

## AWARENESS OF GREEN ENTREPRENEURSHIP AMONG STUDENTS AND COMMON PEOPLE

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### ABSTRACT

This research investigates the level of awareness regarding green entrepreneurship among students and the general population, examining the influence of demographic, socio-cultural, and economic factors. It aims to explore how these factors impact the adoption and engagement in green entrepreneurship and its potential role in promoting sustainable development. The study also examines the role of education, community involvement, and market trends in enhancing green entrepreneurship awareness.

**Keywords:** Green entrepreneurship, sustainability, socio-cultural factors, economic factors, demographic factors, environmental conservation.

### 1. INTRODUCTION

Green entrepreneurship refers to the creation of new businesses or ventures that contribute to environmental sustainability. With growing concerns over climate change and environmental degradation, green entrepreneurship offers a potential solution to both economic and environmental challenges. In many regions, however, the awareness and adoption of green entrepreneurship is still limited, particularly among students and the general population.

While there is increasing interest in sustainable development, the level of awareness of green entrepreneurship is not well-documented, especially across different demographic groups. This study aims to fill this gap by understanding the factors that influence people's awareness and participation in green entrepreneurship.

### 2. OBJECTIVES OF THE STUDY

- To assess the level of awareness of green entrepreneurship among students and the general population.
- To identify demographic, socio-cultural, and economic factors that influence awareness and adoption of green entrepreneurship.
- To explore the potential of green entrepreneurship in promoting sustainable development and environmental conservation.

### 3. LITERATURE REVIEW

The concept of green entrepreneurship has gained significant attention in the context of sustainability and environmental conservation. Green entrepreneurship refers to the development of business ventures that focus on environmental protection and the sustainable use of natural resources (Dean & McMullen, 2007). In the face of climate change and environmental degradation, green entrepreneurship is seen as a key driver of economic and social change, offering opportunities for innovation while addressing environmental challenges (Cohen & Winn, 2007). This section reviews existing literature on green entrepreneurship and identifies the key factors influencing its awareness and adoption, including demographic, socio-cultural, and economic factors.

#### Concept of Green Entrepreneurship

Green entrepreneurship involves the creation of new business models, products, or services that contribute to environmental sustainability while ensuring economic viability. It differs from traditional entrepreneurship by integrating ecological considerations into business operations. According to Schaltegger and Wagner (2011), green entrepreneurs focus on sustainable business practices, such as renewable energy, waste reduction, and environmentally friendly products. The aim is not just financial profit but also environmental value creation, making green entrepreneurship a critical component of sustainable development.

#### Demographic Factors Influencing Green Entrepreneurship

Demographic factors such as age, education, and income have been found to influence awareness and adoption of green entrepreneurship. Age, for instance, plays a significant role, with younger individuals often being more environmentally conscious and open to sustainable practices (Choi & Gray, 2008). Educational attainment is another critical factor, as higher levels of education generally correlate with increased awareness of environmental issues and entrepreneurship

(Bocken et al., 2014). Research by Mair and Marti (2006) suggests that individuals with higher educational backgrounds are more likely to engage in green entrepreneurship, as education exposes them to sustainable business practices and environmental problems.

Income also plays a role in the adoption of green entrepreneurship, as people with higher incomes have more resources to invest in eco-friendly ventures (Bansal & Roth, 2000). However, some studies suggest that green entrepreneurship can be accessible to lower-income groups if supported by adequate government policies and incentives (Gomez & Aybar, 2016).

#### **Socio-Cultural Factors**

Culture and social norms significantly influence the adoption of green entrepreneurship. In societies where environmental sustainability is deeply ingrained in cultural values, green entrepreneurship is more likely to thrive (Baron & Henry, 2011). Research by Barge-Gil (2015) shows that regions with a strong culture of environmental consciousness tend to have higher rates of green business initiatives. Additionally, social media and community engagement have become powerful tools in raising awareness and promoting sustainable practices (Hughes, 2017). Studies indicate that influencers and environmental advocates on platforms like Instagram and Twitter have played an important role in spreading the message of green entrepreneurship to a broader audience (Green & Peloza, 2011).

Community involvement also fosters a sense of responsibility and collective action. According to Narayanan et al. (2019), local events and organizations that promote sustainability encourage individuals to take part in green entrepreneurship by providing support, knowledge, and resources.

#### **Economic Factors**

Economic factors such as government policies, market trends, and economic incentives are crucial in shaping the environment for green entrepreneurship. Government support, such as tax incentives, subsidies, and grants, has been shown to encourage individuals to engage in green ventures (Roehrich et al., 2014). A study by Linton et al. (2007) found that well-designed public policies can lower the financial barriers to green entrepreneurship, enabling businesses to succeed while contributing to sustainability. Market trends indicate a growing demand for sustainable products and services, which further fuels the rise of green entrepreneurship. Research by Hart and Milstein (2003) suggests that consumer demand for eco-friendly goods is a significant driver of green business ventures. Furthermore, as companies become more aware of the economic potential of green technologies, the demand for sustainable innovations grows, presenting opportunities for entrepreneurs in various sectors (Schaltegger et al., 2017).

#### **Green Entrepreneurship and Sustainable Development**

The role of green entrepreneurship in promoting sustainable development has been extensively discussed in the literature. Sustainable development requires balancing economic growth with environmental preservation, and green entrepreneurship offers a pathway for achieving this balance (Belz & Binder, 2017). By providing green products, reducing waste, and promoting eco-friendly technologies, green entrepreneurs contribute to long-term environmental conservation while supporting local economies (Dangelico & Pujari, 2010). The growing recognition of climate change as a global challenge has led to the creation of business models focused on environmental impact, thus contributing to the shift toward a green economy (Reinhardt, 2000). Green entrepreneurs not only address immediate environmental concerns but also build business models that ensure the sustainability of natural resources for future generations (Nicholls, 2006).

## **4. RESEARCH METHODOLOGY**

#### **Research Design**

This study follows a descriptive research design, using surveys to collect data on the awareness and engagement in green entrepreneurship.

#### **Sampling**

The sample consists of 50 respondents, including students (72%), employees (12%), entrepreneurs (10%), and other categories. The study aims to represent a diverse cross-section of the population.

#### **Data Collection**

Data was collected using a structured questionnaire. The questionnaire consists of 4 main sections:

- Demographic information
- Awareness of green entrepreneurship
- Influence of socio-cultural factors
- Influence of economic factors

### Data Analysis

The collected data is analyzed using descriptive statistics, including frequency distributions and percentage analyses. The responses are categorized into five Likert scale ratings: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD).

## 5. RESULTS AND DISCUSSION

The results of this study were obtained through the analysis of the responses to the questionnaire administered to 50 individuals, which included students, employees, entrepreneurs, and others. The data was categorized according to demographic, socio-cultural, and economic factors that might influence awareness and involvement in green entrepreneurship. This section presents and discusses the findings based on these factors.

### Demographic Information

Table 1 presents the demographic characteristics of the respondents, highlighting age, educational level, annual income, location, occupation, and prior involvement in green entrepreneurship ventures.

**Table 1:** Demographic Information of Respondents

Particular	Number of Responses	Percentage
<b>Age</b>		
Under 18	4	8
18 – 25 years	35	70
26 – 35 years	3	6
36 – 45 years	1	2
46 – 55 years	6	12
Above 55	1	2
<b>Total</b>	50	100
<b>Educational Level</b>		
High school	3	6
Associate degree	0	0
Bachelor's degree	22	44
Master's degree	23	46
Doctorate or higher	2	4
<b>Total</b>	50	100
<b>Annual Income</b>		
Less than 10,000	26	52
10,000 – 30,000	14	28
30,000 – 50,000	6	12
50,000 – 1,00,000	4	8
Above 1,00,000	0	0
<b>Total</b>	50	100
<b>Location</b>		
Urban	26	52
Suburban	6	12
Rural	18	36
<b>Total</b>	50	100
<b>Occupation</b>		
Student	36	72

Employee	6	12
Entrepreneur	5	10
Self Employed	1	2
Unemployed	2	4
<b>Total</b>	<b>50</b>	<b>100</b>
<b>Involvement in Green Entrepreneurship</b>		
Yes	26	52
No	24	48
<b>Total</b>	<b>50</b>	<b>100</b>

#### Source: Primary Data Interpretation

**Age-** The majority of respondents (70%) were aged 18-25 years, which aligns with the focus of the study on student and younger populations. This group is more likely to be aware of and engaged in environmental initiatives.

**Education-** Most respondents (90%) had completed at least a bachelor's or master's degree. This suggests a link between higher education and awareness of green entrepreneurship.

**Income-** A significant portion (52%) of respondents had an annual income of less than 10,000, which may indicate limited financial resources for investment in green ventures.

**Occupation-** The majority (72%) were students, highlighting that young people are the primary demographic in this study.

**Location-** Urban areas (52%) were predominant among respondents, possibly indicating better access to information and opportunities for green entrepreneurship in cities.

#### Awareness of Green Entrepreneurship-

Table 2 below outlines the responses to statements related to the awareness of green entrepreneurship, segmented by demographic factors.

**Table 2:** Awareness of Green Entrepreneurship

Particulars	SA	A	N	D	SD	Total
<b>Age</b>						
Younger individuals (students) are more likely to be aware of green entrepreneurship than older generations.	6	21	19	3	1	50
My age influences how much I know about green entrepreneurship.	5	15	23	6	1	50
Students are generally more aware of the concept of green entrepreneurship compared to older working professionals.	3	23	19	3	2	50
<b>Education</b>						
Higher levels of education have increased my awareness of green entrepreneurship.	8	20	17	3	2	50
I believe that formal education provides more exposure to the concepts of green entrepreneurship.	10	20	15	3	2	50
The educational system in my region adequately promotes the importance of green entrepreneurship.	6	18	21	3	2	50

#### Source: Primary Data Interpretation

- Age and Awareness**

There is a strong belief that younger individuals, particularly students, are more aware of green entrepreneurship. The data shows that 54% of respondents agreed or strongly agreed with the statement that younger people are more likely to be aware of green entrepreneurship than older generations.

- Education**

The responses indicate that higher education significantly influences awareness of green entrepreneurship. A majority (56%) agreed or strongly agreed that formal education provides exposure to green business concepts.

### • Education System

While most respondents (48%) felt that the educational system promotes green entrepreneurship, a substantial portion (42%) remained neutral, suggesting a need for more focused efforts in curriculum development.

### Socio-Cultural Factors

Table 3 shows the responses related to socio-cultural factors, including cultural values, social media influence, and community involvement in promoting green entrepreneurship.

**Table 3:** Socio-Cultural Factors Influencing Green Entrepreneurship

Particulars	SA	A	N	D	SD	Total
<b>Cultural Values</b>						
My culture encourages environmental sustainability, which has increased my awareness of green entrepreneurship.	3	23	20	1	3	50
Green entrepreneurship is seen as an important part of sustainable development in my community.	7	23	14	4	2	50
Cultures that prioritize environmental values tend to have more people engaging in green entrepreneurship.	6	24	15	3	2	50
<b>Social Media</b>						
Social media platforms have significantly raised my awareness about green entrepreneurship.	6	17	21	4	2	50
Influencers and advocates on social media have effectively promoted the importance of green entrepreneurship.	7	21	16	3	3	50
Social media plays a vital role in educating people about the benefits of green entrepreneurship.	7	20	15	6	2	50

### Source: Primary Data Interpretation

#### • Cultural Values

A majority (52%) agreed that their culture encourages environmental sustainability, which has contributed to their awareness of green entrepreneurship. This indicates the influence of cultural values on environmental consciousness.

#### • Social Media Influence

Social media plays a significant role in raising awareness, with 46% agreeing that platforms have raised their awareness about green entrepreneurship. Influencers and advocates on social media were also cited as key promoters of green business ideas.

#### • Community Involvement

Local organizations and community events were seen as vital in promoting green entrepreneurship. Approximately 60% of respondents agreed that their community involvement in environmental sustainability increased their likelihood of engaging in green ventures.

### Economic Factors

Table 4 presents responses related to the economic factors influencing awareness and participation in green entrepreneurship, including economic benefits, government policies, and market trends.

**Table 4:** Economic Factors Influencing Green Entrepreneurship

Particulars	SA	A	N	D	SD	Total
<b>Economic Benefits</b>						
I am aware that green entrepreneurship can create job opportunities in local economies.	6	20	19	2	3	50
Green entrepreneurship is appealing because it has the potential to save costs in the long run.	9	17	18	4	2	50
I believe that green businesses are more economically sustainable compared to traditional business models.	5	18	21	3	3	50

Government Policies						
Government incentives and support policies encourage me to engage with or support green entrepreneurship.	7	19	20	3	2	50
I am aware of the government's role in promoting green entrepreneurship through funding or tax incentives.	2	22	18	3	5	50
Government policies aimed at supporting green entrepreneurship have a positive impact on the public's awareness.	7	18	22	1	2	50
Market Trends						
I am aware of the growing demand for sustainable products and services, which creates opportunities for green entrepreneurship.	6	19	18	5	2	50
Market trends indicate that green entrepreneurship has the potential for long-term business success.	4	29	12	3	2	50
I believe that consumer demand for eco-friendly and sustainable products is a major driver of green entrepreneurship.	12	20	16	1	1	50

#### Source: Primary Data Interpretation

- Economic Benefits**

A majority of respondents (52%) were aware of the job creation potential of green entrepreneurship. Additionally, many respondents (52%) believed that green entrepreneurship can save costs in the long term, indicating a recognition of the financial benefits of sustainable practices.

- Government Policies**

While most respondents (52%) agreed that government incentives and policies promote engagement in green entrepreneurship, 36% were neutral about the effectiveness of such policies. This suggests that there may be room for improvement in the communication and accessibility of these policies.

- Market Trends**

Respondents were largely aware of the growing demand for sustainable products, with 52% indicating that market trends make green entrepreneurship appealing. Furthermore, consumer demand for eco-friendly products (64%) was seen as a major driver of green entrepreneurship, demonstrating the strong relationship between market demand and the sustainability sector.

#### 4.5 Involvement in Green Entrepreneurship

The final section of the questionnaire explored respondents' personal involvement in green entrepreneurship. Table 5 presents the responses to the question of whether individuals had been involved in any green entrepreneurship venture.

**Table 5:** Involvement in Green Entrepreneurship

Particulars	Yes	No	Total
Have you ever been involved in a green entrepreneurship venture?	26	24	50

#### Source: Primary Data Interpretation

- Involvement**

Over half of the respondents (52%) had been involved in a green entrepreneurship venture, indicating that there is a significant level of engagement in the field. However, the remaining 48% had not participated, suggesting barriers or lack of opportunities that might hinder broader participation in green ventures.

## 6. DISCUSSION

The results from this study provide a comprehensive overview of the factors influencing awareness and participation in green entrepreneurship. The findings indicate that demographic, socio-cultural, and economic factors all play a significant role in shaping individuals' engagement with green entrepreneurship.

- Demographic Factors**

The strong presence of younger individuals (18-25 years) in this study reflects the generational shift toward environmental awareness. Younger people are often more open to sustainable practices and are more likely to integrate these values into their entrepreneurial ventures. The higher levels of education among the respondents also suggest that formal education plays an essential role in increasing awareness of green entrepreneurship. This aligns



with findings from Cohen and Winn (2007), who argued that education and knowledge are key to fostering an entrepreneurial mindset that includes sustainability.

- **Socio-Cultural Factors**

Cultural values and community involvement significantly influence people's likelihood to engage in green entrepreneurship. The study indicates that societies with ingrained environmental values are more likely to see higher participation in sustainable ventures. Social media also emerged as a powerful tool for raising awareness, as seen in other research that highlights the role of digital platforms in spreading eco-conscious initiatives (Hughes, 2017). Social media influencers and community-based events were key drivers in making green entrepreneurship more visible and accessible.

- **Economic Factors**

The results suggest that while the economic potential of green entrepreneurship is recognized, the financial accessibility of these ventures is still a challenge for many, particularly those with lower incomes. However, government incentives and subsidies were seen as crucial in lowering financial barriers, supporting the notion that effective policy-making can encourage wider participation (Bansal & Roth, 2000). Additionally, market demand for sustainable products is a strong motivator for green entrepreneurship, confirming the findings of Hart and Milstein (2003) regarding the economic appeal of eco-friendly businesses.

- **Involvement in Green Entrepreneurship**

The relatively high level of involvement (52%) in green entrepreneurship suggests a growing interest in sustainable ventures. However, the remaining 48% who have not been involved could represent an untapped market or a population facing barriers to entry, such as lack of capital, information, or support.

This study provides valuable insights into the awareness and participation in green entrepreneurship among students and the general public. The findings suggest that demographic factors like age, education, and income influence awareness, while socio-cultural factors such as cultural values, social media, and community involvement play a significant role in promoting sustainable entrepreneurship. Economic factors, especially government policies and market demand for eco-friendly products, are also crucial in encouraging engagement in green entrepreneurship.

The results indicate that while there is a strong awareness of green entrepreneurship, there is still potential for growth, particularly in terms of providing more support to individuals with lower incomes and enhancing government and community-level initiatives. Future research could explore the barriers to participation and the effectiveness of specific policies and incentives in fostering green entrepreneurship.

## 7. CONCLUSION

The awareness and involvement of students and the general public in green entrepreneurship, focusing on the demographic, socio-cultural, and economic factors that influence their engagement. The findings demonstrate that while awareness of green entrepreneurship is growing, particularly among younger individuals and those with higher education levels, significant barriers to broader participation remain.

The study reveals that demographic factors, such as age and education, play a pivotal role in shaping individuals' awareness of green entrepreneurship, with younger individuals and those with formal education showing greater engagement. Furthermore, socio-cultural factors, including cultural values and community involvement, as well as the influence of social media, were identified as major catalysts for promoting green entrepreneurship. Economic factors, particularly government incentives and the growing consumer demand for sustainable products, further support the development of green businesses.

Despite a strong level of awareness, there are still challenges in terms of financial accessibility and the ability to engage in green entrepreneurship, especially for individuals in lower-income groups. The study emphasizes the importance of government support and policies that make sustainable ventures more accessible and economically viable.

For green entrepreneurship to contribute to environmental sustainability and economic development, more targeted efforts are needed to overcome barriers, particularly for underserved communities. By improving access to information, financial resources, and policy incentives, green entrepreneurship can become a more inclusive and widely adopted solution to the global environmental challenges we face. Future research should focus on identifying specific barriers to participation and evaluating the impact of different policy measures on fostering green business ventures.

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