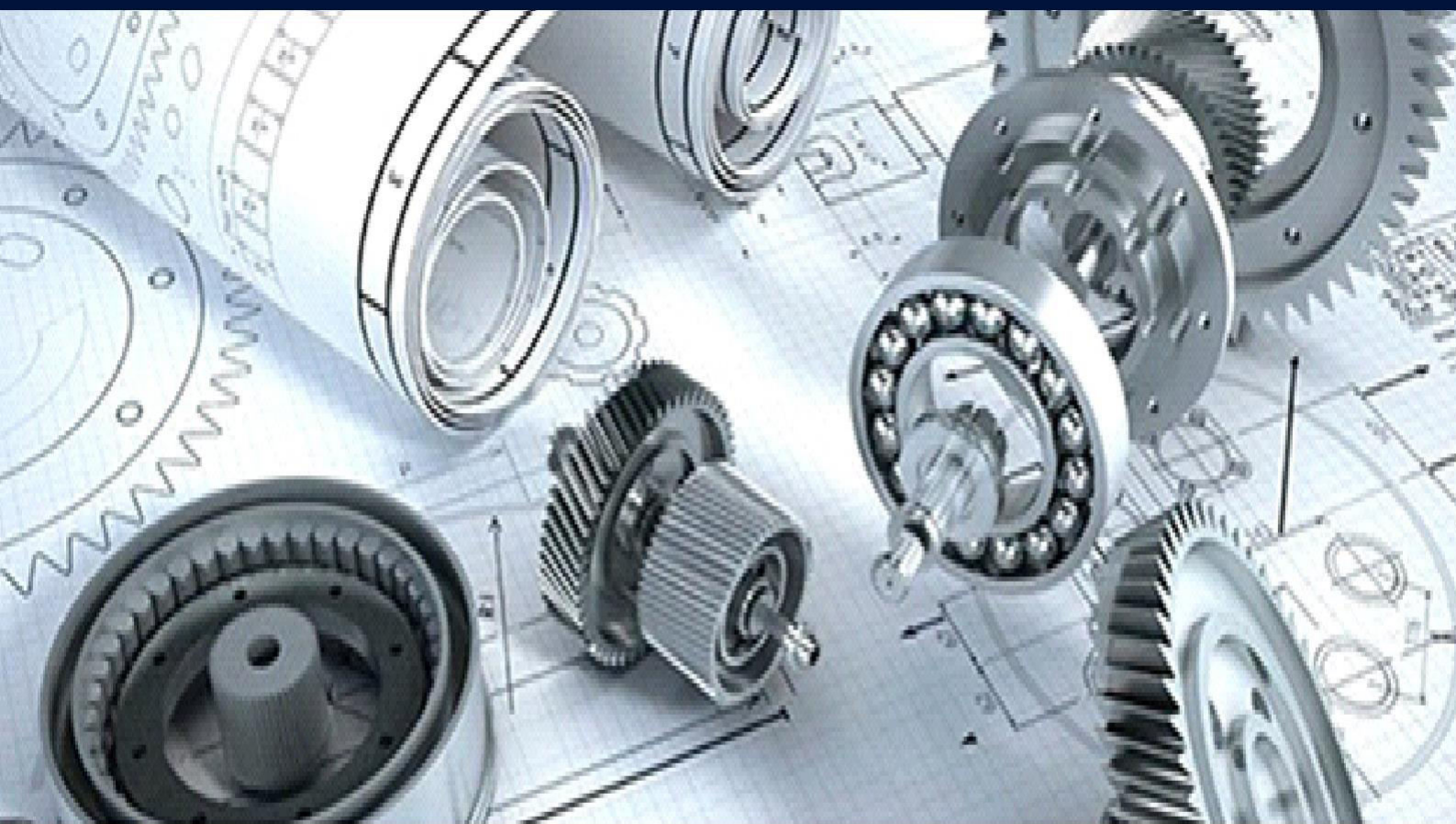
IV. CONCLUSION

The study in Bengaluru aimed to explore awareness, perceptions, and factors influencing green investments. While awareness was relatively high at 61.39%, actual investment was low at 24.75%. Environmental concern was the primary motivator, followed by long-term returns and less risk. Factors like investment risk, price level, and tax incentives influenced decisions. Respondents viewed green investments positively, seeing them as better for the environment. Social variables like education also played a role. Interest in learning more and government involvement was strong. The findings offer insights for policymakers and financial institutions to promote sustainable finance. Bridging the gap between awareness and investment requires comprehensive education and targeted strategies. Addressing barriers could lead to increased adoption of green investments, fostering a more sustainable financial ecosystem in Bengaluru.

REFERENCES

1) Acemoglu, D., & Robinson, J. A. (2012). Why nations fail: The origins of power, prosperity, and poverty. Crown Business.

2) Barber, B. M., & Odean, T. (2000). Trading is hazardous to your wealth: The common stock investment performance of individual investors. The Journal of Finance, 55(2), 773-806.

3) Bollen, J., & Whaley, R. E. (2009). Hedge fund risk dynamics: Implications for performance appraisal. Journal of Finance, 64(2), 985-1035.

4) Clark, G. L., & Monk, A. H. B. (2010). The many futures of contracts for difference. Futures, 42(7), 619-626.

5) Dimson, E., Marsh, P., & Staunton, M. (2013). Credit Suisse Global Investment Returns Yearbook 2013. Credit Suisse Research Institute.

6) Fama, E. F., & French, K. R. (1993). Common risk factors in the returns on stocks and bonds. Journal of Financial Economics, 33(1), 3-56.

7) Franks, J. R., Mayer, C., & Rossi, S. (2009). Ownership: Evolution and regulation. Review of Financial Studies, 22(10), 4009-4056.

8)   Gennaioli, N., Shleifer, A., & Vishny, R. W. (2015). Neglected risks, financial innovation, and financial fragility. Journal of Financial Economics, 117(3), 525-542.

9)   Green, R., & Hwang, B. H. (2019). Betting against correlation: Testing theories of the low-risk effect. Review of Financial Studies, 32(7), 2699-2741.

10)   Grinblatt, M., & Keloharju, M. (2009). Sensation seeking, overconfidence, and trading activity. Journal of Finance, 64(2), 549-578.

11)   Hall, R. E., & Jones, C. I. (1999). Why do some countries produce so much more output per worker than others?. The Quarterly Journal of Economics, 114(1), 83-116.

12)   Hong, H., & Stein, J. C. (1999). A unified theory of underreaction, momentum trading, and overreaction in asset markets. Journal of Finance, 54(6), 2143-2184.

13)   Jaffe, J. F., & Russell, T. (1976). The compensation of investment managers by mutual funds. Journal of Finance, 31(4), 1173-1188.

14)   Jegadeesh, N., & Titman, S. (1993). Returns to buying winners and selling losers:
Implications for stock market efficiency. Journal of Finance, 48(1), 65-91.

15)   Kahneman, D., & Tversky, A. (1979). Prospect theory: An analysis of decision under risk. Econometrica, 47(2), 263-291.

INTERNATIONAL JOURNAL

OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT