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Investment Decision in Indonesia Stock Exchange: The Demographic of Environmental, Social, and Governance Investors

Yanuar Trisnowati[1] * | Noer A. Achsani[2] | Roy Sembel[3] | Trias Andati[4]

[1]*School of Business, IPB University, Indonesia*
[2]*School of Business, IPB University, Indonesia*
[3]*IPMI Business School, Indonesia*
[4]*School of Business, IPB University, Indonesia*

*Correspondence to: Yanuar Trisnowati, School of Business, IPB University, Indonesia
E-mail: yanuartrisnowati@apps.ipb.ac.id

Abstract: Current investment decisions in stocks need to consider environmental, social, and governance factors in their investment analysis, in addition to considering aspects of the level of return and risk. The study aims to analyze who invests in Environmental, Social, and Governance (ESG) that fits a particular profile and whether that profile differs significantly from that of ordinary investors. In this survey, 415 individual Indonesian investors were surveyed. Survey respondents include those who invest according to ESG principles and those who are not interested in ESG, to determine if there are demographic differences. The research method used in the research is to use analysis of variance (ANOVA). The paper finds that the ANOVA assumption on the test of homogeneity variance states that the independent variable group has the same variance. Age variable has a significant effect on investment decisions. Meanwhile, gender, education, experience, and amount of investment variables do not affect investment decisions in ESG and non-ESG stocks. The demographic profile of investors who invest in ESG stocks has a significant difference to investors who make decisions to invest in non-ESG stocks. This study contributes to investors considering ESG factors in their investment decisions, and companies must also run their operations more with ESG principles.

Keywords: analysis of variance; demographic profile; ESG investor; investment decision.

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INTRODUCTION

Indonesia is a country that cares about the issue of global warming and environmental problems, so to reduce these problems, the government issued a Green Investment policy as stated in the Mandate of the Law on Environmentally Related Investment. Green Investment is an investment activity or investment in companies that are committed to carrying out environmentally friendly investment activities, responsible use of natural resources, production processes environmentally friendly, and the search for new and renewable alternative energy sources that do not damage the environment, and implementation of water and clean air projects, as well as other activities. environmentally friendly investment activities. Companies operating in areas and/or having links with natural resources are required to fulfill their responsibilities to the environment, social

and good governance systems, which are budgeted and accounted for as operating costs, actions, and their implementation is carried out fairly and in full. Mining companies in Indonesia had an environmental commitment but with different stressing. Some companies reveal more about biodiversity, some are more focused on managing both renewable and nonrenewable energy, while others concentrate on effluents and waste (Ekasari et al., 2021).

As a manifestation of the government's seriousness in realizing socially and environmentally responsible investment in the Indonesian capital market, the Indonesia Stock Exchange in collaboration with the KEHATI Foundation issued a green index called the Sustainable and Responsible Investment Stock Index (SRI-KEHATI) which was launched on June 8, 2009. Then the Indonesia Stock Exchange again issued a stock index guided by the principles of Environmental, Social, and Good Governance, which was named the ESG Leaders stock index and was launched on December 14, 2020. The performance of the ESG Leaders index over the last 10 years has shown a better performance than the performance of the JCI market index. This shows that more and more investors are interested in making investment decisions on ESG-indexed stocks. Investors who are responsible for the environment, society, and governance will invest their funds or assets in the shares of companies that carry out the principles of environmental, social, and good governance responsibility in the process of implementing the company's performance. Investors have the awareness and confidence that financial performance manifesting as an investment return is not an instant goal, but must be sustainable over the long–term, they are aware that investment returns, directly or indirectly, are influenced by social stability and environmental sustainability (Riduwan & Andajani, 2019). The demographics of investors who are interested in ESG stocks are an important factor in understanding how the attitudes and behavior of these investors make decisions (Diouf et al., 2016).

The government's push to realize a green economy in Indonesia and also supported by the creation of several ESG indices on the Indonesia Stock Exchange adds new considerations for investors in the capital market so that they also take into account the ESG factor that has been carried out by the issuer. Environmental, social, and governance factors should also be taken into consideration by investors in their investment decisions. The financial behavior of an investor is also influenced by psychological factors, in addition to the level of profit and risk factors. Investors who are aware of the importance of the ESG factor make the ESG index perform better than the JCI and LQ45 indexes. With the increasing number of investors who are interested in making investment decisions in ESG shares, this research is very important to do to analyze the demographic profile of ESG stock investors and analyze the differences between ESG and non-ESG investors. Investors in Indonesia viewed voluntary disclosure information posted on social media pages as affecting their intention to use such information in the process of investment decision-making (Wibisono & Ang, 2019).

Behavioral finance theory is an investment analysis that uses psychology and financial science. Shefrin (2002), defines behavioral finance as a literature that studies how psychological phenomena affect a person's behavior in utilizing, using, and managing their finances. Nofsinger (2002) and Hood et al. (2014), define behavioral finance as the study of how humans behave in a financial decision. Barber & Odean (2005) developed a theory of behavioral finance related to demographic factors. This theory says that there are inherent aspects of the demographic profile that determine the behavior of any investor.

Gender is a visible difference between men and women when viewed from values and behavior. Gender is one of the classifying and differentiating factors in making effective investment decisions among other demographic factors because the emotional role of the risk attitude variable differs between men and women (Jamil & Khan, 2016; Sadiq & Ishaq, 2015). Female investors tend to have a risk aversion attitude in making their investment decisions when compared to male investors (Luo & Salterio, 2021). Men and women have differences and similarities (Martin, 2012). Male and female investors have differences in values and behavior

that have been proven by several studies that have been carried out. A woman has some key traits like patience, discipline, and conservatism for higher profits and is always learning and open to investment advice (Barber & Odean, 2005; Patel & Modi, 2017). Zeeshan (2021) stated that men have a greater willingness to take investment risks and are more overconfident than women. Men and women have different goals when making investment decisions (Das & Jain, 2014).

The age demographic factor is a control variable that has no significant effect on investor decisions (Nilsson, 2008; Viviers et al., 2012). Age differences have a big impact on risk-taking in investing, where older people tend to take higher risks and make better investment decisions because they have more knowledge and experience compared to younger investors (Ansari, 2019; Grable & Lytton, 1999; Korniotis & Kumar, 2011). This is different from Sadiq & Ishaq (2015); Ikeobi & Arinze (2016), who found that age and risk tolerance had a negative correlation between the two factors. They state that increasing age at one point hurts investors' risk-taking behavior. Other studies by Das & Jain (2014); Raj Sharma et al. (2017) found that there was no significant relationship between investor age and risk tolerance and investment returns. Wang & Hanna (1997) also stated that the age of the investor had a significant effect on the differences in the investment choices taken. The decision-making individual investor process is also based on his/her age.

Personal financial knowledge and education are important in explaining the difference between risk tolerance, investors who are more educated and knowledgeable are more likely to invest in riskier assets (Grable & Lytton, 1999). Less educated investors take less risk. Das & Jain (2014) state that only the target return factor is related to the level of investor education. Fundamental education level in science owned by investors. This means that investment choices with different levels of education result in different investment decisions. Investor education does not have a significant relationship to investment decisions, this shows that educated investors do not only care about the risks and returns on investment but are also more concerned with environmental, social, or governance (ESG) issues (Dorfleitner & Utz, 2014; Halbritter & Dorfleitner, 2015; Viviers et al., 2012).

Investors income level also affects their behavior towards investment. Someone with more wealth takes more risks (Eker & Anbar, 2010). High-income individuals and millionaires tend to be at higher risk than high-income individuals. Amari et al. (2020) state that investors who are grouped by income level will give a different picture of the type of investment. Investors with high incomes prefer to invest in the capital market, namely in stock and bond assets, but low-income people prefer to invest in assets with minimal risk, namely in the money market, such as saving money in savings and time deposits. According to Arifin (2017), the results showed that the regression results had a positive effect. This means that the higher the income, the greater the impact on investment decisions. The level of an investor's income determines investment risk-taking. Investors with high incomes will prefer large risks, and conversely, investors with low incomes choose investments that are safe or minimize risk to save the funds they have (Nguyen & Schuessler, 2012).

Occupation means activities that people do to get paid. People who generate income from their own businesses are more likely to invest in assets with a higher level of risk-taking compared to people who generate income from regular salaries as both public and private employees. Occupation is related to financial behavior, although everyone has different habits and approaches (Bhola et al., 2012; Patel & Modi, 2017). According to Rizvi & Abrar (2015), businesses influence different approaches to investment decision-making. Higher job positions lead to overconfidence in decision-making (Warren et al., 1990). Zeeshan et al. (2021) stated that employment factors have a strong influence on investment decisions. Decisions are significantly influenced by demographic factors such as occupation (Das & Jain, 2014). Risk tolerance is also influenced by work situations; People with

a higher job position may look for more risks than those with a lower job position. Those who can choose jobs with low ranking also bear low investment risks (Ansari, 2019).

Research conducted on the influence of demographics on investor behavior, in general, has been done. Age and gender are important variables that are demographic determinants of investment behavior, especially investor risk aversion. The research sample is investors who have invested or who have used ethical fund services and compare ESG investors with non-ESG investors. Luo & Salterio (2021), conducted a study by surveying US investors in two socially approved mutual funds and comparing the direct opinions of investors with a previously conducted survey of the general population of mutual fund investors, the results show that ESG investors tend to be younger, more educated, and have higher incomes. Junkus & Berry (2010) have also researched the demographic profile of investors. Due to research that examines the demographics of individual investors who invest in the ESG index, this research needs to be done as an addition to the literature on the demographics of ESG investors. The originality of this research is the exposure to the demographic profile of ESG investors in Indonesia.

METHODS

The design of this research is experimental and explanatory research. The sample in this study is retail stock investors calculated using the Raosoft sample size calculator. The sample size in this study uses an error tolerance of 5% of the total population of retail investors. The sample data used in this study were 415 samples. The data used in this study is primary data. The primary data in this study was obtained through a survey method with a structured questionnaire submitted online which was distributed to individual investors in the Indonesian capital market. The survey was conducted by providing a questionnaire containing questions about ESG share ownership to investors and asking for information about the gender, age, education, income, and occupation of investors (Table 1).

Table 1 Variables, Indicators, and Research Scale

Variable	Concept	Indicator	Scale
Gender	Gender of individual investors	Male Female	Nominal
Age	Age of individual investors grouped by generation	17 – 24 25 – 40 41 – 56 57+	Ordinal
Education	The last level of education taken by the investor	Elementary school Junior school/equivalent Senior school/equivalent Undergraduate/Diploma Postgraduate	Ordinal
Income	The level of income earned by individual investors per year (Rupiah)	Under 10 million 10–50 million 50–100 million 100–500 million 500 million-1 billion Above 1 billion	Ordinal

Occupation	Current occupations of individual investors	Academic Civil servant Private employees Entrepreneur Other	Ordinal

Analysis of Variance (ANOVA) is a method for testing the relationship between one dependent variable (metric scale) and one or more independent variables (nonmetric or categorical scale with more than two categories). This study uses a descriptive analysis approach and statistical testing of data using the ANOVA test. The descriptive analysis provides an overview of the object under study based on the questionnaire data obtained from a survey to investors (Kim, 2017; Montgomery, 2013). ANOVA is used to determine the main effect and interaction effect of categorical independent variables on the metric dependent variable (Ghozali, 2018). ANOVA test is used to analyze the demographics of each investor and investment decisions based on variance. This study uses the T-test and the ANOVA test because in this study we want to examine differences in demographic characteristics of ESG and non-ESG stock investors.

RESULTS AND DISCUSSION

Environmental, Social, and Governance (ESG) is a set of standards that refers to three main criteria in measuring sustainability, namely Environmental, Social, and Governance criteria. ESG is often used in business as a key metric in making investment decisions and also serves as a reference for companies reporting their business impact. With issues such as climate change, ethical supply chains, environmental degradation, and global well-being becoming more critical, the ESG aspect is rapidly gaining attention as a growing number of investors, regulators, and other stakeholders now aim to conduct business in a way that contributes positively towards solving this problem. As a result, ESG has become a globally recognized consideration in making investment decisions and is increasingly becoming the focus of the company's strategic and operational agenda.

Table 2 The proportion of Gender for ESG Stock Ownership

Gender	ESG		Non-ESG		Total
	n	%	n	%	n
Male	169	62.6%	101	37.4%	169
Female	87	60.0%	58	40.0%	87

Source: Research Data

Table 2 shows the proportion of ESG and non-ESG shareholdings by gender. The number of male respondents was 63.5% and female respondents were 36.5%. Male investors who own ESG shares still dominate the sample of Indonesian Stock Exchange investors, it can be seen that as many as 62.6% and the rest own shares that are not included in the ESG category. Likewise, with female investors, as many as 87 respondents or as many as 60% own ESG shares while 40% of other investors own non-ESG shares. The number of respondents who filled out the research questionnaire was 415 investors. From this amount, it can be grouped into 2 categories of share ownership, namely ESG and Non-ESG shares. The number of respondents who own ESG shares is 256 people

or 61.7%, while investors who do not own ESG shares are 159 people or 38.8%. The results of the questionnaire show that many individual investors in Indonesia own ESG stocks.

The calculated F in Levene's test in Table 3 shows the number 0.990 with a probability of 0.109. The analysis of the t-test difference test shows that the t value on the equal variance assumed is 0.517 with a probability of 0.606 (two tails) because the probability is > 0.05, it can be concluded that H0 cannot be rejected or has the same variance. So it can be concluded that the ownership of ESG and non-ESG shares is significantly the same between male investors and female investors.

Table 3 Independent T-Test Sample Based on Gender

		Levene's Test for Equality of Variances		T-test for Equality of Means				
		F	Sig.	T	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff
Y	Equal variances assumed	0.990	0.320	0.517	413	0.606	0.026	0.050
	Equal variances not assumed			0.515	291.171	0.607	0.026	0.050

Source: SPSS (2022)

The results of this study are the same as the research conducted by Jamil & Khan (2016), which shows that gender does not affect investment decisions. This study contradicts several previous studies which have shown that there are differences in investment behavior when associated with risk. Male investors are considered to be more confident and willing to take risks than female investors (Arano et al., 2010; Barber & Odean, 2005; Das & Jain, 2014; Zeeshan et al., 2021; Junkus & Berry, 2010). Gender greatly influences investment decisions taken by investors. Gender differences can be distinguished through several indicators, namely income tolerance, the risk tolerance of assets in a portfolio, and investor confidence (Luo & Salterio, 2021).

The investment decision in this case regarding ESG and non-ESG share ownership is also related to the age of the investor. In this study, the division of age categories based on the generation of birth age calculated in 2021, namely Generation Z (age 17-24 years), Generation Y or millennials (25-40 years), Generation X (41-56 years), and Generation Baby Boomers for over 57 years old.

Table 4 The proportion of Age for ESG Stock Ownership

Age	ESG		Non-ESG		Total
	n	%	n	%	n
17 – 24	15	12.1%	109	87.9%	124
25 – 40	132	77.6%	38	22.4%	170
41 – 56	101	89.4%	12	10.6%	113
57+	8	100.0%	0	0.0%	8

Source: Research Data

The proportion of ESG share ownership based on the age of the respondents is shown in Table 4. Investors in the age range of 25-40 years (Generation Y or millennials) dominate ESG share ownership, namely 132 respondents or 51.6%, followed by respondents with an age range of 41-56 years (Generation X) as many as 101 people or 39.5%. The younger generation (Generation Z) in the age range of 17-24 years tends to own non-ESG shares, it can be seen that as many as 87.9% of them own non-ESG shares, while the remaining 12.1% own ESG shares. On the other hand, it can be seen that the Baby Boomers (age 57+) in full prefer ESG stocks for their investment portfolio. The age factor influences investment decisions, measured both through risk and allocation. People in the 57+ age group tend to be more conservative as many may have retired, making a lower risk preference than in other groups.

Table 5 ANOVA Test for Investor's Age

	Sum of Squares	Df	Mean Square	F	Sig.
Between Group	44.665	3	14.888	114.553	0.000
Within Group	53.417	411	0.130		
Total	98.082	414			

Source: SPSS (2022)

Table 5 shows the calculated F-number of 114.553 with a probability of 0.000. The probability is < 0.05, it can be concluded that there is a significant relationship and influence between the age factor and ESG or non-ESG share ownership. This study has the same research results as the research that has been done by Ansari (2019); Ikeobi & Arinze (2016); Korniotis & Kumar (2011); Sadiq & Ishaq (2015) who found that there was a correlation between age and investment decision. Different ages have a big effect on risk acceptance in investing, where older people tend to have high-risk acceptance to support better investment decisions than younger investors. The results of the study are contrary to the research conducted by Chattopadhyay & Dasgupta (2015); Das & Jain (2014); Raj Sharma et al. (2017), who did not find a significant relationship between age and risk tolerance and the rate of investment return. Investors who decide to invest in ESG stocks make one pay attention to the level of profit and risk, as well as environmental, social, and corporate governance factors. It can be seen that the older the age of an investor they will also take into account the ESG factor carried out by the company. Investors in Generation Z with an age range of 17 to 24 years in 2021, prefer to invest in non-ESG stocks. This is because the younger generation still uses their emotions by only looking at the volatility of stock prices every time, they are more concerned with the level of profit and risk of their stock portfolio than the company's sustainability factor.

Productive age (25 - 56 years) has the largest portion of an investor investing to increase their income or prepare for retirement. this year, investors prefer to invest in ESG-indexed stocks. taking into account environmental, social, and corporate governance factors, in addition to considering the risk and return. Behavioral finance is closely related to the age of investors, because the younger investors are, the greater the psychological factors they involve in making investment decisions (Ashwin Kumar et al., 2016). Younger investors tend to exhibit high risk-taking behavior, whereas risk-averse attitudes are often characteristic of older investors. Stock selection by considering the ESG factor also seems to be done by older investors. Young investors who prefer to be high-risk takers are more likely to consider high returns in their investment trading process.

Table 6 The proportion of Education for ESG Stock Ownership

Education	ESG		Non-ESG		Total
	n	%	n	%	n
Elementary school	0	0.0%	0	0.0%	0
Junior school/equivalent	1	0.4%	0	0.0%	1
Senior school/equivalent	31	12.1%	108	67.9%	139
Undergraduate/Diploma	142	55.5%	36	22.6%	178
Postgraduate	82	32.0%	15	9.4%	97

Source: Research Data

Table 6 shows the proportion of ESG shareholding based on the investor's last education level. As many as 42.9% of investors have education up to a bachelor's degree, which is 42.9%, followed by high school seniors at 33.5% and postgraduates at 23.4%. Most ESG shareholders are investors with a bachelor's/diploma final education, which is 142 investors. Most non-ESG shares are owned by investors with a final education level of senior high school, which is 67.9%. None of the investors who became respondents in this study had elementary school education and only 1 person had final education up to junior high school.

Table 7 The calculated F shows the number 68.193 with a probability of 0.000 because the probability is > 0.05, it can be concluded that has a different variance. There is a significant relationship and influence between the level of education and ESG or non-ESG stock ownership. This research is in line with research conducted by Das & Jain (2014); Grable & Lytton (1999) that education in personal finance is important in explaining the difference between the levels of risk tolerance, investors with a higher level of education and knowledge of financial markets are more likely to invest in risky assets. The research results are different from research results by Dorfleitner & Utz (2014); Halbritter & Dorfleitner (2015) that the level of investor education has no significant effect on investment decisions, indicating that educated investors will pay more attention to ethical, environmental, social, or governance issues. Investors in this study indicate that the higher the level of education, the higher the awareness of considering ESG factors in making decisions on their stock investment portfolio.

Table 8 shows that 151 investors or 36.4% of the total respondents have incomes in the range of IDR 101,000,000 to IDR 500,000,000 per year. It can be seen in the table that investor income varies and is evenly distributed in the range of less than 10 million to 1 billion rupiahs. There are only 5 investors who earn more than 1 billion rupiahs per year. ESG share ownership of 50% is dominated by investors with an income of 101 million to 500 million rupiahs per year. Meanwhile, non-ESG shares are mostly owned by investors with occupation levels in the range of 10 million to 50 million rupiahs per year. Investors with the highest income levels prefer ESG shares, it is proven that 100% of investors with annual income levels above 1 billion rupiahs own ESG shares.

Table 9 shows that there is a significant relationship and influence between income and ESG or non-ESG share ownership. This is proven in the F calculated number 34.004 with a probability of 0.000 because the probability is < 0.05, it can be concluded that has a different variance between income levels. This research is in line with research conducted by Amari et al. (2020); Arifin (2017); Eker & Anbar (2010) state that investment income also influences investment behavior. An investor with more income will take more risks than someone

with just enough income for his daily life. Investors invest their funds in more volatile portfolios when they reach higher levels of income. The higher the income, the greater the impact on investment decisions (Barber & Odean, 2005).

Table 7 ANOVA Test for Investor's Education

	Sum of Squares	Df	Mean Square	F	Sig.
Between Group	32.596	3	10.865	68.193	0.000
Within Group	65.486	411	0.159		
Total	98.082	414			

Source: SPSS (2022)

Table 8 The proportion of Income for ESG Stock Ownership

Income per year (Rupiah)	ESG		Non-ESG		Total
	n	%	n	%	n
Under 10 million	23	9.0%	43	27.0%	66
10–50 million	20	7.8%	65	40.9%	85
51–100 million	55	21.5%	26	16.4%	81
101–500 million	128	50.0%	23	14.5%	151
501 million-1 billion	25	9.8%	2	1.3%	27
Above 1 billion	5	2.0%	0	0.0%	5

Table 9 ANOVA Test for Investor's Income

	Sum of Squares	Df	Mean Square	F	Sig.
Between Group	28.800	5	5.760	34.004	0.000
Within Group	69.282	409	0.169		
Total	98.082	414			

Source: SPSS (2022)

The income level of the investor is one of the determinants of the financial behavior of investors in the capital market. The income factor is expected to help map investor behavior related to the risk control attitude taken. This encourages scientific research to categorize investors based on income. An investment activity can help someone to get more profit from the sacrifices made. These investment activities have different patterns for each person due to different backgrounds, especially the income factor. Zeeshan et al. (2021) suggests that investors' income affects their willingness to take risks. The lower the income, the better the more suspicious financial behavior. Jamil & Khan (2016), high-income investors have more willing to suffer losses. Loke (2017) also states that high-income groups tend to take more risks.

Table 10 The proportion of Occupation for ESG Stock Ownership

Occupation	ESG		Non-ESG		Total
	n	%	n	%	n
Academic	52	20.3%	114	71.7%	166
Civil servant	27	10.5%	2	1.3%	29
Private employees	99	38.7%	38	23.9%	137
Entrepreneur	56	21.9%	2	1.3%	58
Other	22	8.6%	3	1.9%	25

Source: Research Data

Table 10 shows the proportion of ESG and non-ESG shareholdings based on investor occupation. Investors who became respondents in this study mostly worked as academics either as lecturers, educators, or students, namely 40%. Then followed by investors with occupations as private employees by 33%. Investors who have jobs, not in the categories provided can choose other options. Respondents who have occupations other than academics, civil servants, private employees, or entrepreneurs are 25 people or 6%. Investors from various types of work equally own ESG shares, while non-ESG share ownership is dominated by investors with academic occupations.

Table 11 ANOVA Test for Investor's Occupation

	Sum of Squares	Df	Mean Square	F	Sig.
Between Group	28.478	4	7.120	41.937	0.000
Within Group	69.604	410	0.170		
Total	98.082	414			

Source: SPSS (2022)

Table 11 The calculated F shows the number 41.937 with a probability of 0.000 because the probability is < 0.05, it can be concluded that H0 is rejected or has a different variance. There is a significant relationship and influence between occupation and ESG or non-ESG share ownership. This research is in line with research conducted by Bhola et al. (2012); Das & Jain (2014); Zeeshan et al. (2021); Patel & Modi (2017); Rizvi & Abrar (2015) who states that investor acquisition affects investment decisions. This study shows that private employees have the highest ESG share ownership than other groups of workers. while ESG share ownership is mostly owned by private employees. academic groups which are dominated by students, they still have not considered the ESG factor in their investment decisions. It is different with private employees who have more permanent jobs, they make stock investment decisions already considering the ESG factor in it. Someone who has a higher occupational position will make too confident when making decisions (Warren et al., 1990).

CONCLUSION

The number of investors who own ESG shares is more than the number of non-ESG stock investors, this shows that more and more investors are paying attention to environmental, social, and corporate governance factors, in addition to looking at the level of profits and risks of the shares themselves. The performance of the ESG stock index over the past few years is better than the performance of the JCI and the LQ45 index. The demographic profile of ESG stock investors is dominated by male investors, Generation Y is in the age range of 25 to 40 years, last education is Undergraduate/Diploma, occupation is private employee and income level of 101 million to 500 million rupiahs. Demographic factors, age, last education, income, and occupation have a significant influence on investment decision-making. The results of the study also provide evidence that there is a significant difference between ESG and non-ESG stock investors. The gender factor did not show any significant difference between ESG and non-ESG stock investors. This shows that in making investment decisions on ESG or non-ESG stocks, male and female investors have the same variance. Male and female investors have the same percentage of ownership of ESG shares when compared to non-ESG stocks. Investors, both male, and female, have investment decision-making policies that also pay attention to ESG factors. The results of this study provide an overview of the demographic profile of investors who are interested in ESG shares on the Indonesia Stock Exchange and provide an analysis of the differences between ESG and non-ESG stock investors based on demographic factors such as gender, age, last education, income, and investor occupation. This research contributes to add to the literature on environmental, social, and governance research that is currently the topic of recent research in behavioral finance. Contributions are also given to investors in making their investment decisions, it is better to pay attention to the environmental, social, and governance factors of the issuer to be invested, apart from only looking at the profit and risk factors. The limitation of this research is that this research only examines the demographic profile of investors in Indonesia which is used as the research sample. Thus, future research is expected to be able to examine the demographic profile of ESG investors in other countries that have invested heavily in ESG-indexed stocks. The managerial implication of this research is for companies to explore more ESG factors in their operational activities and companies also make annual sustainability reports to inform the public about the company's participation in ESG-related activities.

ORCID

Yanuar Trisnowati https://orcid.org/0000-0002-1371-9394

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