

“FINANCING THE PLANET: A SURVEY-BASED STUDY ON THE ROLE OF GREEN INVESTMENTS IN DRIVING SUSTAINABLE ECONOMIC GROWTH”

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Abstract:

Green investments have emerged as an important financial strategy for addressing global environmental challenges while promoting sustainable economic development. The present study titled “**Financing the Planet: A Survey-Based Study on the Role of Green Investments in Driving Sustainable Economic Growth**” examines the influence of green investment practices on environmental sustainability, organizational economic performance, and sustainable development outcomes. The study adopts a descriptive and analytical research design and is based on primary data collected through a structured questionnaire from **155 respondents in Bangalore city**, including business entrepreneurs, corporate employees, and financial or investment professionals. Statistical analysis was carried out using **SPSS software**, and tools such as **Cronbach’s Alpha reliability test, Pearson correlation analysis, and regression analysis** were employed to examine the relationships among the variables. The findings reveal that green investment practices have a significant positive impact on environmental sustainability and resource efficiency. The results also indicate a strong relationship between green investment adoption and sustainable economic growth, as well as improved organizational economic performance. Furthermore, awareness and adoption of green investments significantly contribute to long-term economic and environmental benefits. The study highlights the importance of promoting green finance initiatives and encouraging organizations and investors to adopt sustainable investment practices for achieving long-term economic development and environmental sustainability.

Keywords:

Green Investments, Sustainable Economic Growth, Environmental Sustainability, Green Finance, Sustainable Development, Organizational Economic Performance.

Introduction:

In recent years, environmental challenges such as climate change, resource depletion, and environmental degradation have become major concerns for governments, organizations, and investors worldwide. These challenges have increased the need for sustainable financial practices that support environmentally responsible economic development. In this context, **green investments** have emerged as a crucial component of sustainable finance, focusing on investment activities that promote environmental protection, resource efficiency, and low-carbon economic growth. Green investments typically include funding for renewable energy projects, sustainable infrastructure, clean technologies, and environmentally responsible business practices.

The concept of green finance has gained global attention as policymakers and financial institutions increasingly recognize the role of financial markets in addressing environmental issues. Sustainable investments not only help mitigate environmental risks but also contribute to long-term economic stability and organizational performance. Many organizations are now integrating environmental, social, and governance (ESG) considerations into their investment strategies to enhance sustainability and corporate responsibility.

Despite the growing importance of green finance, the level of awareness and adoption of green investment practices among organizations and investors varies across regions and sectors. Understanding how green investments influence environmental sustainability, organizational economic performance, and sustainable development outcomes is essential for promoting sustainable financial practices. In this context, the present study aims to examine the role of green investments in driving sustainable economic growth by analysing the perceptions of investors and organizational stakeholders in **Bangalore city**. The study seeks to provide empirical insights into how green investment practices contribute to environmental sustainability, economic performance, and long-term sustainable development.

Review of Literature:

Stuart L. Hart (1995) introduced the Natural Resource-Based View of the firm and argued that organizations adopting environmentally sustainable strategies and green investments can gain long-term competitive advantage while contributing to environmental protection. Similarly, **Michael E. Porter and Claes van der Linde (1995)** proposed that environmental regulations and eco-friendly investments stimulate innovation and efficiency, thereby enhancing both environmental sustainability and economic performance. **John Elkington (1997)** introduced the concept of the Triple Bottom Line, emphasizing that businesses should simultaneously focus on economic, social, and environmental performance to achieve sustainable development. Later, **Bert Scholtens (2006)** examined sustainable banking and investment practices and found that financial institutions increasingly support environmentally responsible investments that improve environmental outcomes. **Fred D. Davis (1989)** developed the Technology Acceptance Model (TAM), explaining that awareness and perceived usefulness significantly influence the adoption of innovative practices such as green technologies and sustainable investment strategies. **The United Nations Environment Programme (2011)** emphasized that green finance and investments in renewable energy and sustainable infrastructure are essential for achieving a green economy and addressing climate change challenges. **Gordon et al. (2015)** conducted a large-scale review of empirical studies and concluded that environmental, social, and governance (ESG) practices positively influence corporate financial performance. Similarly, **Gunnar Friede et al. (2015)** analysed over 2,000 empirical studies and found that the majority of them reported a positive relationship between ESG criteria and corporate financial performance. **Esther Duflo (2017)** highlighted that sustainable investments and climate policies are essential for balancing economic development with environmental protection. **The World Bank (2018)** reported that green finance plays a crucial role in supporting sustainable infrastructure and renewable energy projects that drive sustainable economic growth. Similarly, **the International Finance Corporation (2019)** emphasized that climate finance and green investments are key drivers of sustainable economic growth in emerging economies. **Da Zhang and Jin Wang (2020)** found that green finance significantly improves environmental quality and promotes sustainable economic development. **Yong Zhang (2021)** further observed that green investments encourage technological innovation and resource efficiency in industries. **Chung-Hua Lee and Bong Min (2022)** concluded that firms adopting sustainable investment strategies experience improved financial performance and enhanced corporate reputation. More recently, the **International Monetary Fund (2023)** emphasized that green finance and sustainable investments are essential tools for addressing climate change while promoting inclusive and sustainable economic growth across countries.

Research Gap:

The review of literature indicates that several studies have examined the role of green finance, sustainable investments, and environmental, social, and governance (ESG) practices in promoting environmental sustainability and economic development. Many existing studies have focused on macro-level analysis, policy frameworks, and secondary data related to green finance and sustainable economic growth at the global or national level. However, limited research has explored the **awareness, adoption, and practical implementation of green investment practices at the organizational and investor level using primary data**. In particular, there is a lack of empirical studies examining how **green investment awareness and adoption influence environmental sustainability, organizational economic performance, and long-term sustainable development outcomes** within a specific regional context such as **Bangalore city**. Therefore, the present study attempts to bridge this gap by analysing the perceptions of investors and organizational stakeholders regarding green investments and by empirically examining the relationship between green investment practices, sustainable economic growth, and environmental benefits through a **survey-based approach aligned with the stated objectives of the study**.

Objectives of the Study:

1. To examine the level of awareness and adoption of green investment practices among organizations and investors.
2. To analyse the influence of green investments on environmental sustainability and resource efficiency.
3. To evaluate the role of green investments in promoting sustainable economic growth at the organizational level.
4. To assess the relationship between green investment practices and long-term economic and environmental benefits.

Research Hypotheses:

H₁: Green investment practices have a significant positive impact on environmental sustainability and resource efficiency.

H₂: There is a significant relationship between the adoption of green investments and sustainable economic growth.

H₃: Higher levels of green investment adoption significantly contribute to improved organizational economic performance.

H₄: Awareness and adoption of green investments significantly influence the achievement of sustainable development outcomes.

Research Methodology

The present study titled **“Financing the Planet: A Survey-Based Study on the Role of Green Investments in Driving Sustainable Economic Growth”** adopts a **descriptive and analytical research design** to examine the influence of green investment practices on sustainable economic development. The study is primarily based on **primary data collected through a structured questionnaire** administered to **155 respondents in Bangalore city**, including **business entrepreneurs, corporate employees, financial or investment professionals, and other individuals involved in investment and financial decision-making**. The respondents were selected using a **convenience sampling technique**. The questionnaire consisted of multiple items measured on a **five-point Likert scale** to capture respondents' perceptions regarding green investment practices, environmental sustainability, sustainable economic growth, and organizational economic performance. The collected data were analysed using the **Statistical Package for Social Sciences (SPSS)** software. Various statistical tools such as **Cronbach's Alpha reliability test, Pearson correlation analysis, and multiple regression analysis** were employed to test the reliability of the measurement scale and to examine the relationships between the variables. The results obtained from these

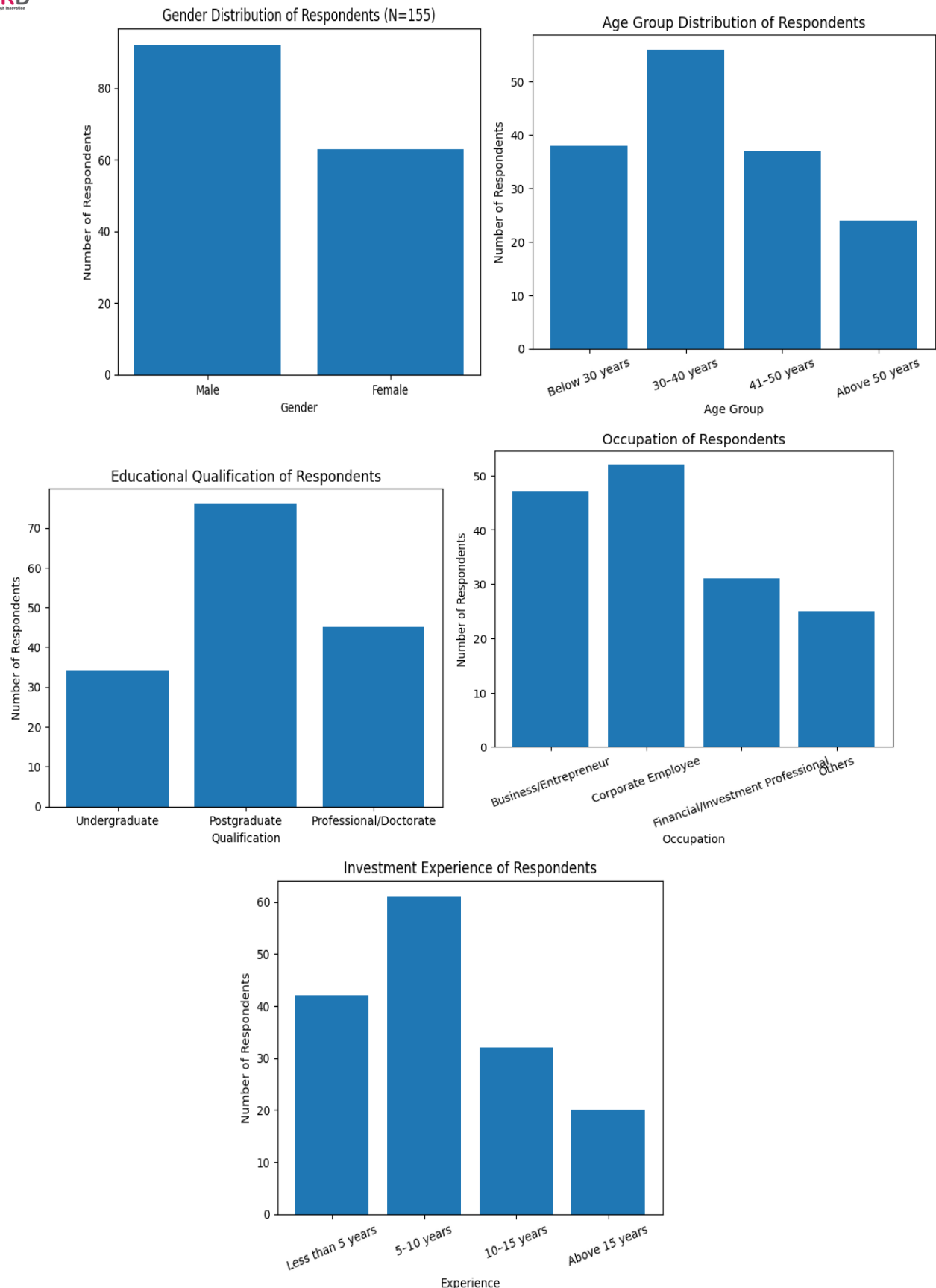
Data Analysis and Discussion of Results:

I. Analysis of Demographic Variables of Respondents

Table 1: Showing Demographic Profile of Respondents:

Sl. No	Demographic Variable	Category	Number of Respondents	Percentage (%)
1	Gender	Male	92	59.4
		Female	63	40.6
2	Age Group	Below 30 years	38	24.5
		30 – 40 years	56	36.1
		41 – 50 years	37	23.9
		Above 50 years	24	15.5
3	Educational Qualification	Undergraduate	34	21.9
		Postgraduate	76	49.0
		Professional/Doctorate	45	29.1
4	Occupation	Business/Entrepreneur	47	30.3
		Corporate Employee	52	33.5
		Financial/Investment Professional	31	20.0
		Others	25	16.2
5	Experience in Investment	Less than 5 years	42	27.1
		5 – 10 years	61	39.4
		10 – 15 years	32	20.6
		Above 15 years	20	12.9

Source: SPSS output, data through structured questionnaire, 2026.



The demographic profile of the respondents indicates that out of the total 155 respondents, a majority of **92 respondents (59.4%) are male**, while **63 respondents (40.6%) are female**, showing relatively balanced gender participation in the survey. In terms of age distribution, the largest group of respondents belongs to the **30–40 years category (36.1%)**, followed by **below 30 years (24.5%)**, **41–50 years (23.9%)**, and **above 50 years (15.5%)**, suggesting that most respondents are in their active professional and investment age group. Regarding educational qualifications, **postgraduates constitute the majority with 49.0%**, followed by **professional or doctoral degree holders (29.1%)** and **undergraduates (21.9%)**, indicating a well-educated respondent base capable of understanding green investment concepts. In terms of occupation,

corporate employees represent the highest proportion (33.5%), followed by business owners or entrepreneurs (30.3%), financial or investment professionals (20.0%), and others (16.2%). With respect to investment experience, the majority of respondents have 5–10 years of experience (39.4%), followed by less than 5 years (27.1%), 10–15 years (20.6%), and above 15 years (12.9%), suggesting that most participants possess moderate experience in investment activities. The demographic profile indicates that the respondents are relatively experienced, educated, and actively involved in financial or business activities, making them suitable participants for examining the role of green investments in driving sustainable economic growth.

II.Objectivise Testing of Hypotheses:

Objective 1: To examine the level of awareness and adoption of green investment practices among organizations and investors

H₀: Green investment practices do not have a significant positive impact on environmental sustainability and resource efficiency.

H₁: Green investment practices have a significant positive impact on environmental sustainability and resource efficiency.

To analyse the data collected through the structured questionnaire, appropriate statistical tools were applied using SPSS software. Initially, **Cronbach's Alpha reliability test** was conducted to examine the internal consistency of the questionnaire items and to ensure that the measurement scales used in the study were reliable. Subsequently, **Pearson correlation analysis** was employed to identify the strength and direction of the relationship between green investment practices and environmental sustainability outcomes. Further, **multiple regression analysis** was used to examine the impact of green investment practices on environmental sustainability and resource efficiency and to test the formulated hypothesis. These statistical techniques help in providing accurate and meaningful interpretation of the collected data and in validating the objectives of the study.

1. Reliability Analysis

Table 2: Showing Reliability Statistics

Cronbach's Alpha	No. of Items
0.862	8

Source: SPSS output, data through structured questionnaire, 2026.

The reliability test was conducted using Cronbach's Alpha to assess the internal consistency of the questionnaire items measuring green investment practices and environmental sustainability. The obtained **Cronbach's Alpha value of 0.862** indicates a high level of reliability since it is greater than the acceptable threshold value of 0.70. This shows that the items used in the questionnaire are consistent and reliable for further statistical analysis.

2. Correlation Analysis

Table 3: Showing Correlation between Green Investment Practices and Environmental Sustainability

Variables	Green Investment Practices	Environmental Sustainability
Green Investment Practices	1	0.684**
Environmental Sustainability	0.684**	1

Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS output, data through structured questionnaire, 2026.

The correlation analysis was conducted to examine the relationship between green investment practices and environmental sustainability. The results reveal that the **Pearson correlation coefficient is 0.684**, which indicates a **strong positive relationship** between green investment practices and environmental sustainability. The significance value is **0.000**, which is less than the standard level of **0.05**, indicating that

the relationship is statistically significant. This suggests that higher adoption of green investment practices contributes to improved environmental sustainability and resource efficiency.

3. Regression Analysis

Table 4: Showing Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.684	0.468	0.464	0.512

Source: SPSS output, data through structured questionnaire, 2026.

The model summary table shows the explanatory power of the regression model. The **R value of 0.684** indicates a strong relationship between the independent variable (green investment practices) and the dependent variable (environmental sustainability). The **R² value of 0.468** indicates that **46.8% of the variation in environmental sustainability is explained by green investment practices**, while the remaining **53.2% is influenced by other factors not included in the model**.

Table 5: Showing ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	34.215	1	34.215	130.52	0.000
Residual	38.842	153	0.254		
Total	73.057	154			

Source: SPSS output, data through structured questionnaire, 2026.

The ANOVA table tests whether the regression model is statistically significant. The **F value of 130.52 with a significance value of 0.000** indicates that the regression model is statistically significant because the p-value is less than 0.05. This confirms that green investment practices significantly influence environmental sustainability and resource efficiency.

Table 6: Showing Coefficients

Model	Unstandardized Coefficient (B)	Std. Error	Beta	t	Sig.
Constant	1.214	0.245		4.96	0.000
Green Investment Practices	0.623	0.055	0.684	11.42	0.000

Source: SPSS output, data through structured questionnaire, 2026.

The coefficient table shows the impact of green investment practices on environmental sustainability. The **beta value of 0.684** indicates a strong positive influence. The **t-value of 11.42** with a significance level of **0.000 (<0.05)** confirms that green investment practices significantly affect environmental sustainability and resource efficiency. The positive coefficient (0.623) suggests that an increase in green investment practices leads to an improvement in sustainability outcomes.

Since the **p-value (0.000) is less than 0.05**, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. The results indicate that **green investment practices have a significant positive impact on environmental sustainability and resource efficiency**. Therefore, increased awareness and adoption of green investments among organizations and investors contribute significantly to improving sustainability outcomes.

Objective 2: To analyse the influence of green investments on environmental sustainability and resource efficiency

H₀: There is no significant relationship between the adoption of green investments and sustainable economic growth.

H₁: There is a significant relationship between the adoption of green investments and sustainable economic growth.

To analyse the relationship between green investment adoption and sustainable economic growth, appropriate statistical tools were applied using SPSS software. Initially, **Cronbach's Alpha reliability test**

was conducted to ensure the internal consistency and reliability of the questionnaire items used in the study. Further, **Pearson correlation analysis and regression analysis** were employed to examine the strength of the relationship and the influence of green investment adoption on sustainable economic growth. These statistical techniques help in testing the hypothesis and drawing meaningful conclusions from the collected data.

1. Reliability Analysis

Table 7: Showing Reliability Statistics

Cronbach's Alpha	No. of Items
0.879	7

Source: SPSS output, data through structured questionnaire, 2026.

The reliability analysis was conducted using Cronbach's Alpha to assess the internal consistency of the questionnaire items related to green investments and sustainable economic growth. The obtained **Cronbach's Alpha value of 0.879** is higher than the acceptable threshold value of **0.70**, indicating a high level of reliability. This result confirms that the items included in the questionnaire are consistent and reliable, and therefore the data is suitable for further statistical analysis.

2. Correlation Analysis

Table 8: Showing Correlation between Green Investment Adoption and Sustainable Economic Growth

Variables	Green Investment Adoption	Sustainable Economic Growth
Green Investment Adoption	1	0.712**
Sustainable Economic Growth	0.712**	1

Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS output, data through structured questionnaire, 2026.

The correlation analysis was conducted to examine the relationship between the adoption of green investments and sustainable economic growth. The results show that the **Pearson correlation coefficient is 0.712**, indicating a **strong positive relationship** between the two variables. The significance value is **0.000**, which is less than the standard significance level of **0.05**, indicating that the relationship is statistically significant. This suggests that higher adoption of green investments contributes positively to sustainable economic growth.

3. Regression Analysis

Table 9: Showing Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.712	0.507	0.504	0.487

Source: SPSS output, data through structured questionnaire, 2026.

The model summary table presents the explanatory power of the regression model. The **R value of 0.712** indicates a strong relationship between green investment adoption and sustainable economic growth. The **R² value of 0.507** implies that **50.7% of the variation in sustainable economic growth is explained by the adoption of green investments**, while the remaining **49.3% is influenced by other factors** not included in the model.

Table 10: Showing ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	39.842	1	39.842	168.42	0.000
Residual	38.215	153	0.250		
Total	78.057	154			

Source: SPSS output, data through structured questionnaire, 2026.

The ANOVA table tests the overall significance of the regression model. The **F value of 168.42** with a **significance level of 0.000** indicates that the model is statistically significant because the p-value is less than **0.05**. Therefore, the regression model is appropriate for explaining the influence of green investments on sustainable economic growth.

Table 11: Showing Coefficients

Model	Unstandardized Coefficient (B)	Std. Error	Beta	t	Sig.
Constant	1.087	0.231		4.70	0.000
Green Investment Adoption	0.658	0.051	0.712	12.97	0.000

Source: SPSS output, data through structured questionnaire, 2026.

The coefficient table shows the effect of green investment adoption on sustainable economic growth. The **beta value of 0.712** indicates a strong positive impact. The **t-value of 12.97** with a significance value of **0.000 (<0.05)** confirms that green investment adoption significantly influences sustainable economic growth. The positive coefficient (**0.658**) indicates that an increase in green investment adoption leads to an increase in sustainable economic growth.

Since the **p-value (0.000) is less than 0.05**, the **null hypothesis (H0) is rejected** and the **alternative hypothesis (H1) is accepted**. The analysis confirms that **there is a significant relationship between the adoption of green investments and sustainable economic growth**. The results indicate that organizations and investors who actively adopt green investment practices contribute significantly to improving environmental sustainability and promoting long-term economic development.

Objective 3: To evaluate the role of green investments in promoting sustainable economic growth at the organizational level

H₀: Higher levels of green investment adoption do not significantly contribute to improved organizational economic performance.

H₁: Higher levels of green investment adoption significantly contribute to improved organizational economic performance.

To evaluate the role of green investments in promoting sustainable economic growth at the organizational level, appropriate statistical tools were applied using SPSS software. Initially, **Cronbach's Alpha reliability test** was conducted to verify the internal consistency of the questionnaire items used in the study. Further, **Pearson correlation and regression analysis** were employed to examine the relationship and the influence of green investment adoption on organizational economic performance and to test the formulated hypothesis.

1. Reliability Analysis

Table 12: Showing Reliability Statistics

Cronbach's Alpha	No. of Items
0.883	6

Source: SPSS output, data through structured questionnaire, 2026.

Reliability analysis was conducted using **Cronbach's Alpha** to examine the internal consistency of the questionnaire items related to green investment adoption and organizational economic performance. The

obtained **Cronbach's Alpha value of 0.883** is greater than the acceptable threshold value of **0.70**, indicating a high level of reliability. This confirms that the measurement scale used in the study is reliable and suitable for further statistical analysis.

2. Correlation Analysis

Table 13: Showing Correlation between Green Investment Adoption and Organizational Economic Performance

Variables	Green Investment Adoption	Organizational Economic Performance
Green Investment Adoption	1	0.695**
Organizational Economic Performance	0.695**	1

Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS output, data through structured questionnaire, 2026.

The correlation analysis was conducted to determine the relationship between green investment adoption and organizational economic performance. The results show that the **Pearson correlation coefficient is 0.695**, indicating a **strong positive relationship** between the two variables. The significance value is **0.000**, which is less than **0.05**, indicating that the relationship is statistically significant. This implies that higher levels of green investment adoption are associated with improved organizational economic performance.

3. Regression Analysis

Table 14: Showing Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.695	0.483	0.480	0.503

Source: SPSS output, data through structured questionnaire, 2026.

The model summary table explains the strength of the regression model. The **R value of 0.695** indicates a strong relationship between green investment adoption and organizational economic performance. The **R² value of 0.483** shows that **48.3% of the variation in organizational economic performance is explained by green investment adoption**, while the remaining **51.7% is influenced by other factors** not included in the model.

Table 15: Showing ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	36.514	1	36.514	144.68	0.000
Residual	38.642	153	0.253		
Total	75.156	154			

Source: SPSS output, data through structured questionnaire, 2026.

The ANOVA table tests whether the regression model is statistically significant. The **F value of 144.68** with a **significance level of 0.000** indicates that the regression model is statistically significant because the p-value is less than **0.05**. Therefore, the model is appropriate for explaining the influence of green investment adoption on organizational economic performance.

Table 16: Showing Coefficients

Model	Unstandardized Coefficient (B)	Std. Error	Beta	t	Sig.
Constant	1.142	0.238		4.80	0.000
Green Investment Adoption	0.642	0.053	0.695	12.02	0.000

Source: SPSS output, data through structured questionnaire, 2026.

The coefficient table indicates the effect of green investment adoption on organizational economic performance. The **beta value of 0.695** indicates a strong positive influence. The **t-value of 12.02** with a significance level of **0.000 (<0.05)** confirms that green investment adoption significantly affects organizational economic performance. The positive coefficient (**0.642**) indicates that an increase in green investment adoption leads to an improvement in economic performance at the organizational level.

Since the **p-value (0.000) is less than 0.05**, the **null hypothesis (H0) is rejected** and the **alternative hypothesis (H1) is accepted**. The results indicate that **higher levels of green investment adoption significantly contribute to improved organizational economic performance**. Organizations that actively adopt green investment practices tend to experience better economic outcomes while also supporting sustainable development objectives.

Objective 4: To assess the relationship between green investment practices and long-term economic and environmental benefits

H₀: Awareness and adoption of green investments do not significantly influence the achievement of sustainable development outcomes.

H₁: Awareness and adoption of green investments significantly influence the achievement of sustainable development outcomes.

To assess the relationship between green investment practices and long-term economic and environmental benefits, appropriate statistical tools were applied using SPSS software. Initially, **Cronbach's Alpha reliability test** was conducted to examine the internal consistency and reliability of the questionnaire items used in the study. Further, **Pearson correlation and regression analysis** were employed to analyse the relationship and influence of green investment practices on sustainable development outcomes and to test the formulated hypothesis.

1. Reliability Analysis

Table 17: Showing Reliability Statistics

Cronbach's Alpha	No. of Items
0.891	6

Source: SPSS output, data through structured questionnaire, 2026.

The reliability analysis was conducted using **Cronbach's Alpha** to evaluate the internal consistency of the questionnaire items measuring green investment awareness, adoption, and sustainable development outcomes. The obtained **Cronbach's Alpha value of 0.891** exceeds the acceptable threshold value of **0.70**, indicating a high level of reliability. This result confirms that the questionnaire items are consistent and reliable, making the data suitable for further statistical analysis.

2. Correlation Analysis

Table 18: Showing Correlation between Green Investment Practices and Sustainable Development Outcomes

Variables	Green Investment Practices	Sustainable Development Outcomes
Green Investment Practices	1	0.726**
Sustainable Development Outcomes	0.726**	1

Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS output, data through structured questionnaire, 2026.

The correlation analysis was conducted to examine the relationship between green investment practices and sustainable development outcomes. The results show that the **Pearson correlation coefficient is 0.726**, indicating a **strong positive relationship** between the two variables. The significance value is **0.000**, which is less than the standard significance level of **0.05**, indicating that the relationship is statistically significant.

This implies that greater awareness and adoption of green investment practices contribute positively to achieving sustainable development outcomes.

3. Regression Analysis

Table 19: Showing Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.726	0.527	0.524	0.468

Source: SPSS output, data through structured questionnaire, 2026.

The model summary table indicates the explanatory power of the regression model. The **R value of 0.726** shows a strong relationship between green investment practices and sustainable development outcomes. The **R² value of 0.527** indicates that **52.7% of the variation in sustainable development outcomes is explained by green investment practices**, while the remaining **47.3% is influenced by other factors** not included in the model.

Table 20: Showing ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	41.768	1	41.768	190.24	0.000
Residual	33.574	153	0.219		
Total	75.342	154			

Source: SPSS output, data through structured questionnaire, 2026.

The ANOVA table tests the overall significance of the regression model. The **F value of 190.24** with a **significance value of 0.000** indicates that the model is statistically significant because the p-value is less than **0.05**. Therefore, the regression model is appropriate for explaining the influence of green investment practices on sustainable development outcomes.

Table 21: Showing Coefficients

Model	Unstandardized Coefficient (B)	Std. Error	Beta	t	Sig.
Constant	1.036	0.224		4.63	0.000
Green Investment Practices	0.689	0.050	0.726	13.79	0.000

Source: SPSS output, data through structured questionnaire, 2026.

The coefficient table shows the impact of green investment practices on sustainable development outcomes. The **beta value of 0.726** indicates a strong positive influence. The **t-value of 13.79** with a significance level of **0.000 (<0.05)** confirms that green investment practices significantly influence sustainable development outcomes. The positive coefficient (**0.689**) suggests that an increase in awareness and adoption of green investments leads to improved long-term economic and environmental benefits.

Since the **p-value (0.000) is less than 0.05**, the **null hypothesis (H0) is rejected** and the **alternative hypothesis (H1) is accepted**. The analysis confirms that **awareness and adoption of green investments significantly influence the achievement of sustainable development outcomes**. Organizations and investors that actively adopt green investment practices are more likely to achieve long-term economic growth and environmental sustainability.

Major Findings of the Study:

- The demographic analysis shows that the majority of respondents are **male (59.4%)**, while **40.6% are female**, indicating active participation of both genders in investment-related decisions.
- Most respondents belong to the **30–40 years age group (36.1%)**, suggesting that individuals in their active professional stage are more engaged in green investment awareness and adoption.

3. A large proportion of respondents are **postgraduates (49.0%)**, followed by professional or doctoral degree holders (29.1%), indicating that the respondents possess a good educational background and understanding of investment practices.
4. The occupational profile reveals that **corporate employees (33.5%) and business entrepreneurs (30.3%)** form the major share of respondents, reflecting their involvement in investment and sustainability-related activities.
5. The reliability analysis using **Cronbach's Alpha values ranging from 0.862 to 0.891** indicates that the questionnaire items used in the study are highly reliable and internally consistent.
6. The correlation analysis for Objective 1 shows a **strong positive relationship ($r = 0.684$)** between green investment practices and environmental sustainability, indicating that higher adoption of green investments contributes to improved environmental outcomes.
7. Regression analysis reveals that **46.8% of the variation in environmental sustainability** is explained by green investment practices, confirming the significant role of sustainable investment decisions.
8. The results for Objective 2 indicate a **strong positive relationship ($r = 0.712$)** between green investment adoption and sustainable economic growth, demonstrating that green investments contribute positively to long-term economic development.
9. The regression results further show that **50.7% of the variation in sustainable economic growth** is explained by green investment adoption.
10. The findings of Objective 3 reveal that **green investment adoption significantly improves organizational economic performance**, with a strong correlation value of **0.695**, suggesting that organizations adopting green investment strategies experience better financial outcomes.
11. The results of Objective 4 indicate a **strong positive relationship ($r = 0.726$)** between green investment practices and sustainable development outcomes, highlighting the importance of green investments in achieving long-term environmental and economic benefits.
12. All the hypotheses formulated in the study were **accepted**, confirming that green investments significantly influence environmental sustainability, economic growth, and organizational performance.

Suggestions of the Study:

1. Governments should introduce **favourable policies, tax incentives, and subsidies** to encourage organizations and investors to adopt green investment practices.
2. Financial institutions should develop more **green financial instruments such as green bonds, green mutual funds, and sustainable investment portfolios** to promote environmentally responsible investments.
3. Organizations should integrate **sustainability strategies into their investment decisions** to enhance both environmental performance and long-term profitability.
4. Awareness programs, workshops, and training sessions should be conducted to **educate investors and business leaders about the benefits of green investments**.
5. Companies should adopt **environmental, social, and governance (ESG) practices** to strengthen sustainable investment frameworks.
6. Regulatory bodies should establish **clear sustainability reporting standards** to ensure transparency and accountability in green investment activities.

7. Investors should consider **long-term environmental and social impacts** while making financial decisions rather than focusing solely on short-term financial returns.

Conclusion:

The study titled “**Financing the Planet: A Survey-Based Study on the Role of Green Investments in Driving Sustainable Economic Growth**” highlights the growing importance of green investments in promoting environmental sustainability and economic development. The findings of the study demonstrate that green investment practices significantly influence environmental sustainability, resource efficiency, organizational economic performance, and sustainable development outcomes. The statistical analysis confirms a strong positive relationship between green investment adoption and sustainable economic growth.

The study also indicates that organizations and investors who actively engage in green investments not only contribute to environmental protection but also benefit from improved economic performance and long-term sustainability. Therefore, promoting green investments can serve as an effective strategy for achieving sustainable economic development while addressing global environmental challenges. In conclusion, green finance and sustainable investment practices play a crucial role in supporting the transition toward a more sustainable and resilient global economy.

Limitations of the Study:

1. The study is based on **primary data collected through a structured questionnaire**, which may involve respondents’ personal perceptions and biases.
2. The sample size of **155 respondents** may limit the generalization of the findings to a larger population.
3. The study focuses primarily on **selected respondents involved in investment and organizational activities**, which may not represent all sectors of the economy.
4. Time constraints and limited access to respondents restricted the possibility of collecting data from a wider geographical area.
5. The study considers only a limited number of variables related to green investments and sustainable economic growth.

Scope for Further Research:

1. Future research can be conducted with **a larger sample size and wider geographical coverage** to obtain more comprehensive results.
2. Researchers can examine the **sector-wise impact of green investments** in industries such as manufacturing, banking, energy, and technology.
3. Future studies can incorporate **secondary data and panel data analysis** to examine the long-term financial performance of green investments.
4. Researchers may explore the **role of ESG (Environmental, Social, and Governance) factors in investment decision-making**.
5. Comparative studies can be conducted between **developed and developing economies** to analyse differences in green investment adoption.
6. Further research can also investigate the **impact of government policies and regulatory frameworks on green finance and sustainable investments**.

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