

# Study on the Investment Behaviour of Investors with Respect to ESG Stocks

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**Abstract:** *This study demonstrates a modern investigation of the presumptions, beliefs, and perceptions of financial backers that integrate Environmental, Social, and Governance (ESG) considerations in their speculative decisions in the hope of achieving widespread implementation and having an impact on culture. Green resources are expected to generate lower long-term returns than their non-ESG counterparts, according to harmonized models of experts with diverse preferences for ESG initiatives. However, in the short term, ESG investment can outperform non-ESG speculation through many means. The results of ESG outperformance are not always clear-cut. There is consensus in the writing that certain investors have an interest in environmental, social, and governance issues and that their actions can have a good social impact. The decisions made by financial supporters have resulted in green enterprises having higher market valuations and reduced capital costs, which are driving a shift in firms' strategy towards more practical ones.*

**Keywords:** Green washing, Execution, Manageability, Social Effect, Ecological, Social, Administration, and ESG