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The Impact of Sustainable Finance Literacy and Perceived Environmental Values on Sustainable Investment Attitudes: Evidence from Individual's Western Province in Sri Lanka

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Abstract

Introduction: Today, sustainability concept has become a trending concept than past, and with the rapid development around the world various kind of environmental issues occur. To mitigate them the sustainability concept needs to follow. This study aims to empirically test the impact of sustainable finance literacy and perceived environmental values on sustainable investment attitudes

Methodology: This study collected data from individuals who resident in the western province Sri Lanka from the period of October 2024 – November 2024. Using a quantitative approach, this study collected primary data from the individuals by a questionnaire, questions related to sustainable finance literacy, perceived environmental values and sustainable investment attitudes. Gender, age, education level and income level are used as moderate variables.

Findings: The results of the study revealed that there is a significant impact between sustainable finance literacy and sustainable investment attitudes, as well as perceived environmental values and sustainable investment attitudes. And demographic factors such as age, gender, education level and income level have a significant impact on sustainable investment attitudes.

Conclusion: The findings of the study imply that, to stimulate sustainable investments in developing countries, regulatory authorities and sustainable fund issuers such as financial corporations can enhance promotional campaigns and workshops aimed at increasing awareness and understanding of sustainable finance literacy

Keywords: sustainable finance literacy, perceived environmental values, sustainable investment attitudes, sustainable investment instruments.