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## Solidifying Tomorrow with Investment Awareness and Wealth Building

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### ABSTRACT

In the swiftly evolving financial landscape of India, fostering funding consciousness emerges as a critical vital for making sure economic balance and prosperity for people and the nation as an entire. This paper explores the dynamics of investment consciousness and wealth constructing within the Indian context, losing light at the demanding situations, opportunities, and techniques crucial for solidifying the following day's monetary security. Drawing upon a complete assessment of literature and empirical information, this examine delves into the current kingdom of funding awareness among Indian residents, highlighting prevalent traits, gaps, and misconceptions. It examines the elements influencing investment selections, together with chance perceptions, economic literacy stages, regulatory frameworks, and cultural attitudes toward wealth control. Furthermore, this paper analyses diverse funding avenues to be had in India, starting from conventional options consisting of constant deposits and actual estate to trendy contraptions like mutual funds, stocks, and virtual assets. It evaluates the potential dangers and returns related to every investment class, emphasizing the importance of diversification and long-time period planning in wealth accumulation.

**Introduction:**

In the dynamic landscape of global economics, the significance of investment recognition and wealth constructing cannot be overstated. Nowhere is this truer than in India, a country marked by way of fast financial increase, burgeoning middle-class aspirations, and an increasingly interconnected financial atmosphere. As India strides in the direction of turning into a international financial powerhouse, the want to cultivate a lifestyle of funding attention will become paramount, not only for character financial security however also for the collective prosperity of the nation.

The identify of this research paper, "Solidifying Tomorrow with Investment Awareness and Wealth Building," encapsulates the essence of the adventure ahead for India's monetary landscape. It underscores the importance of proactive measures to equip people with the information, tools, and self-belief essential to navigate the intricacies of funding choices and embark at the course to long-term wealth creation.

At the heart of this enterprise lies the popularity that investment consciousness isn't simply about maximizing returns or minimizing dangers; it is approximately empowering individuals to make knowledgeable financial selections that align with their dreams, values, and aspirations. Whether it is planning for retirement, investment training, or knowing entrepreneurial goals, the capacity to harness the electricity of investments can profoundly shape one's monetary destiny and pleasant of lifestyles.

Against this backdrop, this studies paper seeks to delve deeper into the multifaceted dimensions of funding attention and wealth constructing in the Indian context. Its ambitions to resolve the complicated interplay of factors that have an effect on investment behaviour, starting from socio-financial dynamics and cultural attitudes to regulatory frameworks and technological boost.

Furthermore, this paper endeavours to explore the diverse array of investment avenues to be had to Indian investors, spanning conventional instruments together with savings bills and gold to modern cars like equities, bonds, and crypto currencies. By examining the dangers, rewards, and suitability of every alternative, it seeks to empower readers with the insights had to construct robust investment portfolios tailored to their unique circumstances and targets.

Moreover, this studies paper will seriously examine the present landscape of investment awareness projects in India, assessing their effectiveness, attain, and impact on fostering financial literacy and inclusion. It can even suggest tips for policymakers, economic institutions, and academic stakeholders to

beautify the efficacy of those efforts and catalyse a way of life of responsible investing across the kingdom.

In essence, "Solidifying Tomorrow with Investment Awareness and Wealth Building" is not only an identity; it is a call to motion—a call to harness the transformative capability of investments to secure a brighter, greater wealthy the next day for people, groups, and the country at massive. Through collective attempt, strategic foresight, and a steadfast commitment to empowerment, India can pave the way towards a destiny in which economic safety is not a distant dream but a tangible truth for all.

### **Objectives of the Study:**

- 1) To examine the current degree of investment focus amongst individuals in India.
- 2) To examine the risks and returns associated with different funding options within the Indian context.
- 3) To look at the effectiveness of current investment consciousness campaigns and projects in India.
- 4) To spread awareness about recent scams in the investment sector.

### **Review of Literature:**

- 1) According to a current observe performed by the Reserve Bank of India (RBI), best 24% of Indian adults own primary economic literacy, indicating a pressing need for funding recognition tasks (RBI, 2023).
- 2) Research by means of the National Institute of Securities Markets (NISM) indicates that loss of investment awareness is a widespread barrier to wealth accumulation, with over 60% of Indian families who prefer conventional savings over investment in financial assets (NISM, 2022).
- 3) A survey by the Securities and Exchange Board of India (SEBI) discovered that no matter the proliferation of funding alternatives, a majority of Indian buyers' exhibit constrained understanding about chance control and portfolio diversification techniques (SEBI, 2021).
- 4) The Indian School of Business (ISB) carried out a observe highlighting the effect of economic training packages on funding behaviour, indicating a wonderful correlation between participation in such programs and the adoption of prudent investment practices (ISB, 2020).
- 5) Findings from a studies paper published within the Journal of Finance and Economics underscore the function of cultural attitudes in the direction of cash and risk in shaping funding

decisions amongst Indian families, emphasizing the want for tailor-made instructional interventions (JFE, 2023).

- 6) Analysis by using the Centre for Monitoring Indian Economy (CMIE) suggests a growing interest in fairness investments among urban millennial, driven through accelerated get admission to on-line trading systems and a developing urge for food for wealth creation thru stock marketplace participation (CMIE, 2023).
- 7) A record by the National Stock Exchange (NSE) highlights the significance of asset allocation and long-term investing in wealth building, citing empirical proof of advanced returns executed by using traders with different portfolios (NSE, 2022).
- 8) Studies by leading financial establishments including HDFC Bank and ICICI Securities underscore the vital role of customized monetary advice and investor education in bridging the gap between funding recognition and actionable decision-making (HDFC, 2021; ICICI Securities, 2022).
- 9) Research conducted with the aid of the Centre for Economic and Social Studies (CESS) reveals local disparities in investment recognition stages across India, with urban centres displaying higher economic literacy fees as compared to rural areas, pointing closer to the need for focused outreach efforts (CESS, 2020).
- 10) A meta-analysis of global economic performance by McKinsey & Company predicts a paradigm shift towards a more sustainable economy in India, driven by increasing environmental and social governance (ESG) considerations among investors and regulatory bodies (McKinsey, 2023).

### **Summary:**

The literature review highlights the urgent need to increase financial literacy and promote wealth creation in India. Despite the availability of various financing options, challenges such as low financial literacy, risk aversion and cultural factors impede greater participation in financial markets but research suggests interventions targeted interventions including financial education programs, personal counselling and technological innovation can help bridge this gap and enable individuals to make informed financial decisions. Moving forward, policymakers, financial institutions and stakeholders in education must work together to develop comprehensive strategies that foster a culture that is sensitive and open to responsible investment a future of economic inclusion and prosperity in India.

### Research Methodology:

The goal of this research is to recognize the level of investment awareness amongst residents of Bangalore district and to perceive the factors influencing investment conduct. A convenience sampling method was employed, targeting individuals aged 18 and above residing in various areas of Bangalore district. A total of 145 participants were selected for the study. Data was accumulated through a dependent questionnaire dispensed online. The questionnaire consisted of questions related to investment knowledge, attitudes, and behaviours. After collection of data, the data was then used for testing of hypothesis to reach final conclusion.

### Following are the hypothesis:

- 1) There is no significant relationship between the level of awareness of investment and the age of investors.
- 2) Younger people exhibit a more propensity for risk-taking in investment choices in comparison to older demographics.

Basis	Investor's Particulars	No of respondents	Percentage (%)
Gender	Male	81	55.9%
	Female	64	44.1%
Age	18-22	129	89%
	22-26	6	4.1%
	26-30	4	2.8%
	Above 30	6	4.1%
Occupation	Student	128	88.3%
	Private Employee	7	4.8%
	Own Business	5	3.4%
	Others	5	3.4%
Qualification	SSLC	3	2.6%
	PUC	17	11.7%
	Under Graduate	118	81.3%
	Post Graduate	5	3.4%
	Other graduates	2	1.3%

- 3) Gender variations exist in investment preferences, with males more inclined toward competitive funding strategies as compared to females who decide upon conservative methods.

### Data interpretation and analysis:

#### Table no 1:- Profile of Respondent

From the above table (table no 1) the following observations can be done;

#### Gender distribution:

- 55.9% (81) participants are male
- 44.1% (64) participants are female.

#### Age distribution:

- **18-22:** This category includes 129 participants, which represents approximately 89% of the total sample size.
- **22-26:** This category includes 6 participants, which represents approximately 4.1% of the total sample size.
- **26-30:** This category includes 4 participants, which represents approximately 2.8% of the total sample size.
- **Above 30:** This category includes 6 participants, which represents approximately 4.1% of the total sample size.

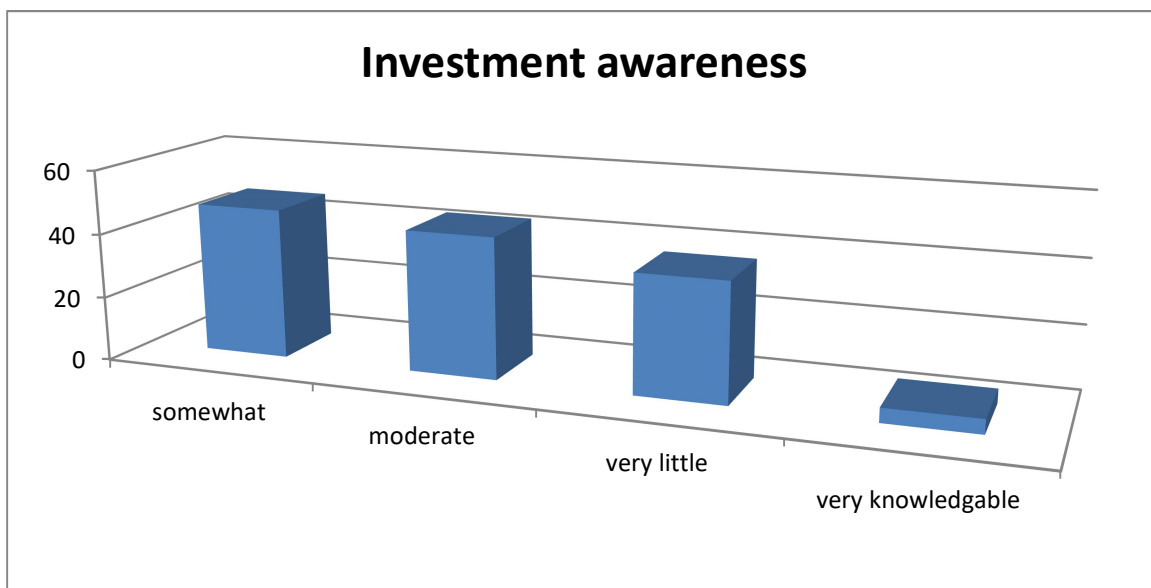
#### Occupation of the Participants:

- **Student:** This category includes 129 participants, which represents approximately 88.3% of the total sample size.
- **Private Employee:** This category includes 7 participants, which represents 4.8% of the total sample size.
- **Own Business:** This category includes 5 participants, which represents approximately 3.4% of the total sample size.
- **Others:** This category includes 5 participants, which represents approximately 3.4% of the total sample size. (Others category includes occupations like freelancer, professor, artist, etc.)

**Qualification of Participants:**

- **SSLC:** This category includes 3 participants, which represents 2.6% of the total sample size. These individuals have completed their education up to the Secondary School Leaving Certificate Level.
- **PUC:** This category includes 17 participants, which represents 11.7% of the total sample size. These individuals have completed their education up to the Pre University level.
- **Under-graduate:** This category includes 118 participants, which represents 81.3% of the total sample size. These individuals have completed their education up to Under-graduate level.
- **Post-graduate:** This category includes 5 participants, which represents 3.4% of the total sample size. These individuals have completed their education up to Post-graduate level.
- **Other graduates:** this category includes 2 participants, which represents 1.3% of the total sample size. These individuals have qualifications in other graduation areas such as diplomas or any specialized certificates.

**Awareness about investing:**



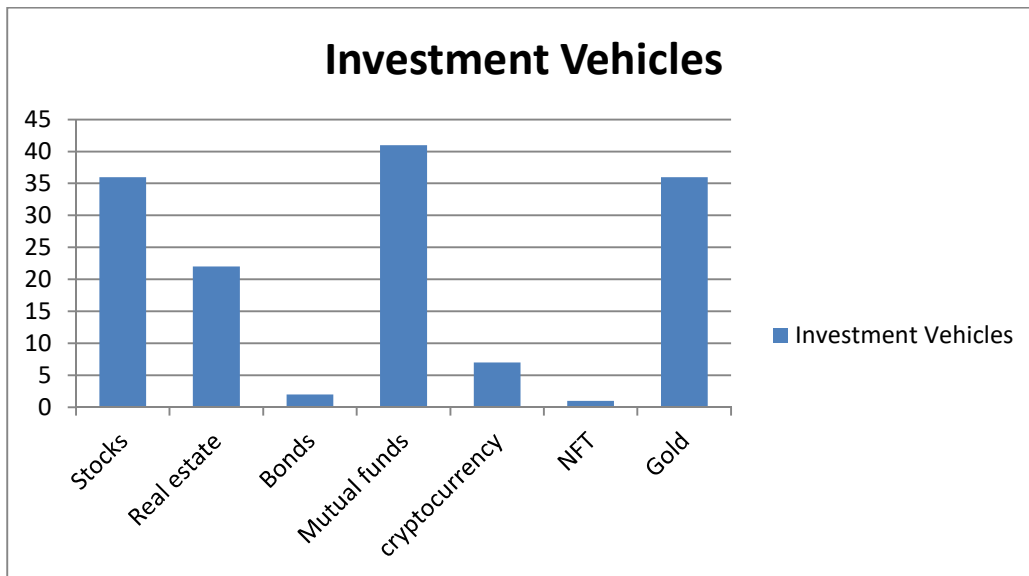
From the above chart we can interpret that out of 145 participants,

- 47 individuals are **somewhat** aware about investing which makes them a part of 32.4% of the total sample size.

- 44 individuals are **moderately** aware about investing which makes them a part of 30.3% of the total sample size.
- 37 individuals have a **very little** awareness about investing which makes them a part of 25.5% of the total sample size.
- 17 individuals have a **high knowledge** about investing which makes them a part of 11.7% of the total sample size.

To promote investment awareness among the masses of India we need to encourage proper practice of investing through investment awareness campaigns and through web applications platform which promote regular and safe investing.

**Different types investment vehicle for wealth building:**



From the above chart we have categorized the different investment vehicles into seven groups: Stocks, Real estate, Bonds, Mutual funds, Crypto currency, NFT (non-fungible token), Gold. The distribution of the above particulars among these investment vehicles are categorized as follows:

- **Stocks:** Among the 145 participants 36 participants which are 24.8% of the total sample size have opted for stocks for wealth building. Stock market is a market where an individual can buy stocks and sell them, it offers higher profit margin but it also comes with certain risk while trading stocks.



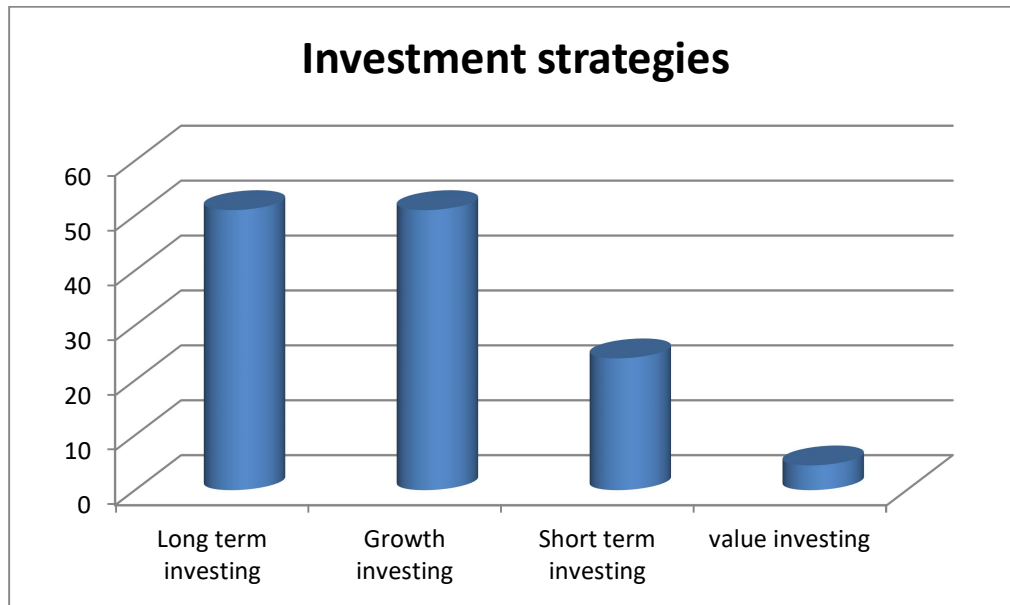
Thus making it an investment vehicle which is often chosen by the individuals who can comprehend the fundamentals of stock market.

- **Real estate:** 22 participants which makes up 15.2% of the total sample size have choose real estate as an investment vehicle for wealth building. Real estate is a very common and old methods of investing which provides both a consecutive rental income and also capital appreciation on the property, thus making it an investment vehicle opted by individuals who aim for long term wealth building.
- **Bonds:** From the 145 participants, 2 participants have opted bonds which makes up 1.4% of the total sample size. Bonds are securities or fixed income instruments that represents a loan made by an investor to a borrower. Bonds are secure and profitable and but not as much as other investment vehicles, thus only few have a preference for bonds for wealth building.
- **Mutual funds:** 41 participants out of 145 have chosen mutual funds as their investment vehicle, which makes 28.3% of the total sample size. Mutual funds are an investment option which pools money from many investors to purchase securities such as stocks, bonds or short-term debt. This is the most preferred vehicles as compared to others is because the individuals like to fund capital so that mutual fund manager can manage it with their knowledge and help these individuals build their wealth with little commission.
- **Crypto currency:** 7 participants among the total respondents have chosen crypto currency, which represents approximately 4.8% of the total sample size. Crypto currency is a form of digital currency, which is used as an alternative form of payment created using encryption algorithms which makes it not only used as currency but also as an accounting system which stores up transaction details. Despite being one of the highly profitable investment vehicle it is often less preferred for long term wealth building, because it is highly volatile.
- **NFT (non-fungible token):** 1 among 145 participants has opted for NFT, which makes up about 0.7% of the total sample size. NFT or non-fungible tokens are digital certificates that represent ownership of unique online assets like art, music, profile pictures and more unlike crypto currency NFTs cannot be traded or exchanged directly. This is one of the least preferred investment vehicles for wealth building is because the value of a NFT is determined by the demand and scarcity which will stir a lot of confusion to comprehend a NFTs value.
- **Gold:** 36 participants have preferred gold as an investment vehicle for wealth building, which makes about 24.8% of the total sample size. Gold is often considered as one of the safest form of investing

for wealth building as it can be used as ornaments when needed and it is often used against certain economic uncertainties, thus till date many individuals prefer gold for wealth building.

**Investment strategies preferred by individuals:**

From the below chart we can see the distribution of strategies into various types: long term investing, growth investing, short term investing, and value investing.



- **Long term investing:** From 145 participants, 51 participants have preferred long term investing, which makes up about 35.2% of total sample size. Long term investing strategy is a type of investing strategy where an individual invests certain capital in certain investment option and expects return in the long term like Blue chip stocks, fixed deposit, large cap mutual fund, etc.
- **Growth investing:** 51 participants have opted for growth investing as their investment strategy for wealth building, making about 35.2% of the total sample size. Growth investing is a funding strategy focused on shopping for shares or different property which might be anticipated to grow at an above-common price compared to the market or their enterprise peers. The number one goal of growth investing is to generate capital appreciation over the long term in place of in search of immediate income via dividends. Thus more of the individuals have opted for growth investing.
- **Short term investing:** 24 participants have preferred short term trading over other strategies, which makes about 16.6% of the total sample size. Short-term trading, also known as active trading or day trading, involves buying and selling financial instruments such as stocks, options, or currencies

within relatively short timeframes, typically ranging from seconds to a few weeks. Unlike growth investing which is based on fundamentals, short term trading or investing is based on market conditions.

- **Value investing:** 19 out the total participants have chosen value investing, which represents about 13.1% of the total sample size. Value investing is an investment strategy that entails buying stocks or different assets which might be trading under their intrinsic price. The primary intention of value investing to discover opportunities in which the market has undervalued a company's stock, probably leading to capital appreciation whilst the market corrects its valuation error. As this requires a lot of comprehension on stock levels and other factors like pricing so only a selected few individuals choose this type of investing strategy.

**Table no 2: Percentage of income utilized for investing:**

Basis	Income percentage (%)	No of respondents	Percentage (%)
Income	0-10%	77	53.1%
	11-25%	43	29.7%
	26-50%	15	10.3%
	Above 50%	10	6.9%

From the above table (table no 2) we can interpret the income percentage the individuals utilize for investment activities. The following gives information about the above distribution of income;

- **0-10%:** 77 participants out of 145 participants utilize their 0-10% of their total income for investment, which represents about 53.1% of the total sample size.
- **11-25%:** 43 participants out of 145 participants utilize their 11-25%% of their total income for investment, which represents about 29.7% of the total sample size.
- **26-50%:** 15 participants out of 145 participants utilize their 26-50% of their total income for investment, which represents about 10.3% of the total sample size.
- **Above 50%:** 10 participants out of 145 participants utilize their above 50% of their total income for investment, which represents about 6.9% of the total sample size.

**Table no 3: Individual’s awareness about recent scams and frauds occurring in investment sectors in India:**

Basis	Scams and frauds	No of respondents	Percentage (%)
Recent scams and frauds in investment sector in India	Ponzi scheme	19	13.1%
	Multi-level marketing	25	17.2%
	Stock market manipulation	59	40.7%
	Others	42	29%

The above table (table no 2) provides us the information about how aware the individuals are in investing and to the frauds and scams relating to it. The distribution is made on accordance few very well-known scams in India: Ponzi scheme, Multi-level marketing fraud, Stock market manipulation, and other scams or frauds. The distribution is explained below in detail;

- Ponzi scheme:** 19 participants out of 145 total participants are aware of Ponzi scheme, which represents about 13.1% of the total sample size. Ponzi scheme can be said as a fraud in which investors think that their returns on investment is coming from sales or production but instead it is coming from new investors. One of the famous examples of Ponzi scheme is The Saradha group’s chit fund promises which promise high returns on high investment which came into light in 2013 in India.
- Multi-level marketing scams:** 25 participants out of 145 total participants are aware of multi-level marketing scams, which represent about 17.2% of the total sample size. Multi-level marketing (MLM) schemes, frequently referred to as pyramid schemes, it is operated by recruiting participants to buy into a system where they earn money not just by selling products but also by recruiting others into the scheme. These schemes often promise high returns for minimal effort. One of the famous MLM scam in India is Speak Asia Online which had come into light during 2010 and 2011 in India, laundering approximately about \$100 million of investor’s money.
- Stock market manipulation:** 59 participants out of 145 total participants are aware of Stock market manipulation, which represents about 40.7% of the total sample size. Stock market manipulation refers to the act of artificially inflating or deflating the price of a security or otherwise influencing the behaviour of the market for personal gain. It takes various forms and can involve individuals or groups attempting to deceive investors, manipulate market sentiment, or distort market prices. One

of the most famous stock market manipulation scam done by an enterprise in India was Satyam computer service scam, where investors lost about \$2.2 billion in 2009.

- **Others:** 42 participants out of 145 total participants are aware of Ponzi others, which represents about 29% of the total sample size. There are many other scams happening in recent times in the field of investment sector in India like Crypto currency Exchange Scams: Several crypto currency exchanges in India have faced allegations of fraud or mismanagement, leading to losses for customers. For example, in 2019, ‘Coin secure’, one in all India's largest crypto currency exchanges, pronounced a hack ensuing inside the loss of around 438 Bitcoins (well worth millions of bucks on the time). Similarly, the ‘WazirX’ alternate confronted scrutiny over alleged money laundering sports in 2020.

To educate investors about more on safeguarding themselves and their investment from falling prey into these types of evil and unlawful money laundering schemes, we should promote more on investment awareness campaigns and prevent these types of scams to not happen in the coming future.

**Table no 4: Testing or interpretation of Hypothesis:**

Sl.no	Hypothesis	Interpretation
1	There is no significant relationship between the level of awareness of investment and the age of investors.	Accepted
2	Younger people exhibit a more propensity for risk-taking in investment choices in comparison to older demographics.	Accepted
3	Gender variations exist in investment preferences, with males more inclined toward competitive funding strategies as compared to females who decide upon conservative methods.	Accepted

From the above table (table no 4) we have interpreted the following hypothesis;

- 1) **Yes**, there is no significant relationship between the level of awareness of investment and the age of investors, individuals nowadays are fully aware despite their age about their surroundings as we are in the era of technology where all the necessary news and information is at the tip of our hands.
- 2) **Yes**, younger people exhibit a more propensity for risk-taking in investment choices in comparison to older demographics; it is true that younger generation takes high risk investment compared to older generation, which is often influenced by factors like time horizon, existence degree, psychological developments, and economic literacy and more.
- 3) **Yes**, gender variations exist in investment preferences, with males more inclined toward competitive funding strategies as compared to females who decide upon conservative methods, according to some reports females have a different perspective in taking decisions for outcomes compared to male. Few factors making up these differences are cultural and societal factors, individual behaviour and more.

### **Conclusion:**

In conclusion, our research has shed light on the nuanced relationship between age demographics and risk-taking behaviour in investment selections. While younger individuals generally exhibit an extra propensity for danger-taking, influenced through elements inclusive of time horizon, existence degree, psychological developments, and economic literacy, it is important to apprehend the diversity inside each age group. Understanding these dynamics is essential for solidifying the next day with investment recognition and wealth constructing.

By acknowledging the particular instances and alternatives of individuals across one of a kind age demographics, we are able to broaden tailored tactics to financial schooling, investment strategies, and wealth management. Encouraging more youthful generations to embody investment awareness at the same time as emphasizing the significance of prudent threat management can lay the muse for lengthy-time period financial protection and prosperity. Similarly, imparting aid and sources for older demographics to adapt their investment strategies to changing existence ranges and dreams can make sure persisted growth and stability in wealth accumulation.

Ultimately, fostering a culture of knowledgeable decision-making, responsible chance-taking and proactive wealth building is critical for people of every age. By promoting funding awareness and empowering individuals to take manage in their financial futures, we are able to collectively paintings towards constructing an extra resilient and prosperous society for generations to return.

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