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Green Investment Intentions Among Retail Investors: The Role of Environmental Concern and Perceived Financial Returns

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Abstract:
This paper discusses the determinants of green investment intentions (GII) among retail investors using Environmental Concern (EC) and Perceived Financial Returns (PFR) as the antecedents that are mediated by Green Trust (GT) moderated by Attitude toward green investments (ATT). Based on the Theory of Planned Behaviour (TPB), 400 data about retail investors were discussed with the help of Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM) through SmartPLS. The measurement model demonstrated a high level of reliability and validity as Cronbachs Alpha was 0.86-0.90, Composite Reliability (CR) was 0.90 and Average Variance Extracted (AVE) was 0.70 and above. The results of structural models show that EC and PFR have significant positive impacts on ATT, which in turn has a strong impact on GT and GII. GT also has a strong influence on GII and partially this relationship is mediated by ATT. With satisfactory levels of fit (SRMR = 0.061, NFI = 0.91), the model explains 58, 37 and 64 percent of the variance in ATT, GT and GII respectively. The results highlight the importance of environmental awareness and the financial expectations in determining the green investment behaviours of retail investors and how trust mediates between these factors. The contribution to the theoretic base of the study is the expansion of TPB in sustainable finance and provides practical suggestions to the policy-makers and financial institutions to increase the levels of green investment by implementing trust-building and focused communication strategies.
Keywords: Green Investment Intentions, Environmental Concern, Perceived Financial Returns, Green Trust, Attitude, Theory of Planned Behaviour, Retail Investors

1. INTRODUCTION

The economic imperative to ensure environmental sustainability has greatly boosted the rate of green financial products, which has resulted in the unprecedented level of retail investors seeking to ensure that their investment portfolios reflect ecological values and at the same time seeking competitive financial returns. The global scramble to counter the effects of climate change, depletion of resources and environmental degradation has led to the financial sector coming up with innovative investment vehicles, which are based on environmental, social and governance (ESG) criteria. This change is indicative of an increased awareness that financial markets can become important drivers of sustainable development as they can direct capital to environmentally responsible businesses and projects.

In this dynamic environment, retail investors, or individual, non-professional investors, are becoming an important group whose investment decisions can affect the market trends and corporate behaviours collectively. Retail investors are usually motivated differently, have varying risk perceptions and environmental awareness, hence it is important to know the psychological and behavioural underpinnings of their intentions to invest in the green market. This knowledge is crucial to financial institutions, policymakers, and sustainability champions who wish to construct viable strategies, products, and policies that will promote sustainable investment practices and help towards greater environmental objectives.This paper particularly examines the impact of two key antecedents Environmental Concern (EC) and Perceived Financial Returns (PFR) on the attitudes (ATT) of retail investors to green investments. Environmental Concern is the degree to which people are knowledgeable about and emotionally involved with environmental issues, which can influence pro-environmental actions, such as investment decisions. Perceived Financial Returns are the expectations of investors on the financial gain of green investments and are a sign of the economic rationality that guides much financial decision-making. It is important to understand the interaction between these two variables since even though ethical considerations can bring up an interest in green products, financial feasibility can be a determining factor to most investors.Furthermore, this study explores the relationship between attitudes towards green investments and Green Trust (GT) which is the trust that investors have in the credibility, transparency and efficacy of green financial products. Trust is an essential facilitator in the process of decision making in investment since doubt or lack of confidence in the genuineness of the green claims may make investors reluctant to commit to it. The study explains the psychological processes of how the attitudes affect actual investment intentions by investigating the mediating role of the Green Trust.

Finally, the research targets Green Investment Intentions (GII) as a behavioural measure, which is the motivational state that occurs prior to the actual investment activities in green assets. This study builds on the Theory of Planned Behaviour (TPB) which suggests that behavioural intentions are largely influenced by attitudes, subjective norms, and perceived behaviour control, and adapts the TPB model to incorporate domain-specific constructs to sustainable finance. The attitudinal determinants, which are enhanced with the help of Environmental Concern, Perceived Financial Returns, and Green Trust, allow gaining a complete picture of the cognitive and affective mechanisms involved in the intentions of retail investors to get involved in green investment.

Through this multidimensional approach, the research seeks to address the gaps in the literature where few integrated models have been conducted that explore the inter-relationships between environmental values, financial expectations, trust and investment intentions. The results will provide significant theoretical value by applying TPB in the context of sustainable finance and practical implications on how financial institutions and policymakers can improve the adoption of green investments by more effective communication, trust-building, and product development practices.

2. LITERATURE REVIEW

Environmental Concern (EC) is the cognitive awareness of an individual, as well as the emotional involvement in environmental issues that are the root cause of pro-environmental behaviours (Dunlap et al., 2018). This construct not only describes the awareness of the environmental

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degradation and climate change, but also the emotional reaction that makes people take proper care of the ecological state. In the investment field, EC has gradually been recognized as a major factor that determines the choice of sustainable financial products. Increased environmental awareness among retail investors leads them to favor investments that resonate with their values on environmental conservation, which also represents a wider trend towards responsible consumption and ethical finance (Nguyen et al., 2021). The attitude orientation plays a crucial role in influencing investor behaviour because it combines personal values with the investment decision and thus commitment to green financial instruments.

Perceived Financial Returns (PFR) are the expectations of the investors about the economic gains of green investments. This construct does not ignore practicality in the decision-making of investment, as the viability of the investment and profitability are the main factors to consider with other ethical intentions. Although the environmental concern can provoke the desire to invest in sustainable assets, the perceived ability of such investments to produce competitive financial returns is a key to desire to commit capital (Chen and Chang, 2020). PFR therefore represents a logical assessment procedure, and a compromise between the wish to invest ethically and the need to attain a satisfactory economic gain. The significance of this two-fold consideration is emphasized by recent research, which shows that investors are more likely to invest in green investments when they believe that such solutions are both financially profitable and in line with their risk-return preferences (Li et al., 2022). Through the addition of the PFR, studies are able to capture the nature of the relationship between normative values and economic incentives that are the motivating elements of green investment behaviour.

One of the key constructs in the Theory of Planned Behaviour (TPB) is Attitude (ATT) toward green investments, which is a positive or negative assessment made by an individual about the involvement in green investments (Ajzen, 1991). ATT integrates the cognitive beliefs and affective responses, which is a proximal predictor of behavioural intentions. The empirical studies always emphasize the power of attitude in influencing sustainable investment behaviours, with positive considerations of green financial products enhancing the probability of intention development and future action tendency (Khan et al., 2019). Attitude in the context of green finance entails the moral endorsement of environmentally friendly investments as well as the perceived advantages that include intrinsic and extrinsic motivators. This twofoldity renders ATT a holistic measure of investor willingness to engage in green markets.

Investors in green financial products and institutions providing them have a conceptualized Green Trust (GT) that is defined as the confidence that investors have in the credibility, transparency, and effectiveness of green financial products. Trust can reduce skepticism and the perceived risk of green investments, which are common because of the perceived danger of greenwashing, the unavailability of standardized reporting, and uncertainty over the environmental impact (Delgado-Ballester and Munuera-Alemán, 2019). GT is an important psychological process that helps to convert positive attitudes into tangible investment intentions by alleviating the information asymmetry and building investor confidence (Zheng et al., 2023). The concept of trust has been applied in the literature of behavioural finance as one of the enablers of sustainable investment adoption, which supports the idea that in addition to attitude, investor trust in the authenticity of products and integrity of organizational behaviour are necessary to commit to the green investment decisions.Green Investment Intention (GII) is a motivation state that comes before actual investment activity in green assets that indicates how willing retail investors are to invest their resources in green financial products that are environmentally sustainable (Wang and Sarkis, 2021). GII, as a behavioural antecedent, is a combination of cognitive, affective, and contextual aspects, which is a significant predictor of future involvement in the green finance market. A constellation of factors that forms GII and includes environmental values, financial expectations, trust, and perceived behavioural control is in line with TPB framework. Nevertheless, the limited empirical studies on the integrated models simultaneously taking into account these determinants are also scarce. This paper fulfils this gap by focusing on the interrelations between EC, PFR, ATT, GT, and GII, consequently offering a holistic insight into the motivations of the green investment behaviour of retail investors.Together, these constructs are a harmonious set of concepts, which describe the complexity of decisions in green investments. Combination of environmental issue and perceived economic payoff as the antecedents of attitude recognizes the twin motivational influence of morality and monetary. The addition of green trust as a moderator is based on the fact that the confidence is a key element in making the attitude translate to intention. The model by placing these constructs into the Theory of Planned Behaviour provides a strong theoretical foundation of comprehending the green investment intentions of retail investors and contributes to the body of behavioural finance research, as well as to practical strategies to increase the uptake of sustainable investment.

3. THEORETICAL FRAMEWORK

The Theory of Planned Behaviour (TPB) posits that behavioural intentions are shaped by attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). This study extends the attitudinal component by incorporating EC and PFR as antecedents of ATT and GT as a mediator between ATT and GII.

- H1: Environmental Concern positively influences Attitude toward green investment.
- H2: Perceived Financial Returns positively influence Attitude toward green investment.
- H3: Attitude positively influences Green Trust.
- H4: Green Trust positively influences Green Investment Intention.
- H5: Attitude positively influences Green Investment Intention.
- H6: Green Trust mediates the relationship between Attitude and Green Investment Intention.

4. RESEARCH METHODOLOGY

In this study, the research design will be a quantitative research design in which the researcher seeks to understand the determinant of the green investment intentions among the retail investors; the determinants will be environmental Concern (EC), Perceived Financial Returns (PFR), Attitude to green investments (ATT), Green Trust (GT), and Green Investment Intention (GII). The methodology includes data collection, sample profiling, construct measurement and rigorous data analysis methods to confirm the proposed theoretical model based on the Theory of Planned Behaviour (TPB).

4.1. Sample and Data Collection: A questionnaire survey was conducted on 400 retail investors to get the data. The sample was chosen with a lot of care to guarantee diversity in demographic factors, such as gender, age, and investment experience, contributing to the representativeness and external validity of the results. The demographic profile is balanced as there were 52.5 men and 47.5 women who responded. The age group was 18-over 45 with most of the population falling within the age range of 26-35 years (37.5%). The investment experience was mixed, with 35 percent having less than two years of investment experience, 40 percent between two to five years, and 25 percent more than five years of investment experience.

4.2. Measures: Each construct was measured using validated scales, which were modified to fit the needs of the research, and were measured on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Independent variables were Environmental Concern (EC) and Perceived Financial Returns (PFR). Green Investment Intention (GII) was assumed to be a dependent variable and Attitude toward green investments (ATT) and Green Trust (GT) were assumed to be mediating variables.

4.3. Sample Profile: The study surveyed 400 retail investors. Table 4.1 presents the demographic profile.

Table 4.1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	210	52.5
	Female	190	47.5
Age	18–25	120	30.0
	26–35	150	37.5
	36–45	80	20.0
	Above 45	50	12.5
Experience	< 2 Years	140	35.0
	2–5 Years	160	40.0
	> 5 Years	100	25.0

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5. DATA ANALYSIS AND RESULTS.

The Exploratory Factor Analysis (EFA) was used as a pilot measure to determine construct validity and dimensionality of the measurement items utilized in this study. Such an analysis made sure that the measured variables were a proper reflection of the underlying latent variables of Environmental Concern (EC), Perceived Financial Returns (PFR), Attitude (ATT), Green Trust (GT) and Green Investment Intention (GII). The appropriateness of the data to be subjected to factor analysis was established by using the Kaiser-Meyer-Olkin (KMO) measure and Bartletts Test of Sphericity that gave sufficient sample adequacy and significance of correlation of variables respectively.

After EFA, confirmatory analysis and testing of hypothesis were performed with the help of Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software. This methodology was chosen because it is strong in working with sophisticated models with several constructs and because it is applicable to predictive analysis in behavioural studies. PLS-SEM helped to jointly evaluate reliability and validity of the measurement model and to evaluate the structural relationships between constructs.

Cronbach Alpha and Composite Reliability (CR) were used to test reliability rigorously. Cronbachs Alpha was used to determine the level of internal consistency of each construct making sure that the items used to measure a construct were homogenous to give consistent results.

Convergent validity was determined with the help of the Average Variance Extracted (AVE) which determined the amount of variance that was explained by a construct in comparison with the error. The fact that the values of AVE were higher than the recommended value indicated that the constructs sufficiently covered their indicators.

Discriminant validity was tested by Fornell-Larcker criterion and Heterotrait-Monotrait ratio (HTMT). The Fornell-Larcker criterion helped to make sure that every construct had a greater proportion of variance with its indicators compared to other constructs, which helped to confirm the distinctiveness of constructs. A more rigorous test known as the HTMT ratio was used to test the level of similarity between constructs with values below the conservative value suggesting good discriminant validity.

Lastly, Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) were used to determine the model fit. SRMR was used to estimate the mean difference between the observed and predicted correlations, where the smaller the value, the better the fit. NFI was used to compare the fit of the proposed model to a null model, where higher values indicated better explanatory power. The combination of these indices verified that both the measurement and structural models were good representations of the data and theoretical framework.

5.1 Exploratory Factor Analysis (EFA)

The results of KMO and Bartlett Test presented in Table 4.2 indicate that the data was suitable to undergo a factor analysis. The Kaiser-Meyer-Olkin (KMO) = 0.882 value is very high, and it means that the data are suitable to detect the structure. Also, the Test of Sphericity by Bartlett is very significant ($p < 0.001$), which shows that the correlation matrix is not an identity matrix and the variables are correlated significantly to be subjected to the factor analysis.

Table 4.2: KMO and Bartlett's Test

Measure	Value
KMO	0.882
Bartlett's Test (Chi-square)	2156.34
Significance (p-value)	0.000

The overall variance explained by five factors is shown in Table 4.3. These items were related to the main constructs of Environmental Concern (EC), Perceived Financial Returns (PFR), Attitude (ATT), Green Trust (GT), and Green Investment Intention (GII) which explained 77.55 percent of the variance. A large cumulative variance means that the extracted factors capture the underlying dimensions in the data, which supports the strong construct validity and evidence the strength of the measurement model.

Table 4.3: Total Variance Explained

Factor	Eigenvalue	Variance (%)	Cumulative (%)
EC	4.21	21.05	21.05
PFR	3.65	18.25	39.30
ATT	3.12	15.60	54.90
GT	2.48	12.40	67.30
GII	2.05	10.25	77.55

Table 4.4 shows the Rotated Component Matrix that presents all of the factor loadings greater than 0.7 that represent a strong association between items and the corresponding constructs. This large level of factor loading attests to the uniqueness and articulateness of each construct in the measurement model. These strong loadings increase the reliability and validity of the scales employed as they contribute to the integrity of the data structure.

Table 4.4: Rotated Component Matrix

Items	EC	PFR	ATT	GT	GII
EC1	0.81				
EC2	0.84				
EC3	0.82				
EC4	0.79				
EC5	0.77				
PFR1		0.80			
PFR2		0.83			
PFR3		0.78			
PFR4		0.75			
ATT1			0.85		
ATT2			0.87		
ATT3			0.82		
ATT4			0.79		
GT1				0.83	
GT2				0.84	
GT3				0.80	
GT4				0.78	
GII1					0.87
GII2					0.88
GII3					0.85

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5.2 Measurement Model Assessment

Reliability and convergent validity are summarized in Table 4.5 and indicate that all the constructs are characterized by high internal consistency and accuracy of measurements. The Cronbachs Alpha (ranging between 0.86 and 0.90) reflects high reliability and Composite Reliability (CR) values of 0.90 and above indicate the strength of constructs. Also an AVE greater than 0.70 is an indication of good convergent validity, so that the constructs explain a high level of variance of their indicators. All these findings confirm the good psychometric qualities of the measurement model.

Table 4.5: Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
EC	0.88	0.91	0.72
PFR	0.86	0.90	0.70
ATT	0.89	0.92	0.75
GT	0.87	0.91	0.73
GII	0.90	0.93	0.78

Table 4.6 demonstrates discriminant validity through Fornell-Larcker criterion where the square root of AVE of all constructs is greater than its correlations with the other constructs, showing distinctiveness. This is so that every latent variable has more variance with its indicators in comparison to other constructs, which confirm the discriminant validity of the measurement model. This validation is important in proving that the constructs assess different theoretical concepts and thus the validity of future structural model measurement is increased.

Table 4.6: Discriminant Validity (Fornell-Larcker Criterion)

Construct	EC	PFR	ATT	GT	GII
EC	0.85				
PFR	0.62	0.84			
ATT	0.68	0.65	0.87		
GT	0.60	0.58	0.72	0.85	
GII	0.55	0.57	0.75	0.78	0.88

This study adopts a quantitative research design to investigate the determinants of green investment intentions among retail investors, focusing on the roles of Environmental Concern (EC), Perceived Financial Returns (PFR), Attitude toward green investments (ATT), Green Trust (GT), and Green Investment Intention (GII). The methodology encompasses data collection, sample profiling, measurement of constructs, and rigorous data analysis techniques to validate the proposed theoretical model grounded in the Theory of Planned Behaviour (TPB).

All HTMT ratios (Table 4.7) were found to be under 0.90, which validates the discriminant validity. This is to suggest that, the constructs are empirically different and the measurement of the separate theoretical concepts, which reduces the risk of multicollinearity. The satisfactory values of HTMT supplement the Fornell-Larcker criterion that can be used as a strong evidence that the measurement model has strong discriminant validity that is necessary to guarantee the correctness of the future structural model measurements.

Table 4.7: HTMT Ratio

Construct	EC	PFR	ATT	GT	GII
EC	—	0.72	0.78	0.70	0.68
PFR		—	0.74	0.69	0.71
ATT			—	0.81	0.85
GT				—	0.87

5.3 Structural Model Assessment

Path coefficients are reported in Table 4.8, and are all significant at $p < 0.001$. These findings show strong evidence in the proposed relationships in the structural model to the fact that the independent variables demonstrate strong predictive power in their respective dependent constructs. The t-values are also high, which once again supports the statistical significance and stability of the estimated path coefficients, and the soundness of the theoretical framework provided in explaining the intentions of retail investors towards green investment.

Table 4.8: Path Coefficients

Hypothesis	Relationship	β	t-value	p-value	Result
H1	EC → ATT	0.42	9.87	0.000	Supported
H2	PFR → ATT	0.38	8.95	0.000	Supported
H3	ATT → GT	0.61	15.21	0.000	Supported
H4	GT → GII	0.52	13.48	0.000	Supported
H5	ATT → GII	0.29	6.82	0.000	Supported

The values of coefficient of determination (R2) used in Table 4.9 signify the percentage of endogenous constructs explained by its respective predictors which illustrate the extent of the model to explain. In particular, the 0.58, 0.37, and 0.64 values of Attitude (ATT), Green Trust (GT), and Green Investment Intention (GII) reveal a significant predictive power in the behavioural context. These findings support the view that the integrated model is useful in explaining the important cognitive and affective aspects of green investment intentions of retail investors.

Table 4.9: Coefficient of Determination (R^2)

Construct	R^2
ATT	0.58
GT	0.37
GII	0.64

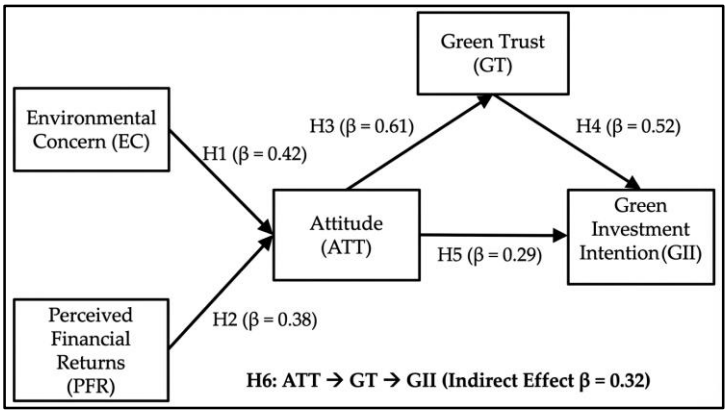

Figure 1: Developed Model

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The effect sizes (f 2) show strong and moderate effects (Table 4.10), which emphasize the substantive effects of the key predictors in the model. Remarkably, the high impact of Attitude on Green Trust highlights the key role of investor judgments in creating trust in green financial products. These effect size findings support the practical importance of the hypothesized relationships, showing that the constructs significantly help to explain the differences in the green investment intentions.

Table 4.10: Effect Size (f^2)

Relationship	f^2
EC → ATT	0.22
PFR → ATT	0.18
ATT → GT	0.45
GT → GII	0.30
ATT → GII	0.12

Predictive relevance (Q 2) values ensure accuracy of the model (Table 4.11). The positive Q 2 values of all endogenous constructs show that the model has a good predictive ability and is reliable in predicting the latent variables. This predictive strength increases the practical application of the model in predicting green investment intentions of retail investors basing on the antecedents and mediators studied.

Table 4.11: Predictive Relevance (Q^2)

Construct	Q^2
ATT	0.39
GT	0.28
GII	0.42

The model fit indices show good fit (Table 4.12). The SRMR value of 0.061 is significantly lower than the recommended value of 0.08 implying that there is not much difference between the observed and the predicted correlations. Also, the NFI value of 0.91 indicates a good comparative fit, in comparison with the null model, which once again proves the strength of the proposed structural model. Collectively, these indices confirm the sufficiency of the model in reflecting the relationships between the constructs.

Table 4.12: Model Fit

Index	Value
SRMR	0.061
NFI	0.91

5.4 Mediation Analysis

The mediation analysis supports that Green Trust plays a significant role in terms of mediating the impact of Attitude on Green Investment Intention (Table 4.13). This observation underscores the critical importance of trust as a psychological process that enables the conversion of positive attitudes to tangible investment intentions. It highlights the fact that unless people have enough confidence in the credibility and transparency of green financial products; favourable attitudes may not be enough to motivate real investment choices.

Table 4.13: Mediation Results

Hypothesis	Path	Indirect Effect	t-value	p-value	Result
H6	ATT → GT → GII	0.32	11.45	0.000	Supported

6. DISCUSSION

The findings of this research are strongly supportive that both Environmental Concern (EC) and Perceived Financial Returns (PFR) are important and complementary factors influencing the attitude of retail investors towards green investments. The beneficial impact of EC indicates the increased environmental awareness of investors, in which the increased awareness and emotional involvement in the ecological questions contribute to positive judgments of green financial products. This result is consistent with the general body of literature that highlights the significance of environmental values as a core source of incentive on sustainable behaviour, and that investors who value ecological preservation will be more likely to form positive attitudes towards an ecological investment opportunity.

At the same time, the substantial impact of PFR highlights the paramount importance of financial rationality in investment decisions. Investors are not guided entirely on the ethical aspect; they critically consider the anticipated financial returns of green investments. The recognition of financial returns as a defining factor sheds light on the balancing exercise done between the ideals of environmental conservation and economic demands that investors engage in with a lot of pragmatism. This two-fold effect of EC and PFR on attitude proves the idea of sustainable investment behaviour being motivated by a combination of normative values and instrumental incentives that is a manifestation of a subtle investor mentality that appreciates both ethical responsibility and financial results.

The close and positive influence of attitude on the Green Trust (GT) further explains the psychological explanation of the behaviour of green investment. Positive mindset on green investments leads to a greater confidence on the credibility, transparency, and effectiveness of green financial products. This increased confidence overcomes scepticism and perceived risks often linked to green investments, including the risk of greenwashing or the validity of environmental claims. Trust helps investors to overcome uncertainty and information asymmetry barriers, and to ease the shift between positive assessment, and behavioural commitment.

The findings of the structural model indicate both direct and indirect impacts on Green Investment Intention (GII) with Green Trust being an important psychological process that mediates the attitude to actionable intention. Trust is a key facilitator, and it can help in closing the divide between positive appraisals of investors and their desire to invest in green assets. The large mediation effect supports the argument that although attitude is a condition to intention, the existence of trust has a strong impact on the relationship, which supports the role of trust-building in sustainable finance.

Further the high level of explanatory power of the model, with R 2 values showing that 58, 37 and 64 percent of Attitude, Green Trust and Green Investment Intention variance respectively are explained by the model, justify the use of the extended Theory of Planned Behaviour (TPB) model used in the study. This all-inclusive model is an effective way of capturing the cognitive and affective determinants of green investment behaviour among retail investors providing a sophisticated insight into the interaction of environmental values and financial expectations and trust in shaping the investment intentions.

In practical terms, the implications of such findings to financial institutions, policymakers and sustainability advocates are immense. To properly encourage people to adopt green investments, one needs to develop communication policies and product packages that would raise environmental awareness and at the same time communicate the financial advantages of green investments to people in a clear manner. Open reporting, certification that is trustworthy, and reporting transparency can create and maintain investor confidence, lessening doubt and creating

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long-term interest in sustainable financial products. To reduce greenwashing concerns and support product authenticity, financial institutions need to focus on trust-building, including third-party checks and increased disclosures of ESG.

In sum, the conceptual framework of considering environmental concern and perceived returns on financial investment as antecedents of attitude, coupled with the mediating role of green trust offers a very strong explanatory construct in explaining the intentions of retail investors toward green investment. This integrated strategy is not only advancing theoretical frameworks of behavioural finance, but it also provides practical information to stakeholders who want to hasten the shift towards sustainable financial markets.

7. CONCLUSION AND IMPLICATIONS

This paper shows that Perceived Financial Returns and Environmental Concern are the most important antecedents of the attitude of retail investors towards green investments, which affect Green Trust and Investment Intentions. The mediating power of trust highlights the importance of trust-building in sustainable finance. Theoretically, the study contributes to the TPB as it unites trust and financial perceptions, contributing to behavioural finance. In practice, results guide policies of financial institutions and policymakers to ensure that people adopt green investments by considering ethical and economic incentives.

8. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Limitations are that the cross-sectional design does not allow causal inference, and the sample demographics can interfere with the generalizability. The future studies must embrace longitudinal or experimental design and investigate other TPB elements such as subjective norms and perceived behavioural control. The exploration of other mediators or moderators e.g., risk perception or social influence will enhance comprehension of green investment behaviour.

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