

GREEN ENTREPRENEURS CHALLENGES AND INNOVATION: THE STRUGGLES THEY FACE

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ARTICLE INFO	<u>ABSTRACT</u>
<p>Article history:</p> <p>Received 30 Dezember 2021</p> <p>Accepted 07 February 2022</p>	<p>Purpose: A green entrepreneur's enterprise prioritises environmental protection by minimising the negative impact of existing products, services, or processes. It contributes to the beneficial transformation of society. This study discusses green entrepreneur challenges and innovations in Tamil Nadu's Salem District. The intention of this study is to determine what factors determine the obstacles they experience in their business and how to transform those obstacles into opportunities</p>
<p>Keywords: Green Entrepreneurship; Eco-friendly; Challenges; Opportunity; Innovation.</p>	<p>Design/methodology/approach: Snowball sampling is employed to choose the population for this study from Salem's vast population, and the total number of respondents chosen is 50.</p>
	<p>Findings: Simple Percentage Analysis, Chi-Square, and the Henry Garrett Ranking Method are utilised for measuring the factors. The result of testing the hypothesis indicates that there is no correlation between age and the influence to start a business using technical or professional knowledge and skill</p>
	<p>Future Implications: Our work presents a range of theoretical and practical implications, as previously said, but it is not without limitations. In order to ascertain the direct and indirect effects of stakeholder demands, green dynamic capacity, green innovation, and firm performance, we first propose that future research make use of our framework and conduct a comparison study of small and large enterprises</p>
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OS DESAFIOS E A INOVAÇÃO DOS EMPRESÁRIOS VERDES: AS LUTAS QUE ENFRENTAM

RESUMO

Objectivo: A empresa de um empresário verde dá prioridade à protecção ambiental, minimizando o impacto negativo de produtos, serviços ou processos existentes. Contribui para a transformação benéfica da sociedade. Este estudo discute os desafios e inovações do empreendedor verde no Distrito de Salem, em Tamil Nadu. A intenção deste estudo é determinar quais os factores que determinam os obstáculos com que se deparam nos seus negócios e como transformar esses obstáculos em oportunidades.

Concepção/metodologia/abordagem: A amostragem de bola de neve é utilizada para escolher a população para este estudo entre a vasta população de Salem, e o número total de inquiridos escolhidos é de 50.

Conclusões: Análise Percentual Simples, Qui-Quadrado, e o Método de Classificação Henry Garrett são utilizados para medir os factores. O resultado do teste da hipótese indica que não há correlação entre a idade e a influência para iniciar um negócio utilizando conhecimentos e capacidades técnicas ou profissionais.

Implicações futuras: O nosso trabalho apresenta uma série de implicações teóricas e práticas, como foi dito anteriormente, mas não é isento de limitações. A fim de determinar os efeitos directos e indirectos das exigências das partes interessadas, da capacidade dinâmica verde, da inovação verde, e do desempenho firme, propomos primeiro que a investigação futura faça uso do nosso enquadramento e realize um estudo comparativo de pequenas e grandes empresas

Palavras-chave: Empreendedorismo verde, Amigo do ambiente, Desafios, Oportunidade, Inovação .

LOS RETOS Y LA INNOVACIÓN DE LOS EMPRENDEDORES VERDES: LAS LUCHAS A LAS QUE SE ENFRENTAN

RESUMEN

Objetivo: La empresa de un empresario verde da prioridad a la protección del medio ambiente minimizando el impacto negativo de los productos, servicios o procesos existentes. Contribuye a la transformación beneficiosa de la sociedad. Este estudio analiza los retos y las innovaciones del empresario verde en el distrito de Salem de Tamil Nadu. La intención de este estudio es determinar qué factores determinan los obstáculos a los que se enfrentan en su negocio y cómo transformar estos obstáculos en oportunidades.

Diseño/metodología/enfoque: Para elegir la población de este estudio se utiliza un muestreo de bola de nieve entre la amplia población de Salem, y el número total de encuestados elegidos es de 50.

Conclusiones: para medir los factores se utilizan el análisis porcentual simple, el chi-cuadrado y el método de clasificación de Henry Garrett. El resultado de la prueba de hipótesis indica que no existe correlación entre la edad y la influencia para crear una empresa utilizando conocimientos y habilidades técnicas o profesionales.

Implicaciones futuras: Nuestro trabajo tiene una serie de implicaciones teóricas y prácticas, como se ha indicado anteriormente, pero no está exento de limitaciones. Para determinar los efectos directos e indirectos de las demandas de las partes interesadas, la capacidad dinámica verde, la innovación verde y el rendimiento de la empresa, proponemos en primer lugar que las futuras investigaciones utilicen nuestro marco y realicen un estudio comparativo de pequeñas y grandes empresas

Palabras clave: Emprendimiento Verde, Respetuoso con el medio ambiente, Retos, Oportunidad, Innovación.

INTRODUCTION

Green in this context refers to environmentally sensitive business practises. According to the report, "green" refers to technologies, products, and services that reduce environmental risk, pollution, and resource consumption (Abdollahzadeh & Sharifzadeh, 2009). (Ahmad, Halim, Ramayah, & Rahman, 2015).

Green entrepreneurship has been seen as the realm of extraordinary individuals for a very long time, from both traditional and academic perspectives (Asamani & Mensah, 2013). (Aslam & Hasnu, 2016). An examination of green entrepreneurship indicates that the location

in which green entrepreneurs operate affects their business practises. (Baker and Sinkula, 2005) assert that entrepreneurship is vital to the growth and development of society. Entrepreneurs create jobs, drive and influence development, and accelerate fundamental economic transitions. They indirectly increase productivity by bringing new competition (Bandura, 1997). Therefore, business venture is a stimulant for economic growth and national vitality; it appears to be the mechanism that converts information into growth (Banerjee, Charles, and Easwar, 1995). As environmental problems become more severe, there is an increasing urge to discover innovative solutions (Bangash & Naeem, 2014). In this sense, the acceptance of naturally caring business practises may afford entrepreneurs extra options (Becker, 1964). The move to a practical business system offers various benefits that innovative individuals and companies can recognise and exploit efficiently (Bergset, 2018). In example, this has resulted in a relatively recent clash between business and "green" (Biddle, 2011) states that environmentalists have urged for the introduction of support ability standards into the operations of major enterprises. Even five years ago, it was uncommon to discover a corporation with devoted green, ecological, or manageability programmes (apart from those designed to shield it from administrative fines and other risk associated with polluting activities) (Braun, 2010). Today, "green" is regarded as a massive industry. At various events, economic, social, and green entrepreneurship is discussed as a clarification or instrument for the social and conservative changes necessary for adopting economically sustainable lifestyles and combating major natural issues such as resource scarcity, environmental change, ozone depletion, and biodiversity (Braun, 2010).

People began debating environmentally sustainable businesses in response to the global warming scenario and the energy shortage (Brundtland, 1987). Green entrepreneurs are persons who have the expertise, imagination, and resources to solve problems or discover ingenious and creative ways to bring existing solutions to market in a novel way (Bruyere & Rappe, 2007). Some entrepreneurs recognise the need for an environmentally sustainable solution and work to produce a product or service to meet it (Chen, Greene, & Crick, 1998) A. Our business can implement the Eco initiative in stages. In a store, for instance, customers can receive complimentary paper or jute bags instead of plastic bags (Chen, 2019). According to the proverb "small steps make a huge leap," it is recommended that regular entrepreneurs begin their green endeavours with baby steps (Cheung, & Chan, 2009). They may be pursuing a business niche, but their primary motivation is to help the environment. Green entrepreneurship is viable in a variety of businesses and sectors, such as transportation, tourism, healthcare, and hospitality, to name a few (Coddington, 1993). Each of these industries must incorporate concepts that are efficient and helpful to the environment. In addition to the four Ps (product,

place, pricing, and promotion), the marketing mix can also include the fifth P (ecological friendliness) (Davidsson, & Honig, 2003). When included, this offers a full marketing niche plan for green enterprise. Entrepreneurs must consider the 5th P in all of the other 4 P's, i.e., while developing and marketing the product, he must guarantee that its integrity is maintained (Dean, & McMullen, 2007). Green entrepreneurs lay the groundwork for establishing and satisfying a green economy by providing green goods and services, promoting greener manufacturing techniques, raising demand for green goods and services, and creating green jobs (Emami, 2014). Green entrepreneurship can be regarded from three perspectives: the input, the process through which the input is manifested, and the output (Gaddam, 2008). Entrepreneurs can produce their products using eco-friendly procedures or clean technology (desalination), or they can sell eco-friendly products and services (Gbadamosi, 2013). (Waste Management). Chemical-free materials should be used to make their products (Gibbs, & O'Neill, 2012).

Green dynamic capabilities and green innovation

Dynamic capabilities are a company's competence to create, expand, or adapt its reserve base in response to the needs of dynamic markets in order to remain competitive through green modernization in products and processes (Giddings, Hopwood, and O'Brien, 2002). In order to build and implement a business model, a company's dynamic capabilities include "sensing," "seizing," and "transforming" (Hair, Black, Babin, Anderson, & Tatham, 2006.) Competitors find it difficult to imitate the dynamic competencies that arise from a company's managerial characteristics, practises, and culture (Hewlett, Sherbin, & Sumberg, 2009). (Hockerts, and Wustenhagen, 2010) postulate that organisations with the ability to make sense respond more quickly to competitor activity, have a better understanding of customer needs, are more creatively green, and modernise new product development. On the other hand, green innovation refers to improved goods or procedures that use eco-friendly technologies in commercial operations that have a detrimental influence on the environment (Hopwood, Mellor, & O'Brien, 2005). Green dynamic skills boost the performance of green product production, hence addressing the environmental needs of stakeholders (Khan, Ahmed, Nawaz, and Ramzan, 2011). The focus of green innovation is the creation of environmentally friendly products and processes through creative means. When coupled with an abundance of knowledge, a company's green innovation goals are supported by its dynamic green abilities. In order to enhance and expand their green organisational capacities and maintain their competitiveness in a dynamic market, the organisations can also take advantage of their dynamic capabilities (Lee,

Chang, & Lim, 2005). Additionally, green dynamic skills support green research and development (R&D), green strategic objectives, and green management practises to support firms' green innovation activities (Li, Okoroafo, & Gammoh, 2014).

Green Innovation and Firm Performance

The term "green innovation" refers to the production of goods and services with little environmental impact through the use of environmentally friendly technologies (Linan, Rodriguez Cohard, and RuedaCantuche, 2011). It contributes to cost reduction and enhances the competitiveness of businesses in dynamic marketplaces. Since recycled materials are inexpensive and non-hazardous to the environment, green innovation firms aim to incorporate them into product designs (Lorsch, & Morse, 1974). With the help of GPDI's green intellectual capital and a significant increase in environmental consciousness among stakeholders, firms can improve their corporate image and market competitiveness in the interim. By differentiating their products, firms have a greater opportunity of joining environmentally conscious markets thanks to green innovation, which depends on green dynamic competencies (Luszczynska, Gutierrez-Dona, and Schwarzer, 2005). Results from recent study on the relationship between green innovation and commercial performance have been mixed. Green innovation enterprises don't do financially better than non-green innovation corporations since green innovation is more expensive than non-green innovation (Masurel, 2007). The development of green products and processes, on the other hand, is hypothesised to have a favourable link with competitive advantage and to predict significant and good corporate success. Performance is also improved by environmental controls on products and processes (Mukherjee, & Chakraborty, 2013).

We also discover that worries about sustainability foresee additional markets, higher sales, a rise in investment return, and a competitive advantage. Green innovation can increase a business's operational and financial success (Ndubisi, & Nair, 2009). The retention of customers, expansion of sales, productivity, return on investment, and financial performance of a firm can all be improved by investments in green innovation. According to (Nikolaoua, Ierapetritis, & Tsagarakis, 2011) Green innovation can help companies expand into new markets, create new goods, and introduce cutting-edge green products to the market, improving their performance.

Green vibrant potential on firm performance

Green vibrant talents aid businesses in becoming more entrepreneurial so that they may adapt to their business environments and transform them through innovation, hence increasing business success. However, a company's competitive advantage consists of possessing energetic capabilities and adopting organisational and deliberate routines to reorganise resources in order to remain pertinent and reasonable as markets grow, clash, divide, change, and die (Pachaly, 2012). Rapid correction of organisational misalignments and prompt responses to emerging business possibilities bolster the case for resource reconfiguration in a dynamic environment. Such organisational actions occur, in particular when stakeholders place anxiety on them to espouse green innovation processes for the products and services delivered on the market. In addition, businesses that cultivate and apply green dynamic capabilities by incorporating green innovation into their products and services preserve their competitiveness (Pandrani, & Ferguson, 2013). It aids in understanding certain aspects of unequal corporate performance, but additional empirical research is necessary. Green dynamic capabilities are influenced by market conditions, but we don't think they'll always translate into improved firm performance, especially in markets where stakeholders put pressure on companies to adopt green innovation practises and products/services. Additionally, the impact of green dynamic capabilities on firm performance depends on the market's dynamism; enterprises must adjust and build their resource bundles to please their numerous stakeholders that demand environmental protection through green product innovation (Parrish, & Foxon, 2009). By integrating and reconfiguring their tangible and intangible resources, green dynamic capabilities sensing, capturing, and reconfiguring—allow organisations to upgrade their expertise. They are essential for modifying the ecosystems they live in and adapting to changing business settings. S. Parry (2012) asserts that the market and financial success are boosted by their influence on green innovation in procedures, products, and services.

Drawbacks of Green Entrepreneurship

- **Expenses**

Conventional expenses, such as raw materials, technological fees, and machinery, will be significantly more expensive in green business compared to other items. The costs associated with green entrepreneurship are substantial, and the product must be introduced to the market at a premium price. It affects buyers who purchase inexpensive and superior products.

- **Meagre savings**

Due to the high costs of green entrepreneurship, they cannot afford to make significant commercial savings. In green business, the entrepreneur must keep in mind the pricey business rates.

- **Time factor**

Time theatres an imperative role in the business process; however, the green business process will consume a great deal of time. The entrepreneur must ensure that his product has no adverse environmental effects. In conventional business, the decision-making process will be somewhat delayed, however in green business, the decision-making process is lengthy.

Barricades for green business practice adoption

Small sized and medium-sized enterprises confront a number of obstacles that have frequently slowed down and complicated the process of incorporating environmentally friendly practises into their operations. Small and medium-sized firms frequently expressed a wish to opt for voluntary environmental measures if the process was not unreasonably expensive or intimidating (Rahman, Amran, Ahmad, & Taghizadeh, 2014). However, many SME's are unaware of the numerous financially beneficial choices for environmental growth, such as tax credits and government grants. Typically, these SMBs are only focused on boosting their outputs and maximising their productivity. Commonly, a want for of required skills and knowledge stops SMEs from pursuing new prospects, despite their awareness of the potential for enhancing competitiveness (Ramayah, & Harun, 2005).

Seven categories of hurdles were identified when the difficulties of implementing green business practises were examined: managerial, technological, financial and economic, external partnership and stakeholder engagement, government support, market and customers, and knowledge and informational. Due to their desire to conduct business in a traditional manner and want to reduce unforeseen risk from innovation, management frequently lacks commitment to green practises, which leads to obstacles at the organisational or administrative level (Reisinger & Mavondo, 2007). They also emphasised that technology restrictions, as well as limits relating to knowledge and information, are frequently the result of scarce SME resources. Small and medium-sized businesses (SMEs) typically rely on technology that is ready for the market, as opposed to huge enterprises that may support technological innovation through operations for research and development.

In addition to being both a motivator and a disincentive for the adoption of environmentally friendly corporate practises, economic and financial difficulties may also serve as a catalyst. Due to the high cost of investment, most small and medium-sized businesses are unable to use green technologies (RichommeHuet & De Freyman, 2014). Due to the unpredictability of payback periods, this financial obstacle to implementing green innovation has been recognised in prior research. Lack of support from external stakeholders, such as governments, business partners along the supply chain, and customers, is a barrier to small and medium-sized businesses' proactive adoption of environmentally friendly practises. The study's findings gave the government and decision-makers a framework and practical environmental remedies, like tax breaks and low-interest loans. Due to the varied methodology, geographic locations, and research themes used in earlier studies on the adoption of green corporate practises, conflicting findings are evident (Rossi, Wright, & Anderson, 1983).

Literature works from previous studies

An overview and detailed examination of the pertinent literature becomes crucial for understanding the research topic, including the specifics such sample size chosen, sampling method employed, and statistical tools used for data analysis. Finding the research gap in the area of study of choice is another benefit of a survey of the literature. This section reviews a few litterateurs and summarises the observations.

(Ryan & Wayuparb, 2004) in their study in the article titled “Green space sustainability in Thailand” Enlighten that there is a changing scenario in the opportunities for green entrepreneurs. It is a conceptual based on the green product and green marketing focus on the consumer health and environment conscious. This focus on the companies focusing on the new innovation and redesigning their product and services in ecological manner.

(Schaper, 2010) concludes in his article "Understanding the green entrepreneur" that green entrepreneurs recognise and use their innovative ideas for the benefit of society and the environment. The snowball sampling technique is utilised to collect research questionnaires from engineering and MBA graduates. ANOVA was utilised, and its results indicate that parents have no influence on their children's business decisions; hence, more enticing policies for green business investment can be proposed.

(Schroder & Schmitt-Rodermund, 2006) in their study “Green entrepreneurship in business schools: Determining the green culture in education” explained the efforts of green energy conservation, responsible environment through the modelling, etc., this is descriptive focus on educating the green culture in a broad dimension. It reflect in the business schools by

green theme classes, green curriculum, green week, green team, green skills and green job opportunist.

In their study titled "Green entrepreneurship: The emerging paradigm for sustainable growth and development in India - A study of millennials," (**Sanjeela Mathur and Neelam Tandon, 2016**) outline the potential and challenges that green entrepreneurs in India may encounter. The factors utilised in this exploratory study were examined using ANOVA, factor analysis, and correlation analysis, with a sample size of 130 chosen at random. The result reveals that there is a large demand and supply for green products, which offers numerous opportunities for innovative intervention and the availability of motivating technology. Marketers and business owners formulate their tactics depending on consumers' attitudes about green products.

(**Seuring, and Müller, 2008**) discuss in their article "Green entrepreneurship: Road to green economy-environment-sustainable social system" the effect of an economy's GDP on India, the barriers and issues by using case studies and quantitative statistics from 2009 to 2013 to understand the country's policies for the impact of green entrepreneur in order to develop green entrepreneurship. It is the responsibility of policymakers and educators to encourage the development of green entrepreneurship. The construction of a holistic and sustainable economic-environmental-social system is green entrepreneurship.

(**Shabbir, Shariff, and Shahzad, 2016**) in their study "Catalyzing the transition to Mediterranean Green Economies" discuss the demands of green entrepreneurship in the Mediterranean countries. Under the three phases of making the development, the art of green entrepreneurship, awareness on government, business, and financial inclusion, and action on providing technical assistance and support to green entrepreneurs were implemented. The Mediterranean area provides the ideal environment for social innovators and grassroots organisations to provide the innovative solutions necessary to catalyse and sustain multinational corporations' transformation to "Green Economy."

(**Shah, Arjoon, & Rambocas, 2016**) in its paper "Green entrepreneurship: Creating green jobs through sustainable" proves that thinking beyond the technology-based aspects of doing business. Mainly focus on the green innovation at societal level. The result shows that green entrepreneur play a vital role in the GDP growth of Namibia employment since the entry are own willingness for innovation is high.

(**Shah, & Soomro, 2017**). in its report "Promoting Green Entrepreneurship: First lessons from the Youth Entrepreneurship Facility in Kenya 2010-2011" enumerated that only while following the below could activate the thrive for green entrepreneurship by training at

secondary level, prizes for business plan competition, green awareness, training material and creating a network on environment for green entrepreneurial activities.

In their work "Exploring youthful and green entrepreneurship," (**Sharma and Kushwaha, 2015**) describe the relationship model between the innovativeness of young entrepreneurs and the institutional environment's support of entrepreneurship. Information gathered from 132 young entrepreneurs and university and senior high school graduates in Indonesia. They identified a solution to their issues, redesign it, and make sure it makes sense to business leaders on a larger scale in order to validate and confirm it. Conclusion: Working in poor nations presented significant challenges for young entrepreneurs.

(**Sitkin & Weingart, 1995**) in their study "Green entrepreneurship: The missing link towards a greener economy" focus on how to promote new generation of entrepreneur to categorize and seize gain of green business prospect for the developed and developing countries. Green entrepreneurs struggles for survival because of unstable commitments from the public sector where over tunes supports and changes in politics.it make major contribution to the job creation and credited for introducing innovation, adapting a new idea and responding for major changes.

(**Souitaris, Zerbinati, and Allaham, 2007**) discuss in their work "Green entrepreneurship: Function of entrepreneurs in energy economics Nepal" the role of the green entrepreneur in the evolution of Nepal's energy economy. It is completely dependent on an energy supply system based on imported fossil fuels and hydroelectric technology. In the coming years, the ecopreneurs entrepreneurs will lead sustainable growth. Since there are few policies that encourage the development of ecopreneurs. They determined that the in-house production of energy by entrepreneurs using renewable resources is an improbable sustainable strategy.

Early research on eco-friendly entrepreneurship has concentrated on 3 primary aspects: (Lenox and York, 2011). First, the amount to which green entrepreneurial activity reduces environmental degradation in comparison to social movements, governments, or existing enterprises (**Spence, Gherib and Biwole, 2011**).

(**Mahalia von Wallenberg Pachaly, 2012**). However, the studies cover a array of unique policies and organisations and are primarily based on case studies, making it impossible to compare the results. Few extant empirical studies are undertaken within the framework of the renewable energy industry and are country-specific.

(**Sterling, 2010**) conducts empirical analysis on the factors influencing green entrepreneurship in the US wind energy sector. They discover that having powerful social

movements around has a very good impact on the growth of green entrepreneurship. Their findings show how social movements spread unique norms, values, and governmental frameworks. The related literature review found that although studies from the renewable energy sector offer helpful insights into the boundaries and catalysts of green entrepreneurship, they have fallen short of giving policymakers a deeper grasp of the pressing issues.

According to **(Ukko, Saunila, Rantala, and Havukainen, 2019)**, more research is necessary to fully understand green entrepreneurship, in particular the motivations of green entrepreneurs, how traditional entrepreneurs influence the perception of opportunities, and the degree to which their passion and risk perceptions differ.

According to **(Tuan Trong Luu, 2020)**. Through the twin mediation channels of their common environmental enthusiasm and their self-efficacy as green creatives, the positive association between employees' green entrepreneurial behaviour and their colleagues' green creative behaviour. The effectiveness of green communication modifies the relationships between green entrepreneurial orientation, green creative self-efficacy, and harmonious environmental excitement. In addition to extending entrepreneurship into the realm of green management, our research also integrates it with green innovation in the tourism sector. According to our research, organisations in the tourism sector should promote a green entrepreneurial mindset among their staff in order to foster green creativity.

In accordance with study from **by (Wafa Alwakid, Sebastian Aparicio, and David Urbano, 2021)** institutional economics offers a theoretical framework for comprehending how green entrepreneurship impacts sustainable development. The role of entrepreneurship policy is also looked at in the context of Saudi Arabia. Using data from the General Authority for Statistics from 13 Saudi Arabian localities, the main findings show that green entrepreneurship positively contributes to the economic, social, and environmental elements of sustainable development over the period of 2012–2017. These findings provide as a measurable indicator of sustainable development outcomes by demonstrating how Saudi Arabian institutions connect entrepreneurial activity with a positive triple bottom line effect.

According to research by **(Maria Denisa Vasilescua, Gina Cristina Dimiana, and Giani Ionel Gradinarua, 2022)**, businesses that offer green products or services are important economic players with the ability to change society's direction as well as growth-incubating companies that foster innovation and environmental responsibility. We used a logistic regression model for 7326 businesses from 36 European countries to analyse the influences on a company's decision to go green, including supply and demand variables, resource efficiency initiatives, and targeted legislation.

RESEARCH METHODOLOGY

This exploratory study makes use of both kinds of data. Primary data consists of responses collected from the entrepreneurs. Personal interviews are conducted using the snowball sampling approach, and data is collected from respondents. It helped the researcher to collect the data in total from 50 respondents. Questions answered initially to determine whether green entrepreneurship presents obstacles and potential. SPSS was used to edit, code, and analyze the gathered data. The data was statistically analyzed using appropriate tools like Simple Percentage Analysis, Chi Square Test, and Henry GARRETT Ranking.

Research Intent

1. To know about the background profile of the respondents
2. To analyze the challenges faced by the entrepreneurs.
3. To analyze the factors determining the growth of the entrepreneurs.

Data Analysis and Interpretation

Percentage Analysis

Table 1: Location of the Business (Industry)

S.No	Location	Respondents	Percentage
1	Rural	30	60
2	Urban	20	40
Total		50	100

Source: From (Abdollahzadeh, & Sharifzadeh, 2014). Integration of sustainability in the process of entrepreneurship: Explaining the concept, needs and requirements of sustainable entrepreneurship and the green business. *Journal of Entrepreneurship in Agriculture*, 1, 39–62.

Result

The aforementioned table unequivocally demonstrates that 60% of the industries are located in rural areas and 40% are located in urban areas.

Table 2: Type of Entrepreneur

S.No	Type of entrepreneur	Respondents	Percentage
1	Family business	10	20
2	Own business	40	80
Total		50	100

Source: From (Bangash, & Naeem, 2014). Factors effecting entrepreneurial intent among business students of Pakistan universities. *International Journal of Current Research*, 6(2), 5310–5315.

Result

According to the aforementioned data, 20% of respondents' businesses are family firms, while 80% of respondents' businesses are their own (i.e first generation entrepreneurs).

Table 3: Form of Marketing Used For The Products

S.No	Form of Marketing	Respondents	Percentage
1	Direct marketing	27	54
2	Advertisements through media	19	38
3	Through dealers and distributors	3	6
4	All the above	1	2
Total		50	100

Source: From (Banerjee, Charles, & Easwar, 1995). Shades of green: A multi di- mensional analysis of environmental advertising. *Journal of Advertising*, 24(2), 21–32.

Result

The aforementioned table demonstrates that 54% of respondents sell their products directly, 38% market their products through media advertising, 6% market their products through dealers and distributors, and 2% use all of the aforementioned marketing strategies.

Chi-Square Test Analysis

Table 4: Respondents to Start Own Venture

S. No	Factors of Respondents to Start Own Venture	Chi-square values	Df	P-value	Remarks
1.	Desire to earn more money	2.831	4	0.587	NS
2.	Dissatisfaction with previous job or occupation	5.168	4	0.270	NS
3.	Government policies and schemes	3.629	4	0.459	NS
4.	Influence and encouragement, family members, friends and relatives	7.919	4	0.095	NS
5.	More career advancement	1.867	4	0.760	NS
6.	To implement own business idea	1.722	4	0.787	NS
7.	To use the idle funds in entrepreneurship	.956	4	0.916	NS
8.	To secure self-employment or independent living	7.271	4	0.122	NS
9.	To use technical or professional knowledge and skills	10.362	4	0.035	S
10.	To utilize better opportunity	2.138	4	0.710	NS

S = Significant @ 5% level (P value <= 0.05); NS = Significant @ 5% level (P value > 0.05).

Source: From (Bangash & Naeem, 2014). Factors effecting entrepreneurial intent among business students of Pakistan universities. *International Journal of Current Research*, 6(2), 5310–5315.

Result

The results are significant at the 5% level when the P value for traits like the application of technical or professional knowledge and talents is less than 0.05, according to the aforementioned table. Therefore, the null hypothesis (Ho) is disproved. Therefore, it can be said that there is a relationship between the respondents' gender and the things that make them want to launch their own firm. It is also stressed that there is no connection between the

elements of wanting to make more money, being dissatisfied with one's former job or line of work, Influence and encouragement, family, friends, and relatives, government policies and plans, greater career advancement Implementing one's own company idea will lead to greater career advancement, better personal success,

Henry-Garrett Ranking

Henry-Garrett The approach of Ranking Analysis was utilised to examine the challenges experienced by the researchers. Using the formula, the respondent-provided merit rankings were translated into ranks. To determine the most influential factor on the respondent, Garrett's ranking technique was utilised. In accordance with this procedure, respondents were asked to rate all elements, and the resulting rankings were transformed into score values using the following formula.

The projected % position is converted into points using Garrett's Table. The scores of each person are then added together for each factor, and the total score values and mean score values are calculated. The most significant element is thought to have the highest mean value.

Young green business owners in this study confront a variety of challenges while trying to grow their enterprises, including financial difficulties, space availability, labour force issues, marketing challenges, and other obstacles (inventory, technology, controlling). For this reason, respondents are allowed to rank the preferences they rely on, and Garrett Ranking Methods explain why.

Table 5: Hurdles Faced When You Go For Expansion of The Business

Hurdles	1	2	3	4	5	Total
Financial issues	10	16	7	12	5	50
Administration Hurdles	8	17	6	14	5	50
Space availability	13	14	9	6	8	50
Work force issues	11	4	3	19	13	50
Marketing issues	19	14	7	8	2	50

Source: From (Bergset, 2018). Green start-up finance—Where do particular challenges lie? *International Journal of Entrepreneurial Behavior & Research*, 24(2), 451–575.

Table 6: Garret value

Rank	$100(R_{ij}-0.5)/N_j$	Calculated Value/ present position	Garret Value
1	$100(1-0.5)/5$	10	75
2	$100(2-0.5)/5$	30	60
3	$100(3-0.5)/5$	50	50
4	$100(4-0.5)/5$	70	40
5	$100(5-0.5)/5$	90	20

Source: From <https://www.ijlis.org/articles/application-of-garret-ranking-technique-practical-approach.pdf>

Table 7: Garret Score

Problems	Garret score	Average score Garret Score/No of Respondent	Rank
Financial issues	2640	52.8	3
Administration Hurdles	2580	51.65	4
Space availability	2665	53.3	2
Work force issues	2235	44.7	5
Marketing issues	2975	59.5	1

Source: From (Bergset, 2018). Green start-up finance—Where do particular challenges lie? *International Journal of Entrepreneurial Behavior & Research*, 24(2), 451–575.

Result

The average score and garret ranking score are displayed in the above table. Marketing issues are given the top spot, and workforce issues are given the worst spot. This demonstrates that green business owners require more marketing issues to succeed.

Findings from Chi-Square Test

The gender gap in the causes of people starting their own businesses is not statistically significant. The results show that the respondents' motivational factors for starting their own business are correlated with their gender. But there is no connection between the things that drive people to establish their own businesses and things like the need for more money, dissatisfaction with a previous job or line of work, government laws and programmes, influence and enticement, etc. to advance one's profession, carry out one's own business idea, use idling money for entrepreneurship, assure independence or self-employment, and benefit from greater chances.

Findings from Henry-Garrett ranking

The Garrett Ranking test revealed that "Marketing issues" received the top ranking among the factors, while "Workforce concerns" received the bottom ranking. This demonstrates that green business owners require more marketing issues to succeed.

CONCLUSION

The rising rivalry within the non--profit sector for donations and grants has necessitated the diversification and professionalization of activities with the goal of minimizing financial dependency and creating sustainability for the advancement of their social mission. Green entrepreneurship is a movement within social entrepreneurship that is built on a proven framework and appears to be sustainable. There have been numerous social development

movements that failed owing to a lack of viability. However, green business appears to be thriving and creating long-lasting waves for the greater good of society. In the last couple of decades, social movements like as the Ashoka Foundation, the Skoll Foundation, and the Schwab Foundation have begun encouraging Green entrepreneurship. Promoting green entrepreneurship requires well-organized initiatives. This can be accomplished by teaching, training, raising awareness, and policymaking. There is a need to assist green entrepreneurs so that the current environmental issue can be resolved via the efforts of average citizens.

By establishing a setting and fostering a respect for society, it is possible to teach individuals in green entrepreneurship. A strategy that emphasizes environmental context can assist us in fostering an environment conducive to green entrepreneurship.

The survey also reveals that market difficulties pose the greatest barrier, while labor force issues pose the least. The government offers a vast array of assistance to green entrepreneurs. The green entrepreneur is primarily impacted by large-scale industries, which can be addressed by adopting tactics such as marketing mode adoption.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Our work presents a range of theoretical and practical implications, as previously said, but it is not without limitations. In order to ascertain the direct and indirect effects of stakeholder demands, green dynamic capacity, green innovation, and firm performance, we first propose that future research make use of our framework and conduct a comparison study of small and large enterprises. The second drawback of quantitative research is its inherent limitations. We suggest incorporating quantitative and qualitative research approaches into future studies in order to balance out the shortcomings of each approach and produce sound theoretical and practical consequences.

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