

Public Awareness and Understanding of ESG Investing

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Abstract: ESG (Environmental, Social, and Governance) investing has gained increasing importance as a sustainable approach to financial decision-making. This study examines public awareness and understanding of ESG investing among retail investors in India. Using a descriptive research design, primary data was collected from 99 respondents through a structured questionnaire and analyzed using PSPP. The findings indicate that while awareness of ESG investing is relatively high, in-depth knowledge and practical application remain limited. Concerns related to greenwashing and lack of transparent information significantly affect investor trust and adoption. The study highlights the need for improved investor education, standardized ESG reporting, and stronger advisory support to encourage informed and sustainable investment decisions.

I. INTRODUCTION

Environmental, Social, and Governance (ESG) investing has emerged as a critical framework in contemporary finance, integrating sustainability and ethical considerations into traditional investment decision-making. With increasing global emphasis on responsible business practices, ESG factors are now widely used to assess corporate performance, long-term risk, and value creation. Investors, regulators, and financial institutions increasingly rely on ESG metrics to evaluate how organizations manage environmental impact, social responsibility, and governance standards.

Research articles and journal publications play a vital role in advancing scholarly understanding and practical application of emerging concepts such as ESG investing. They provide a structured platform for researchers to present empirical evidence, theoretical insights, and policy implications. In the academic domain, research publications are highly valued and form a core requirement for postgraduate and doctoral programs. Moreover, published research enhances academic credibility and contributes significantly to admissions and career progression in reputed institutions.

A standard research article generally consists of five major sections, though the length may vary

depending on the scope of the study. These sections include:

1. Abstract
2. Results or Findings
3. Conclusions

The introduction section outlines the background, relevance, and objectives of the research. In the context of this study, the introduction establishes the importance of understanding public awareness and perception of ESG investing and highlights the need to examine the factors influencing its adoption among retail investors.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

Identifying and refining a research idea is the most fundamental step in the research process. For studies related to ESG investing, this stage involves a systematic evaluation of the subject's relevance, originality, and practical applicability. The researcher must critically assess whether the chosen topic addresses an existing knowledge gap and contributes meaningfully to academic and professional discourse.

The research idea for this study was developed through the following approaches:

1. Reviewing existing academic literature and previously published research on ESG investing, sustainable finance, and investor behavior.
2. Conducting extensive online research to understand recent trends, regulatory developments, and global discussions related to ESG frameworks.
3. Referring to insights gained from conferences, webinars, workshops, and academic discussions focused on sustainability and responsible investing.
4. Developing a clear understanding of ESG-related concepts, terminology, and financial jargon to ensure conceptual clarity and analytical accuracy.

Through this structured approach, the research idea was refined to focus on public awareness and understanding of ESG investing, with particular emphasis on knowledge gaps, trust issues, and adoption barriers among retail investors.

III. WRITE DOWN YOUR STUDIES AND FINDINGS

At this stage, the research on Public Awareness and Understanding of ESG Investing is systematically articulated by organizing the insights obtained from literature review, primary data collection, and statistical analysis. The study integrates theoretical concepts of ESG investing with empirical evidence gathered from 99 respondents using a structured questionnaire.

A. Compilation of ESG Research Insights

In this approach, findings from previously published ESG literature and sustainability studies are combined with primary survey results. Existing research serves as a foundation to compare awareness levels, knowledge gaps, and trust-related issues such as greenwashing, thereby strengthening the analytical framework of the paper.

B. Expert and Academic Guidance

Continuous inputs from faculty mentors and academic discussions contributed to refining the interpretation of ESG awareness, investor perception, and adoption barriers. This guidance enhanced the clarity, relevance, and academic rigor of the research findings.

C. Use of Statistical Software

SPSS statistical software was used to analyze survey data through descriptive statistics and cross-tabulation techniques. This facilitated accurate interpretation of relationships between demographic variables and ESG awareness, trust, and investment intention. By adopting these approaches, the study was structured into a complete research manuscript suitable for academic evaluation and peer review.

IV. GET PEER REVIEWED

This stage represents a critical step in the publication process of the research paper on Public Awareness and Understanding of ESG Investing. The drafted manuscript should be carefully reviewed by faculty mentors, peers, or subject matter experts in finance

and sustainability. Peer review helps in identifying conceptual gaps, improving clarity, validating methodology, and strengthening the interpretation of findings. Obtaining multiple review comments, even when the researcher is confident about the study, enhances the academic quality and credibility of the paper.

V. IMPROVEMENT AS PER REVIEWER COMMENTS

All reviewer comments should be thoroughly analyzed and appropriately incorporated into the research paper. Revisions may involve refining the theoretical framework, improving data interpretation, restructuring sections, or enhancing clarity of arguments related to ESG awareness, greenwashing concerns, and investor behavior. In cases where comments are unclear, seeking clarification from reviewers is essential. Critical feedback should be viewed constructively, as it significantly improves the rigor, reliability, and publication readiness of the research. Upon revision, the paper becomes suitable for submission to reputed journals governed by editorial and intellectual review boards, where selected papers are published and indexed in recognized databases.

VI. CONCLUSION

A separate conclusion section is not mandatory for this research article. However, if included, it should briefly emphasize the significance of the study, highlight its contribution to understanding ESG investing among retail investors, and indicate possible applications or extensions. The conclusion should not repeat the abstract but instead reinforce the relevance of ESG awareness, transparency, and investor education in promoting sustainable finance.

APPENDIX

Appendices, if required, are placed before the acknowledgment section. This may include the survey questionnaire used for data collection, additional statistical tables, or supporting analytical material relevant to the ESG study.

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