

## A STUDY ON GREEN ENTREPRENEUR INCLINATION AMONG YOUNGER GENERATION IN DINDIGUL DISTRICT

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### Abstract

*The present study required to foresee the inclination toward green entrepreneurship among the younger generation. The study employed a descriptive approach by collecting cross-sectional data. Bachelor degree students in Arts and Science College and entrepreneurship courses comprised the respondents. The study analyzed 110 usable survey questionnaires in its final estimation. The results obtained by employing simple percentage analysis and chi – square test show the positive and significant impact of sustainability orientation and sustainability education on the green entrepreneurship inclination among younger generation . In contrast, the significant level effect of self-efficacy on green entrepreneurship inclination is detected among respondents. The study's findings would support the government, policy makers, and university authorities in developing a tailor-made awareness program through building a curriculum that could offer greater inclination toward green and sustainable education.*

**Keywords :** Green Economy, Green Entrepreneurship Inclination, Future Generation, Quality Of Life, Self-Efficacy, Sustainability Education, Sustainability Orientation

### Introduction

Green Entrepreneurship is the move by entrepreneurs to a sustainable business framework that is environmentally friendly by not only making profit but also driven by concerns toward saving our world and making it a better place to live in for us and our future generations to come. Both protection of environment and achievement of entrepreneurial goals are very important concept of Green Entrepreneurship. Green Entrepreneurship in India is an emerging practice which is gaining more prominence from all avenues with each passing day. Our Future generation must realize that this is the need of time and one must not solely question the administration on solution to such matters but as being a responsible part of society each of us must fulfil or serve our environmental obligations and responsibilities, so as to create a smarter and more sustainable education and motivation programme.

### Green Entrepreneurship

The concept for the “green entrepreneurship” springs from the blend of the key appearances of the term ‘entrepreneurship’ and ‘green’. Entrepreneurship: Passion, Motivation, Risk, Innovation and competitive advantage. Green: Sustainable, Ecological and Social .

“Green Entrepreneurship” is one of the three most important components of the sustainable development and an intersection of traditional, social and sustainable entrepreneurship. Thus, the “green entrepreneurship” is a cost-effective activity whose products, services, methods of production or organization have positive upshot on the environment.

This upshot could be a result of the following: -

- Offering products or services the consumption of which leads to a change in the consumer’s behavior, reducing the negative effect on the environment;
- Balancing the ecological and the economic goals of the company;
- Acquaint innovative ecological solutions to problems connected with production and consumption of products and services;
- Emerging business models which, when applied to use, might lead to a sustainable economic development;
- Discovering new possibilities on the market which are in connection with the demand and new way of living of the society.

Entrepreneurship is considered to be the moving force of the economy, assuring economic growth, technological and organizational innovations, and new workplaces. Training staff to work in the field of “eco-entrepreneurship”, as well as finding ecologically engaged people who have developed a plan for solving an environmental issue, is the key strategy for the success of the “green” idea. All types of eco-friendly business are many and thus, it could reflect on younger generation life in different ways in order to encourage them to think “green”.

### **Green Entrepreneurship - The Engine for Growth Of Entrepreneurs And Youth Employment:**

Entrepreneurship is indispensable for the country’s socioeconomic development. Green entrepreneurship can form an integral part in the fight against youth unemployment due to the low entry-level requirements for young people in many sectors and their generally strong interest in innovative business solutions and sustainability considerations. In addition, the creation of new firms allows equal access in terms of gender and is not limited to urban areas where traditionally larger employment opportunities exist. Green entrepreneurship can also provide new employment opportunities to workers who are set free during the restructuring towards a greener economic model.

### Significance of the Study

Today's burning issues causing environment are air and water pollution, solar ultra violate radiation, climate change, lead and mercury. These environmental threats have huge adverse impact on health, education, livelihood and well being of human life, and it also affects the other creatures on the globe. India will be affected pretty massively by climate change. Our environment fights us back, we are forced to rethink and amend our ways of living to become more eco-friendly. A new trend hence was given birth in our endeavor to become eco-friendly which many define as '**Being Green**'. Some of the most popular ways existing businesses can go green include operating almost entirely online and allowing employees to telecommute. Other ways existing businesses can become greener include placing recycling bins in employee reclines or cafeterias, replacing paper towel dispensers with hand dryers, and using recycled paper.

### Review of Literature

Early studies on green entrepreneurship have focused on three main aspects ,Lenox and York, 2021. The backgrounds for this type of literature studies can be attributed to environmental economics, or institutional entrepreneurship. This approach focused on different aspects of remotely related questions, and hence the result is characterized as fragmented and inconclusive. The second aspect is on the motives inducing individuals to engage in green entrepreneurship (Keogh and Polonski, 2008; Pastakia, 2008; Linnanen, 2012; Choi and Gray, 2018; Kuckertz and Wagner, 2020; Schlange, 2020). These researchers point out that motivations of green entrepreneurs are partially differ from those of traditional entrepreneurs, as green entrepreneurs are to a certain extent motivated by both economic and environmental concerns. However, these studies do not examine the implications of these motivations on the process of green entrepreneurship.

An interesting theoretical contribution with respect to barriers to green entrepreneurship is made by Lennenen(2021). Lennenen states three kinds of barriers to overcome in order to succeed in introducing green products. The first barrier is the challenge of marketcreation. With respect to this barrier, Lennenen argument is that of the lack of environmental awareness among the generalpopulation and that consumer behavior is only changing slowly (Meffert and Kirchgeorg, 2013). Further, he argues that consumers are not confronted with immediate direct effects of their environmentally-sustainable actions. The second barrier is the financial barrier. He identifies the mismatch between the green entrepreneurs need for finance, and investors search for trustable and promising ventures to invest in. The reasons

quoted by linnenen for the mismatch are; green entrepreneurs are unfamiliar with the investment community and thus struggle to obtain require funds but also and investors prejudices towards green entrepreneurs and their ability and willingness to act in the interest of investors. Hence, in the present work the researcher aims to study the motivations and barriers to green entrepreneurship. The study takes into account only Arts and Science graduates, those who have completed their education as well of those who are in the final semester. It can be justified the selection of the sample size is 100 respondent taken from Arts and Science colleges.

### **Statement of The Problem**

Normally, College students would be around 20 to 23 years of age complete their graduation. This gives them an urgency to decide on their career for the future. The over population and steady increases in the number of educated youth in the country, have made it virtually impossible for the government and the private sector to provide employment opportunities to the growing youth sector. In the context, self-employment has assumed greater significance in India. Therefore, it is an ideal time for the younger generation especially the college students of the our country to be motivated towards green entrepreneurship for solving the major problem confronting the nation, particularly unemployment. This study contributes in many ways to current literature. This paper contributes to the understanding of unexplored aspect of green entrepreneurship and its overall process. This paper identifies and analyzes the motivation and barriers to actual green entrepreneurship that are perceived by the graduates and thereby provides valuable insights on the subject. Further, this paper provides results that are valuable to policy makers. It also provides a suitable base for further research, particularly, in Indian context.

### **Objectives of The Study**

The following objectives have been set for the study:

1. To know the green entrepreneurship inclination among younger generation.
2. To analyse the socio economic characteristics of young graduate students.
3. To know the effectiveness of green entrepreneurs education among the college students.
4. To offer suitable findings and suggestions of the present study.

### Research Methodology

The present study is purely based on primary data and secondary data.

#### Primary Data:

Primary data being the original data. A structured questionnaire is used with the objective of gathering information on young graduate students.

#### Secondary Data:

The data will be collected from various publications, different journals, articles related to the subject under study, websites, magazines and other materials are utilized.

#### Sampling Design and Data Analysis

The study aims at analyzing the Education institutions motivating the green entrepreneurship practice especially among college students. Both primary and secondary data were collected. Convenient sampling method was adopted to select 120 respondents selected from arts and science colleges.

#### Data Analysis and Interpretation

- Percentage Analysis
- Crosstabs With Percentage Analysis
- Chi – Square Analysis
- One Way ANNOVA

Percentage Analysis Technique is used to identify inclination of green entrepreneurs in future. For this the researcher identified five reason for the young entrepreneur to start the enterprise through the development of ecosystem.

**Table No: 1**  
**Gender Composition of the Respondent**

Gender	Total	Percentage
Male	69	58
Female	51	42
<b>Total</b>	<b>120</b>	<b>100</b>

From the above table, it is show that the majority of the respondent are 58% is male and 42% are female respondent.

#### Age Composition of the Respondents

Age are the most relevant factors when considering the socio-economic characteristics of the population. Age is an important factor showing the capability of the respondents to take up the risk and starting own business.

**Table No: 2**  
**Age of the Respondents**

Age	No. of. Respondent	Percentage
Upto 18 years	17	14
19 – 20	53	44
21 – 22	50	42
<b>Total</b>	<b>120</b>	<b>100</b>

From the above table, it is clear that majority of 44% of the respondents are come under the age group between 19-20 years, 42% of the respondent are age group 21-22 years and 14% of the respondents are comes under the age group are upto 18 years.

**Table No: 3**  
**Nature of Institution of the Respondent**

Stream of Study	No. of. Respondents	Percentage
Science	54	45
Arts	66	55
<b>Total</b>	<b>120</b>	<b>100</b>

From the above table, Nature of Institution plays an important role in efficiency of students. the nature of institution details of the respondents can understand. It is clear from the above table shows that out of 120 respondents, 55% of the respondents are arts streams and 45% of the respondents are science students.

**Institution Have a Entrepreneurs Cell:**

Education Institution is an important role to play inducing the students to become a green entrepreneur through entrepreneur’s cell. Table 4 Institution have a entrepreneurs cell

**Table No: 4**  
**Institution Have a Entrepreneurs Cell**

Stream of Study	Yes	No	Total
Science	33	20	53
Arts	45	22	67
<b>Total</b>	<b>78</b>	<b>42</b>	<b>120</b>

It is evident from the above table shows that, 65% of the respondents are member in the entrepreneurs cell and 35% of the respondents are not member in the entrepreneurs cell.

**Participation of Entrepreneurship Training Programs:**

The main purpose of organizing entrepreneurship training programs in the educational institutions is to foster the entrepreneurial talents among the students.

Entrepreneurial training programs are conducted higher educational institutions to create entrepreneurial awareness among the students. It may also help them to acquire the necessary knowledge and skill needed to become green entrepreneurs. Table 5 shows the respondents' participations in entrepreneurship training programs.

**Table No: 5**  
**Participation of Entrepreneurship Training Programs**

Stream of Study	Yes	No	Total
Science	30	20	<b>50</b>
Arts	45	25	<b>70</b>
<b>Total</b>	<b>75</b>	<b>45</b>	<b>120</b>

From the above table, it is clear that only, 65% of the respondents participated in the entrepreneurial training programs conducted by their educational institutions and 45% respondents are not participated in the entrepreneurial programs.

**Chi – Square Analysis between Gender and awareness of green entrepreneurs of the respondents:**

**H0** : There is no significance difference between the gender and awareness of green entrepreneur among the respondent.

**Table No:6**  
**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.001 <sup>a</sup>	1	.980		
Continuity Correction <sup>b</sup>	.000	1	1.000		
Likelihood Ratio	.001	1	.980		
Fisher's Exact Test				1.000	.592
Linear-by-Linear Association	.001	1	.980		
N of Valid Cases	120				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.05.

b. Computed only for a 2x2 table

The result of chi square test between gender and awareness of green entrepreneur among young graduate students in arts and science colleges above table. It shows that the value of Pearson Chi Square is 0.001 with the degree of freedom at 1. Further, it is represented that the p value is at 0.005. Since p value for chi square is less than 0.05 for gender and green entrepreneur awareness among young graduate students, it leads to accept the null hypothesis.

**One – Way ANNOVA Analysis Between Stream Of Study And Facilitating Factors Are Highly Inclination The Green Entrepreneur Among Young Graduate Students:**

The present study aimed to understand the extent of green entrepreneur inclination among the student’s respondents. Based on the review of literature, 8 statement were formulated to study the respondents’ awareness towards green entrepreneurs. A five point scale was used to measure the respondents inclination starting from Strongly Agree(5), Agree(4), Neutral(3), Disagree(2) and Strongly Disagree(1).

**H0** : There is no association between the stream of study and inclination of green entrepreneur among the respondent

**Table No: 8**  
**ANOVA**

		Sum of Squares	Df	Mean Square	F	Sig.
Sustainability Orientation	Between Groups	.290	1	.290	.663	.417
	Within Groups	51.577	118	.437		
	Total	51.867	119			
Sustainability Green Entrepreneur Education	Between Groups	.026	1	.026	.105	.747
	Within Groups	29.840	118	.253		
	Total	29.867	119			
Self- Efficiency	Between Groups	.632	1	.632	.451	.503
	Within Groups	165.335	118	1.401		
	Total	165.967	119			
Risk Taking	Between Groups	.220	1	.220	.265	.608
	Within Groups	98.280	118	.833		
	Total	98.500	119			
Creativity and Innovativeness	Between Groups	.041	1	.041	.041	.840
	Within Groups	118.750	118	1.006		
	Total	118.792	119			
Problem solving attitude	Between Groups	1.444	1	1.444	2.607	.109
	Within Groups	65.356	118	.554		
	Total	66.800	119			
Creating Economic Situation	Between Groups	.357	1	.357	2.312	.131
	Within Groups	18.234	118	.155		
	Total	18.592	119			
Strong willpower	Between Groups	39.259	1	39.259	1.697	.196
	Within Groups	2452.407	106	23.136		
	Total	2491.667	107			

The above table shows the result of ANOVA based on facilitating factors are highly induced the entrepreneurship with age of the respondents. Since the respective “p” value of the facilitating factors are highly inclination the green entrepreneurs with stream of study of the



respondents with reference to sustainability orientation, sustainability green entrepreneur education, creativity and innovative thinking, self - efficiency, risk taking, problem solving attitude, creating economic situation and strong will power are more than 0.05. So the Null Hypothesis is rejected. Therefore it may be concluded that stream of course of the respondents are not highly associated the facilitating factors is inclination of green entrepreneur practices among the young graduate students.

### **Finding of the Study**

- 58% of the respondent are male
- 44% of the respondent age group is 19-20.
- 55% of the respondents are arts streams
- 65% of the respondents are member in the entrepreneurs cell
- 65% of the respondents participated in the entrepreneurial training programs conducted by their educational institutions.
- There is a significant relationship between gender and awareness's of green entrepreneur.

### **Conclusion**

The present study revealed that most of the young green entrepreneurs even though had other occupational opportunities, chose green entrepreneurship as a career because they aspire to be independent and to earn more eco-money. The study makes it clear the green entrepreneur inclination among youth are diverse and their exposure to entrepreneurship education for a period of three year is capable of provoking the intention of becoming green entrepreneurs. This is also an indication that they have been equipped with the necessary knowledge and skills required for a new venture start up. It is also importance essence of introducing entrepreneurial educational programs to school and colleges to equip the students with the necessary skill and mindsets required for effective green entrepreneurship from the early years and also to instill in graduate students across all levels of education, the self-confidence and assurance required for launching green business. Government should make entrepreneurship education a obligatory course in India school and colleges.

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