INSIGHTS OF YOUNG ENTREPRENEURSHIP ASPIRANTS TOWARDS SUSTAINABLE ENTREPRENEURSHIP IN MALAYSIA

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Insights of Young Entrepreneurship Aspirants Towards Sustainable Entrepreneurship in Malaysia

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DECLARATION

I hereby declare that:

(1) This postgraduate research project is the end result of my own work and due to the acknowledgement has been given in references to ALL sources of information be they printed electronic or personal.

(2) No portion of this research work has been submitted in support of an application for any other degree or qualification of this or other university, or other institutes of learning.

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TABLE OF CONTENTS

Pages

LIST OF TABLES

LIST OF FIGURES

Pages

LIST OF ABBREVIATIONS

A   Agree

CCB   Changing Consumer Behaviour

D   Disagree

ECB   Eco-Friendly People

FAM   Faculty of Accountancy and Management

FMC   Favourable Market Conditions

GHA   Green Hotel Association

GMF   Green Marketing Factors

GPB   Green Product Behaviour

(GPI   Green Purchase Intention

IHEI   International Hotels Environmental Initiative

LOHAS   Lifestyles of Health and Sustainability

MBA   Master of Business Administration

MSMEs   Micro, Small and Medium Sized Enterprises

NGO   Non-Governmental Agency

NMI   Natural Marketing Institute

OECD   Organisation for Economic Co-operation and Development

3R   Renew, Reuse & Recycle

SA   Strongly Agree

SD   Strongly Disagree

SDG   Sustainable Development Goal

SE   Sustainable Entrepreneurship

Sig.   Significant

SPSS   Statistical Package for Social Science

TPB   Theory of Planned Behavior

TRA   Theory of Reasoned Action

UN   United Nations

UNEA   United Nations Environment Assembly

UNEP   United Nations environmental program

UTAR   Universiti Tunku Abdul Rahman

WTO   World Trade Organization

LIST OF APPENDICES

Pages

PREFACE

This research project was conducted as part of partial fulfilment of the requirement for the course of Masters in Business Administration conducted by Institute of Postgraduate Studies, and offered by Faculty of Accountancy and Management of Universiti Tunku Abdul Rahman. This study had provided students the opportunity to integrate their theoretical knowledge and understanding into a real world of business application.

The purpose of this study is to investigate the various factors that can impact young-adults in Malaysia intention towards sustainable entrepreneurship. The factors included are eco-friendly people, green marketing factors, changing consumer behaviour and favourable market conditions are all significantly impact sustainable entrepreneurship intention.

Many studies had been conducted on factors that impact sustainable entrepreneurship, but there is still limited understanding on the mostly factor that may impact sustainable entrepreneurship intention. Therefore, it is important to further study on these factors considering the proportion young graduates and students that are aspiring to venture into sustainable business to improve the quality of the environment, societal well-being and economic prosperity and development of the country.

This research project will contribute enormously on the sustainability development goal aimed at reducing the depletion of the natural resources by manufacturers and enterprises to promote the environmental friendly manner of doing business to preserve the environment, improve standard of living, reduce inequality, poverty alleviation, green consumption, awareness on green business and tremendous increase in market share and fair economic returns on investment to the green businesses in Malaysia.

Abstract

This research was aimed to study the relationship between eco-friendly people, green marketing factors, changing consumer behaviour and favourable market conditions towards sustainable entrepreneurship intention of young-adults in Malaysia. The target respondents for this research was undergraduate and graduates' students of Fam faculty, UTAR, who are aged between 18 years old and 45 years old. The survey questionnaire was distributed to 250 participants through online social media WhatsApp. The data was collected and 200 response was valid and selected for the research. The respondent's data was analysed using SPSS version 26, for the reliability and validity of the items used for study using Cronbach's alpha. Also, the descriptive analysis, Pearson correlation analysis, and multiple regression analysis was tested. The outcome of the findings shows that all the four variables comprises of eco-friendly people, green marketing factors, changing consumer behaviour and favourable market conditions has positive and significant impact to sustainable entrepreneurship intention. Managerial implication of the study was discussed to give an insight on how these findings obtained will affect entrepreneurial activities and managers decision making process. Finally, the limitations for this study was stated and various recommendation was given for future researchers to improve.

CHAPTER 1

INTRODUCTION

1.0

Eco-entrepreneurship, green entrepreneurship and sustainable entrepreneurship are synonymous to each other and are contributing towards social welfare and ecological sustainable economy to the society (McMullen, 2007; Waris, Barkat, Ahmed & Hameed, 2021). Sustainable entrepreneurial concept is referred as unearthing, forming, and making use of opportunities to produce future goods and services that will sustain the natural environment and provide developmental gain for others (Patzelt & Shepherd, 2011, Volkmann, Fichter, Klofsten, & Audretsch, 2019). However, sustainable entrepreneurial overall concepts are consistent with the United Nation Sustainability Development Goals (SDG) objectives are to address fundamental societal challenges such as climate change, creating a business that deals with the issues of economy, society, planet (Assembly 2015). According to UN Forum, (2022) was centred on sustainable entrepreneurship as mouthpiece to redefine the world challenges post-covid-19 unto cleaner healthier economy and tool to achieve sustainable development goal. Hence, developing an innovative business model that will deal with reducing the use of energy and other natural resources that may harm the habitants and environment (Tunio, Chaudhry, Shaikh, Jariko, & Brahmi, 2021).

Realising the impact and purposiveness, sustainable intention is on three dimensions which includes, the environment, economics and society. Hence, few studies had been carried in the literature which resulted that there is still much existing research gap (Cohen & Winn, 2007; Soomro, Almahdi, & Shah, 2020). Towards business environment development, it is imperative to motivate entrepreneurs to utilize their competency and problem-solving skills to solve environmental problem within the society and improve economic and standard of living of the people (Gavrilut, Grecu & Chiriac, 2022). According to the WTO on Micro, Small and Medium Sized Enterprises (MSMEs) competition is to seek for a way of assisting small businesses reduce their carbon emission and benefit from sustainability innovations. Hence, helping small businesses to transforming into more sustainable economy which in turn become a win-win for the businesses, the economy overall, and good for the environment sustainability (WTO, 2022).

Likewise, United nations environment assembly (UNEA), is emphasizing that Micro, small and medium-sized enterprises (MSMEs) have a crucial role to play, given that it comprises 90 percent of total businesses and are responsible for most employment sector globally, and therefore, urges the young entrepreneurs to embark on designing their businesses to protect the planet (UNEA, 2022).

In order to alleviate all this problem associated to environment, business entrepreneurs and government should focus on development of green business (Soomro et al, 2020). Furthermore, as the taste and demand for consumers consumption continue to change posing challenges to the environment, and subsequent more ideas and opportunity for eco-friendly products and services (Trivedi, Trivedi, & Goswam, 2018). Businesses also tend to adapt new ways of innovation to maximize opportunities towards this global challenge by finding a better marketing tools within the market (Sharma & Kushwaha, 2015; Soomro et al, 2020). According to a study on MSMEs Malaysia entrepreneurs understand and are aware of importance of sustainable business towards environmental protection and performance (Ahmad, Rahman, Rajendran & Halim, 2020).

Sustainable entrepreneurial activity is a new dimension that will promote economic opportunities in Malaysia, and will lead to sustainable development for healthier economic prosperity, social relationships, and environmental protection norm in the country (Wiramihardja, N'dary, Mamun, Munikrishnan, Yang, Salamah, & Hayat, 2022). Likewise, it is imperative to understand the mindset, and knowledge towards sustainable entrepreneurship among young university student that are aspiring to become entrepreneurs upon graduation. This concept is very important as the world is navigating away from usual conventional entrepreneurial business method and channel towards healthier, and eco-friendly sustainable entrepreneurship. Thus, this study will contribute to address a research gap on sustainability development among the young generation entrepreneurial aspirants in Malaysia. Hence, global sustainability goal to protect the environment and societal well-being in application to entrepreneurship perspective is becoming holistic measure for present and future economic blue print policies of nations (Islam & Wahab, 2021).

Indeed, it is imperative to understand the perceptions of the young adult in Malaysia particularly the business students and young graduates that are aspiring and developing their entrepreneurial career intention towards sustainable oriented enterprise (Pruett et al., 2009; Usman & Ahmed, 2018). Hence, those motivating attitudes will act as a solution towards environmental issues to conserve the nature, social value creation and enhance economic and non-economic gains through future goods and services processing to enhance people well-being, and business opportunities

empowerment (Pruett et al., 2009; Fischer et al., 2018; Munoz & Cohen, 2018; Usman & Ahmed, 2018; & Soomro et al., 2020). This study is focusing on Faculty of Accountancy and Management (FAM) student of Universiti Tunku Abdul Rahman, to understand their entrepreneurial knowledge towards business sustainability and its positive factors on entrepreneurship.

1.2 Problem Statement

Recently economic downturn, unemployment rate and job loss in Malaysia due to covid-19 has inspire youths to take opportunity of their skills and abilities to further engage in self-employment on Micro, Small and Medium Sized Enterprises (MSMEs) (Wiramihardja et al., 2022). Thanks to the innovative development of internet and social media that empower most of the youths to start up business instead of doing nothing and become jobless (Wiramihardja et al., 2022). However, as majority of existing entrepreneurs in Malaysia were still focusing on traditional by relying only on economic profit oriented, neglecting the social and natural environment, that has negative consequences to ecosystem (Ahmad et al., 2020).

Little had been done towards sustainable entrepreneurship mechanism in Malaysia as a market and particularly the academia has not yet strictly imbibed to the young graduates on the impact of businesses on environment and its concern towards sustainability (Islam & Wahab, 2021). Similarly, lack of sustainable business knowledge has resulted on unsustainable business activities within the country harming the environment and adversely affecting the global intention to minimize and eliminate environmental threatening integrity (Nor-Aishah, Ahmad, & Thurasamy, 2020). It concerned how young aspiring entrepreneurs in Malaysia are aware of those adverse implication within the business circle regarding the environmental threats such as environmental pollution, global climate change which are directly influence by human activities starting from agricultural to industrial revolution which has negative consequences to the society (Ahmad et al., 2020). Moreover, as the increase of factories and enterprises have extensively cause serious problems to the environment, there is need for total change in production process to produce green and organic products, and also continue to monitor their attributes within the environment to prevent further damage (Sharaf & Perumal, 2018).

It is important to investigate the insights of young-adults in Malaysia intending to venture into business upon graduation from school towards their aspiration and enthusiastic to succeed by adapting this sustainable business model (Chee & Nordin, 2020). For a suitable career enrichment that will be favourable to green market, the role of government support, and other relative characteristics that has direct influence to sustainable entrepreneurship (Bakar, Talukder, Quazi

& Khan, 2020). So, factors to study and discuss towards this issue includes, eco-friendly people, green market factor, changing consumers behaviour, and favourable market conditions.

1.2.1 Eco-Friendly People

Majority of the problem facing the society today is as a result of the negligence of people merely for economic gain through in handling the activities of productivity starting from procuring of raw material to the finishing stage of production and to final consumers (Leochico et al. 2021). Those human activities tend to harm the natural environment and negatively impact the people life due to unhealthy products across the market (Pomerici et al., 2016; Sun & Yun, 2022). In a country as Malaysia, sustainable entrepreneurship is still at early developing stage and people has already started being conscious of the environment and their life. Firms and business enterprises as an eco-friendly people understand environmental issues and risk to the society and are eager to make changes to conserve the natural environment (Soomro et al., 2020). Therefore, it will be important to investigate the research gap on eco-friendly people on sustainable entrepreneurship of young adult-adults in Malaysia.

1.2.2 Green Market Factor

Those environmental concerns prompted the consumers to be anxious and looking out for relevant information and knowledge on how to utilize the available resources to preserve human life and environment (Hameed & Waris 2018; Waris et al., 2021). Among the elements that are negatively influencing consumers on green products includes, an inefficient marketing actions, green products price inflation, and consumers lack of trust based on wrong marketing information and with little awareness to understand the variations on green products in the market (Hameed & Waris 2018; Waris et al. 2021). It had been found that market for green products are extensively growing rapidly in developed nations, but in developing nation in which Malaysia is one of them, people are still finding it difficult to embrace green products despite promising prospect on green market (Witek & Kuzniar, 2020). It is important to measure those factors that are hindering the market and subsequently determine vital instruments that can drive the market growth by study whether the green marketing factor on sustainable entrepreneurship will influence to aspire the youths in Malaysia towards sustainable entrepreneurship.

1.2.3 Changing Consumers Behaviour

The increase on environmental issues, health consciousness and societal concern had prompted change in consumers demand for green products (Kautish, Paul, & Sharma, 2019). Sustainability

awareness and health consciousness has implied that consumers are now shifting their demand towards renewal, recyclable products and organic healthy food (Kautish et al., 2019). Firms' and businesses understanding those changing consumers behaviour will be important to solve those problems on environment and society (Moser, 2015; Sarti et al, 2018; Berki-Kiss & Menrad, 2022). The Sustainable entrepreneurship will help to fill the gap on changing consumer behaviour which are not present in conventional enterprises (Delmas & Lessem, 2017; Hameed & Waris, 2018). This study we will necessary to investigate how changing consumers behaviour will impact youths towards sustainable entrepreneurship in Malaysia.

1.2.4 Favourable Market Condition

Environmentally friendly market is not favourable when the market lacks the necessary tools and support needed from the stakeholders such as government and its various agencies (Soomro et al., 2020). Green products entrepreneurs sometimes lack financial strength to compete in the market against the already established conventional enterprises operating in the market for a long time. Often, financial sectors such as banks and other lending firms prefer to give loans or sponsor regular conventional businesses due to the profit returns and this are negatively impacting the green market (Demirel, Li, Rentocchini, & Tamvad, 2019). Favourable market condition will thrive if the government of a country such Malaysia will protect the sustainable enterprise through legislature and needed incentives to compete (Ludeke-Freund, 2019). On this reason it is important to investigate how favourable market conditions can inspire young adults in Malaysia towards sustainable entrepreneurship.

1.3 Research Objectives

1.3.1 Research Objective

The main objective of this study is to Investigate the perceptions of young Malaysian University students that intend to be entrepreneurs towards sustainable entrepreneurship. The researcher will examine the impact of the four (4) independent variables towards dependent variable. Therefore, to be more specific on this study, the research objectives will be determine as listed below:

1.3.2 Specific Objectives

1. To investigate whether being an eco-friendly people will impact student's intention towards sustainable entrepreneurship in Malaysia.
2. To investigate whether green market factor will influence young adults' intention towards sustainable entrepreneurship in Malaysia.
3. To investigate whether changing consumers behaviour will impact youths towards sustainable entrepreneurship in Malaysia.
4. To investigate whether favourable market condition to motivate young adults towards sustainable entrepreneurship.

1.4 Research Questions

1. Does eco-friendly people influence sustainable entrepreneurship on young adults in Malaysia?
2. Does green market factor influence sustainable entrepreneurship on young adults in Malaysia?
3. Does changing consumers behavior influence sustainable entrepreneurship on young adults in Malaysia?
4. Do favorable market conditions influence sustainable entrepreneurship on young adults in Malaysia?

1.5 Hypothesis of Study

H1: There is positive and significant impact between eco-friendly people and sustainable entrepreneurship towards aspiring young adults in Malaysia

H2: There is positive and significant impact between green market factor and sustainable entrepreneurship towards aspiring young adults in Malaysia

H3: There is positive and significant impact between changing consumers behavior and sustainable entrepreneurship towards aspiring young adults in Malaysia

H4: There is positive and significant impact between favorable market conditions and sustainable entrepreneurship towards aspiring young adults in Malaysia

1.6 Significant of Studies

1.6.1 Practical Significance of the study

The study will contribute to understand the key factors that will impact the intending Malaysia young adults that intend to becoming sustainable entrepreneur. The outcome of the study will help promote healthier business environment and societal well-being. The continues environmental issues has prompted concerned individuals, agencies, NGO's and government of each country to endeavor on how to protect the earth and its habitat. Therefore, this has become an opportunity for entrepreneurs to turn their focus toward producing and providing products that are environmentally friendly that are capable to sustain ecosystem, improve the quality of life of people in the society while pursing the economic goal for the business.

The knowledge that will be acquire from this study will help firms and businesses to understand the entrepreneurial intention of the aspiring entrepreneurs as it relate to environmental degradation, social injustices and adhere to best practice within the business frame that will not undermine the natural resources through sustainable business concept and innovation. The study will also help to understand the thinking this young-adults towards changing consumers demand on sustainable products, and understanding of how changes in consumers taste and preferences will always affect businesses and how it will act overtime on this as an opportunity within the market through value creation towards products that are environmentally friendly.

The result that will obtain from this research will help to understand those factors that will motivate the young aspiring entrepreneurs especially in developing country and emerging market such as Malaysia. The study will also elaborate on how young-adults can utilize their skills on their enterprise activities to give a voice to climate change that had been an issue as a result of consequence of social injustice caused by people, by changing the narrative through commitment on green business. This is a positive contribution for change and advocating for sustainability of the environment as the best economic strategy of making income for self-sustenance and business sustainability perspective. Towards effective innovating and developing business to yield economic gain, it will also at the same time working to enhance the standard of living of the people in the country while conserving the environment through eco-friendly goods and services produced by adopting rightful raw material for their products.

As small and medium enterprises are known to be the main key driving factor for economic and growth for every nation. Malaysia government must take a bold step towards this global call to empower their youths through every available opportunity that will promote sustainability of the

environment. The knowledge that will acquire from this study towards development of sustainable entrepreneurship and industrial revolution, will exposed on how it is key resources for create job opportunities for the citizens, favorable wealth creation, eradicate poverty and bring about social justice. Therefore, entrepreneurial intention of young adult in Malaysia to engaging on sustainable entrepreneurship through self-employment as a factor of career development is significant and will improve the economic development and well-being of people in the country. This will further improve the decision-making process of organizational and business entities towards sustainable entrepreneurship.

Therefore, this research project will contribute enormously on the sustainability development goal aimed at reducing the depletion of the natural resources by manufacturers and enterprises to promote the environmental friendly manner of doing business to preserve the environment, improve standard of living, reduce inequality, poverty alleviation, green consumption, awareness on green business and tremendous increase in market share and fair economic returns on investment to the green businesses in Malaysia.

1.6.2 Theoretical Significance of Study

Researchers and academicians across all over the globe will always study and make various findings specifically on the subject of their study through better understanding from previous work such as this to enrich their learning and do better in throughout their research investigations. This main purpose of this study is to investigate the perception of young-adults that has intention to be entrepreneur towards sustainable entrepreneurship. Sustainability topic had been in a front row of discuss in recent years especially on social science literature. Consequently, the topic on sustainable entrepreneurship had not gone a long way since people had not yet understand all the various mechanisms that will drive the market.

The investigation of sustainable entrepreneurship as a dependent variable and that of the four (4) independents variables that include eco-friendly people, green marketing factors, changing consumer behavior and favorable market conditions will add as another milestone in this branch of study. These aforementioned factors combined for the study will positively contribute to the previous studies on sustainability through the impact of their relationships that will be generated from the outcome of the findings. Therefore, investigation of eco-friendly people, green marketing factors, changing consumer behavior and favorable market conditions and its impact on young-adults intending to be sustainable entrepreneurship in Malaysia will add a tremendous

development in existing theory on sustainable entrepreneurship and support researchers on their academic research work on the level of significance of each of those factors to sustainability.

The findings from the independent variables adopted for the study will also contribute to the significant of the study taking into account respondents behavior intention, norms and their willingness to start-up sustainable enterprise even though it is still facing stiff competition from the regular enterprise. This sustainable intention is an act of internal belief and desire by this group of individuals and this can be attributed to the regulatory focus theory that was applied in this study which focuses on what motivated individuals to behave on a certain way. Also, is the theory of reasoned action (TRA) and theory of planned behavior (TPB) which also discuss on human behavior and decision-making process. Therefore, with these theories being utilized to examined the directions and decisions of the respondents as it related to their motivator, belief and norms that control their behavior and will contribute immensely shape those proved theories that control human chosen attitudes and decision makings.

1.7 Conclusion

This chapter has shown the overview of the topic of the study which includes the background of the topic of the study, the research problem related to the topic of study, the research objectives of study, various research questions outlined for the study, the alternate hypothesis and significance of this study in practice and to the theory. The Chapter 2 of this study will discuss the literature review of the past scholars and theories relevant for the study.

Endnotes

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter presents the literature review of sustainable entrepreneurship and its impact on intending youths that want to become an entrepreneur. The dependent variable sustainable entrepreneurship and independent variables comprises of eco-friendly people, green market factor, changing consumers behavior and favorable market conditions will be defined. Past literatures will be reviewed with the related and relevant theories, understanding variables definitions as already stated by past studies and authors to understand the impacts and relevant relationships of those variables. A conceptual framework was adopted and illustrated graphically to explain thoroughly the relationships between the dependent variable and independent variables with hypothesis of study.

2.1 Literature Review and Conceptualization

2.1.1 Sustainable entrepreneurship Theory

The theory of sustainable entrepreneurship was originated in early 1970s and the awareness is evidently growing and recognize as an essential element for business success (Majid & Koe, 2012). There are astute scholars that had first championed this field of research and were known as champions and pioneers in the area of sustainable entrepreneurship (Blue, 1990; Berle, 1991; Bennett,1991; Anderson, 1998; Keogh & Polonsky,1998; Pastakia, 1998). The understanding and acknowledgement of this scholars towards entrepreneurship concept is vital to the advancement innovation that lead to the modern economic and industrial revolution (Soomro et al. 2020). The proportion of prospective and growing opportunities to transform businesses into sustainable enterprise depends correlate the level of deteriorating effect on the natural resources within the environment, and this includes the transformation of the market development towards renewable energy, green houses, organic foods, less emissions and other business potential that can enhance the opportunity on sustainability for the environment (Dean & McMullen, 2007).

2.1.1.1 Regulatory Focus Theory

In order to understand the behavior that inspire an entrepreneur intention towards sustainable entrepreneurship, the "Regulatory Focus Theory" is examined. This theory is an area of psychology study that try to examine what really motivates individuals who have vision and intends to pursue those goals (Brockner & Higgins, 2001; Brockner, Higgins, & Low, 2004). According to Bullard and Manchanda (2012), this theory described how individuals derive inspiration to respond towards sustainability. Higgins (1997) related this theory as to how human beings' aspiration to perform their task as being very against the human nature of always seeking comfort by avoiding pains, and that these individuals have this trait from their early childhood of socialization. However, study has shown that regulatory focus suggest that people intend to act on each of two principles, which are either as a promotion or as a prevention focus (Tumasjan & Braun, 2012; Fischer, Mauer & Brethell, 2018).

Study has shown that entrepreneurs differs on their duties and self-regulations, promotion-focused oriented people are those inspired to achieve their objectives, intend to offer good life and also to earn their financial prosperity, whereas prevention-focused oriented people are risk averse and intend to minimize their loss, and are mostly focused on the safety of their investment, though they tend to take responsibility towards job enrichment or business obligations (Crowe & Higgins, 1997). According to researchers, regulatory focus strategically important due to the independence of both promotion and prevention as an inspiration towards achieving their goals, and also assume that an individual can possess the two regulatory of prevention and promotion focus trait at a time or will possess either one of the traits (Forster, Higgins, & Bianco, 2003; Gamache, Mcnamara, Mannor, & Johnson, 2015; Mount & Baer, 2021).

Brockner & Higgins (2001) and Brockner et al. (2004) specify that regulatory focus concepts are very essential in entrepreneurial activity, such as in the creation and innovative intentions, transmitting of ideas, securing of vital resources, and the activities undertaken to introduce the product or service. In addition, they postulated that creating new ideas are best initiated and favored by a strong promotion focus, and found better and sound prevention focus to be best favored in the screening the generated ideas, and that the mixture of the two focus are needed in the process of acquiring resources for the venture. However, the outcome of their proposal did not conclude of any advantage between promotion and prevention focus in entrepreneurial business proceedings, instead, they suggested that the two focus are very essential and are needed for a prosperous business venture (Brockner et al. 2004; Klatt, Nerb, & Memmert, 2018). Study has

suggested that majority of the social enterprises are in mode of prevention focus, since they take the responsibility towards societal change and as a result feel inspired to utilize the opportunities found in those regulatory fit as it relates to social justice and human well-being (Johnson, Smith, Wallace, Hill, & Baron, 2015).

According to studies conducted on regulatory focus in the area of sustainable behavior has shown that there is a relationship between prevention focus and sustainable entrepreneurship concept (Bullard et al. 2012; Miniero et al. 2014; & Fischer et al. 2018). The studies assume that sustainable enterprise ability to show concern and take responsibility towards people in the society by providing green products to consumers correspond to the prevention focus of regulatory theory. Perhaps, it is essential to note that prevention focus oriented businesses with sustainable products will positively affect and give the business a long-term competitive advantage in the market (Bullard et al. 2012; & Fischer et al. 2018).

2.1.1.2 Sustainable Entrepreneurship Definitions

Various studies on sustainable entrepreneurship towards entrepreneurship by past scholars bring about numerous terms and definitions as follows, Choi & Gray (2008) and Tilley & Young (2009) referred it as "sustainable entrepreneurship", Schaltegger (2002) and Magala, Dixon & Clifford (2007) described it as "ecopreneurship"; Blue (1990); Berle (1991); Bennett (1991) and Schaltegger (2005) defined it as a "green entrepreneurship", Anderson (1998); Keogh & Polonsky (1998) and Linnanen (2002) also referred it as "environmental entrepreneurship", Cohen & Winn (2007) and Dean & McMullen (2007) described it as "sustainable development entrepreneurship".

According to Schaltegger and Wagner (2011) introduction of sustainable entrepreneurship has systematically diminish the usual conventional products production process, the market system, and consumers have consumption lifestyle into more environmentally friendly products and services, creates markets that are favourable to the society and the enterprises. Also, Elkiington & Rowland (1999) describe triple bottom line report on businesses and its vital role is not only for economic profit taking, but must take into consideration of societal values to equality, and protection of the environment. In their study Elkington & Rowland (1999) stated that triple bottom line characteristics includes the economic value, social justice and environmental safety that lead to business sustainability will be the yardstick to measure enterprise performance.

A research has shown that submission to natural eco-friendly environment enhance the quality of human health (Pretty, Hine, & Peacock, 2006). The impact of sustainable entrepreneurship is very important as it will help to preserve and sustain the natural environment and all other ecosystem

either as an individual or corporate business through maintaining and applying all the business ethics that will not in any way harm or threaten human life but improve the standard of living within the society (Shepherd & Patzelt, 2011).

Moreover, sustainable entrepreneurs are making impact to maintain businesses through ethical manner by optimizing the environment, creating social values, and economic returns (Cohen, Smith, & Mitchell, 2006). Many studies have been carried out on entrepreneurs' intentions towards transiting to more prosperous sustainability-oriented enterprise, and included factors such as behavioural intentions, having purposeful knowledge of go-green, intention to create value and wealth without harming an environment, and sustainability prior orientation (Kirkwood & Walton, 2010; Kuckertz & Wagner, 2010; Fischer, Mauer, & Brettel, 2018). Sustainable entrepreneurship as an agent of favourable evolution and creation of job for the intending entrepreneurs is seen as a major tool for business innovation and adaptation of intention and goals (Farrinelli et al. 2011; Soomro et al., 2020). Empirical study by Tilley and Young (2006), predict that sustainable entrepreneurs has the sole motive of transforming entrepreneurial economic gain intention into more value creating socio-economic sustainability and development of the society.

A study also found that aspiring green entrepreneurs are mostly influenced by the concept of sustainability in their businesses, and some are seen to be more opportunist or can be referred as unintentional green (Walley & Taylor, 2002). However, a study by Schlange (2006) to understand what aspire sustainable entrepreneurs shows that they have strong vision towards environmental well-being, and is opposite of the conventional entrepreneurial intention which are mainly economics motive for profit. Additionally, this study conclude that social justice and ethical element are the major drivers towards behavioural on sustainability intention, and this principle are known as entrepreneurs' prosocial motivation (Schlange, 2006; Renko, 2013; & Fischer et al. 2018). Another study narrated a sustainable entrepreneur unlike its traditional entrepreneurs does not prioritize financial gains as its major objective, rather are motivated by five primary behavioural intention which includes; passion for sustainability, green values, self-employment, market opportunity, and means of livelihood by creating value (Kirkwood & Walton, 2010).

Describing the concepts past scholars has developed and use to analyse the process of environmental issues and its relationship to businesses emerge and how it resolves to finding solution through entrepreneurial revolution (Belz & Binder, 2015; Gavrilut et al., 2022). This is through a renown six(6) stages that sustainable entrepreneurship achieve its recognition; the identification of social issues and ecological problems, ability to have the zeal to solve those

problems, the enterprise recognise opportunity and business to maximise this opportunity in the market, developing a business model known as double bottom line initiative, followed by triple bottom line business model solution, and in the fifth and sixth of this business model phases, an entrepreneur will finance and grow this green enterprise into sustainability market (Belz & Binder, 2015; Starchenko et al., 2021). Though, some of this research theory does not explain extensively on how those bottom lines process inspires sustainable entrepreneurs, and that if social justice and environmental concern are the driving factors towards this new business model (Fischer et al. 2018).

A study conducted by Munoz and Dimov (2015) on sustainable business development also identified a combination of conditions by studying ideas by entrepreneurs, how they react and take actions towards those ideas, and that this group of people has the intention to fight for social justice, ecological issues and are motivated to stand for this social support by providing consumers with green product and engage only on green marketing. Munoz & Cohen (2017) explain that sustainable entrepreneurship main idea is mostly focus on societal well-being and the environment, and hence, is the only business model that has ability to amalgamate the social, environmental and economic prosperity towards creation of value and overall well-being of everyone in the society.

Scoones, Leach, & Newell (2015; Tibas et al., 2021) in their study stated an urgent need for global economic sustainability, which arises as a result of concern negated by ecological and financial issues, as it affects the people in the society, environment and economy, how the politics of different nations will tend to resolve this negative implication and transform this challenging crisis to a positive dimension through a new business model of green industrial revolution of sustainable prosperity. In addition, the intention towards transforming to green technology is the transition of enterprises to protect and bring change to the environment that often results in issues of social justice and this often depends on the occurring country, and this social justices' issue are mostly a challenge in a developing country (Newell & Mulvaney, 2013; Yasir et al., 2022).

Ludeke-Freund (2019) in his project describe sustainable entrepreneurship as an entrepreneurial reform in solving problem in the society and resolve environmental issues by applying business ethics that will enhance people's life and promote business success and opportunities. He however, added that sustainable entrepreneurship is the architect of business innovation that targeted mass market to provide value to the society. According to Munoz and Cohen (2017), sustainable entrepreneurship is a business model that intend to protect the natural environment,

support people in the society as it aims to maximise opportunities that exist within an environment by providing green products and services to consumers for the purpose of economic gain to the businesses and society. However, as describe by Schaltegger and Wagner (2011) innovative sustainable entrepreneurs are prioritising the provision of unmet demand of the people through change of market imperfections to an entrepreneurial opportunity that enhance value creation to respective stakeholders, and changing the unsustainable business norms of profit-oriented production and consumption (Schaltegger, Hansen & Lüdeke-Freund, 2016; Sher, Abbas, Mazher, Azadi, & Lin, 2020).

Additionally, Tunio, Chaudhry, Shaikh, Jariko, & Brahmi (2021) describe sustainable entrepreneurship as the key to developing a sustainable economy, which helps the economic growth of a nation, societal well-being and aim to protect the environment. Again, Volkmann, Fichter, Klofsten & Audretsch (2021) defined sustainable entrepreneurship as the new finding and development positioned to create value through yielded opportunities for future goods and services that will help to preserve the natural environment, economic and non-economic gain for the business and society. Furthermore, social, environmental and economic issues are solved by the advent of sustainable entrepreneurships by establishing an entrepreneurial venture that positively influence the people in the society through innovation and implementation to minimize the energy utilization together with other meaningful natural resources needed in business activities (Yasir, Xie, & Zhang, 2022). Sustainable entrepreneurial intention is about protecting the natural environment, enhancing the standard of living of the people in society, revamping economic prosperity of respective state or country, and as a measure to corporate social responsibility (Waris, Farooq, Hameed & Shahab, 2021).

In summary, sustainable entrepreneurship is a concept initiated for entrepreneurship development that aims to improve the standard of living of people through preservation of the   natural environment, social value creation, business innovation by utilizing environmental friendly components and raw materials to exploit and create business opportunity towards economic and non-economic gains for the country and are achievable through utilization of sustainable goods and services for future benefit of the people (Fischer et al., 2018; Munoz & Cohen, 2018; Ludeke-Freund, 2019; Soomro et al., 2020; Sher et al., 2020; Johnson & Schaltegar, 2020; Tibas et al., 2021; Tunio et al., 2021; Volkmann et al., 2021; Waris et al., 2021; Akkus & Caliyurt, 2022; Yasir et al., 2022).

Table 2.1 Summary of sustainable entrepreneurship Triple bottom benefits

Environmental	Social	Economics
Conservation of nature (Ecosystem)	Emphasize on the green strategy to revamp brand reputation	It will create effective utilization of resources and cost minimization
Effective environmental influence and reduction of ecological issues	Safety and well-being of people	It will reduce reoccurring of risk associated in a business by caused by cost
Engage in renewable energy, "3Rs" reduce, reuse, and recycle, and waste management policies	Capability of green innovation to create value for mankind	It is a new way of entering market and revenue maximization
Uphold sustainability guides throughout supply chain and distribution channels	Deriving resources locally is a source of job creation for people in the community	Efficient production of lean products and with quality packaging
Conform to environmental policies and regulatory principles	It creates trust, and satisfactory to consumers, thereby enhance loyalty and accorded long-term relationship	Innovative products with efficient eco-friendly technologies
Expand awareness on environmental problems	Sustainable entrepreneurial can further strengthen collaboration with people in the society for good	Profit maximization through competitive advantage

Note. Adapted from Uvarova, I., Mavlutova, I., and Atstaja, D. (2021). Development of green entrepreneurial mindset through modern entrepreneurship education. *IOP Conference Series: Earth and Environmental Science, 628,* p.4.

2.1.2 Eco-Friendly People

Beginning from the early 1990's, due to the environmental problems, people started showing concern on their health and tend to change their consumptions behaviour and products usages by demanding environmentally friendly products and foods (Peattie, 2001). This demand has influenced the enterprises to start innovating towards green products that will improve human life, take responsibility to solve social issues in the society caused by production activities (Peattie, 1993; Peattie 2001). Hence, this new innovation on consumptions and useful products as

demanded by customers, produced by producers, sale by marketers are termed environmentally friendly or eco-friendly products. Therefore, firms, marketers offering those demanded products are referred to as eco-friendly people", (Linnanen, 2002; Tien et al., 2020; Wijekoon & Sabri, 2021).

Increase in demand and awareness of the consumers on green products is geared by the market drivers that has necessitated that those group of consumers are willing to pay extra money on healthy products and shall be driven based on social justice and fair pricing (Peattie, 1993; Linnannen, 2002; & Kautish et al. 2019). In order to fulfil this need as demanded by consumers, enterprises from all sectors are striving to re-strategize both their business structures and corporate cultures by adjusting their existing products and services towards becoming eco-friendly enterprise (Ottman, 1992; D'Souza & Taghian; Han et al., 2011; & Han et al., 2018; Demirel et al., 2020; Cai et al., 2022).

The theory of reasoned action (TRA) and theory of planned behavior (TPB) be used to explain the behavior of human and their attitude on interpreting information and decision-making process (Ajzen & Fishbein, 1980; Ajzen, 1991; Madden et al., 1992). Hence, what compelled an individual to behave or act in a certain manner is primarily induced by a reasoned action process corresponding to people attitudes', beliefs and their behavioral intention which are positively or negatively activated based on individual perception of social norm (Madden et al. 1992). In addition, the concept of TRA has provided an overall model theory that has been helpful to quantify and apply in those attitudinal and behavioral intention of individuals in decisional processes of identifying with eco-friendly products, and green marketing which has help the surge in environmentally friendly products purchase intention (Ajzjen & Madden, 1986; Paul et al., 2016; Kautish et al. 2019; Ye et al., 2020; Wijekoon & Sabri, 2021).

As demonstrated by the theory, pro-environmental advocate can be described as those individuals whose judging by their behavior devoted to sustainability by relying mostly on natural resources as source of the usage (Tan & Lau, 2011). Many authors have used different terms to categorize eco-friendly behavior such as energy saving, waste and recycling behavior, Kim (2002); Kim & Choi (2003) and Barr & Gilg (2007), Green purchasing behavior, Kim & Choi (2005) and Mohamed & Ibrahim (2007), Nature oriented, (Sharaf & Perumal, 2018). Other researchers had defined environmentally friendly individuals in many ways; Anderson and Leal (1997) used the word "Ecopreneurship" and refer it as entrepreneurs that are utilizing their capabilities to preserve

the earth, protect its habitat of both human and animal, and to enhance environmental condition. Also, Linnanen (2002), in his own contribution, defined ecopreneurs as those entrepreneurs that are in business and are not only motivated for economic gain rather are concerned about the environment.

According to report from previous researcher's people's involvement in environmental awareness and entrepreneurial action is the main key in ecological solution and innovation for societal sustainability (Isaak, 1998; Soomro et al. 2020). Therefore, ecopreneurs has emerged as an agent of social change in business restructuring and strategy to solve environmental problem by instilling values, attitudes, and commitment needed to achieve this global priority (Anderson 1998; Keogh & Polonsky 1998; Pastakia 1998; Gibbs 2007; Kirkwood & Walton, 2014; Sher et al., 2020). Lebron and Branoon (2018), referred eco-friendly entrepreneurs as "Envirocapitalists" whose goal are to preserve the planet and its habitat by engaging in business activities that are capable to improve the environmental quality and human life. In this regard, envirocapitalists tend to take responsibility through voluntary actions by creating values that will enhance the environment, people in the society and to exploit economic opportunities in the market (Bruyere & Rappe, 2007; Kuckertz & Wagner, 2010; Opoku et al., 2018; Waris & Ahmed, 2020; Waris et al., 2021).

Environmentally friendly or green buying behaviour of organic products is one of the key action and measures through which consumers act to show that they care for the environment by prioritizing present and future goods towards being eco-friendly as this will help to reduce the impact of ecological degradation, and will also create more business opportunities for current and future entrepreneurs as it promotes growth in this new field of sustainability (Peattie, 2001; Isenhour, 2010; Moser, 2016). Subsequently, environmentally friendly products and services are all products and services that are valuable for societal well-being, which are starting from the procuring of raw materials, processing to finishing combine with all the vital human involvement directly or indirectly beneficial (Henion, 1976). In addition, organizations and businesses are refer as being eco-friendly intend if they can produce and deliver high quality products and services at a minimal cost price, lowest environmental pollution and minimal resource use (Albino et al., 2009; Tunio et al., 2021; Sun & Yoon, 2022).

As for the term "Environmental concern" it is used in various literature and was related to those values, emotions, norms, knowledge, attitudes, and perceptions that primarily anticipate the businesses, consumers environmental behavior towards products and services (Ajzen and

Fishbein, 1980). It was also described as to the extent that the people in the society are aware of the environmental issues and their willingness to show support to eradicate this problem by eagerness to pay a premium for environmental products (Caruana, 2007; Trudel & Cottee, 2008; Dunlap & Jones, 2002; Van Doorn & Verhoef, 2011).

Another empirical finding has shown that consumers country of origin also determines the degree of environmental concern perception, and it had been found that consumers of developed nations are more environmentally concerned than consumers from developing nations (Sheth et al. 2011). Hence, it is responsibility of the eco-friendly businesses to navigate and find a suitable marketing tools to create awareness and motivate consumers green purchase intention (Chen & Peng, 2012; Paul et al., 2016; Han et al., 2018; Kautish et al., 2019; Nguyen et al., 2019; ye et al., 2020; Gupta & Dharwal, 2022).

Studies had shown that health consciousness is one of the major reason people tend to engage in environmentally friendly behaviour (Becker et al. 1977). In this aspect, consumers intention for their well-being and to maintain their healthy state of living motivate them to be health conscious of products and services in the market (Newsom et al. 2005). Also, eco-friendly conscious people intention to conserve the environment inspire them to transcend their purchasing behaviour towards environmentally friendly products (Chase, 1991; Kim & Chung, 2011). According to natural marketing institute (NMI), illustrate that individuals are known to have strong environmental lifestyles when they are actively involved in an activities and lifestyle that tend to preserve natural resources (NMI, 2008).

Moreover, it helps to improve the preservation of environment through their consumptions and products usage pattern and are refer as lifestyles of health and sustainability (LOHAS). As a result of available information and awareness towards sustainability of planet, people are engaging and demanding more on eco-friendly products and services such as organic foods, energy saving lights, solar energy, hybrid vehicles, eco-tourism, recyclable materials usage and many other activities that support LOHAS campaign (Testa, Sarti & Frey, 2018). In view of the above reason, going forward, indicate a strong market potential on green market and opportunity for aspiring entrepreneurs towards this robust business innovation (Demirel, 2019).

The rate of increase in eco-friendly products in the market are a result of manufacturers acknowledgement of the demand for the green food and products by the consumers (Brugarolas et al.2005). It has also necessitated various measures to be put in place by concerned agencies of various sectors for environmental safety, and product quality improvement for people's well-being

which includes market-entry requirements, industry regulations, and government of each countries laws and regulations for sustainability (Warner, 2007).

In addition, studies, also found that many companies and producers are developing, innovating and channeling their products towards eco-friendly (Going green) to differentiate the products and services from their competitors and will give them a competitive advantage in the existing market; for example, eco-label insignia to educate consumers on safety of the product which will in turn give a sense of trust to the product (Forbes, Cohen, Cullen, Wratten & Fountain, 2009). As consumers are becoming more concern about food and products safety, regarding to the production method of the products, contents by demanding for food and products free from synthetic fertilisers, pesticides and other ingredients that can be harmful to the environment and well-being of people (Fransson & Garling, 1999; Saunders et al., 2004; D'Souza et al., 2006; Pomarici, Amato & Vecchio, 2016; Sher et al., 2020; Ye et al., 2020).

Many studies have been had been conducted on eco-friendly behavior and to understand who are the eco-friendly people (Roberts, 1996; Han et al., 2009; Han et al 2018). Eco-friendly people can be described as those companies, marketers, consumers and all individuals who are health conscious and has the knowledge on environmental issues and committed to show a positive norms and attitudes towards eco-friendly products by adhering to produce, consume and use products that has the tendency to improve natural environment and healthy standard living of people (Abdul-Muhmin, 2007; Heberlein, 2012; Han et al., 2018; Kautish et al., 2019; Soomro et al., 2020; Tien et al., 2020; Waris et al., 2020; Wijekoon & Sabri, 2021; Cai et al., 2022; Sun & Yoon, 2022).

Research has also suggested that environmental community or social norm; for example, family, profession, institution etc., where an individual belongs play a vital role by helping them to adjust to a peculiar life style and form a motivating factor on their behavioral intention towards eco-friendly products (Manaktola & Jauhari, 2007; Lin & Hsu, 2015; Amin et al., 2020). Subsequently, in a study of demographic, psychological, and behavioural findings, it was recorded that consumers are positively intend to spend more money on environmentally friendly products (Laroche et al., 2001; Han et al., 2011; Han et al., 2018; Sun & Yoon, 2022).

To illustrate how "Green hotel" in hotel services industry perform its responsibility in eco-friendly approach, requires the particular hotel to engage in various activities that follow environmentally responsible practice guideline which includes; in terms water savings, energy saving lighting and electronic appliances, prohibition of any activity that encourage emission,

healthy waste disposable system, environmentally friendly purchasing practice, and operational costs minimization technique according to green hotel association (GHA) and international hotels environmental initiative (IHEI, 1993; GHA, 2008; Han et al., 2011).

Green hotel services are committed to environmental management system that enhance safety of their accommodations, eco-labels customers notification as a strategy for customers satisfaction through offering eco-friendly services, improve organizational corporate image and enjoy competitive advantage in the market (Penny, 2007; Manaktola & Jauhari, 2007; Han et al., 2011; Han et al., 2018; Leochico et al., 2021).

Likewise, people had been advised to get involved and participate in creating this awareness of harnessing the best practice and engage in activities that improve the planet, concern to the safety of people in the society either as a business entity or individual seeking for food bank to focus into more yielding eco-friendly food and other useful goods and services by not let it alone to only campaigners, government and business (Boztepe, 2012; Tien et al., 2020).

The criteria for every country measuring environmental compliance indexes are based on the available information of every country environmental management system which includes pollution managerial process, solid waste management system (Dean & McMullen, 2007; Sharaf & Perumal, 2018). According to environmental information available on performance index 2022, indicate that Malaysia ranked 130 out of 180 countries (Wolf et al., 2022). The result of this latest index recorded indicate that the country activities both in technology development and providing meaningful social amenities are directly affecting the country drastically declining on environmentally friendly matters as a result of engaging in the use of non-eco-friendly materials and wrong management system, and therefore, need a robust system by all stakeholders to turn things around for more healthy environmental system management.

Therefore, eco-friendly people that possess entrepreneurial intention, and aspiring to venture into sustainable entrepreneurship will be knowledgeable on environmental issues and have responsibility to create green innovative values with available natural resources, renewable energy and green technological development (Uvarova et al., 2021).

3.1.3 Green Marketing Factors

Environmental problems have become a general issue to people on the earth, and companies and businesses has also innovating by changing their products manufacturing components and ingredients into green or environmentally friendly products (Baily et al.; 2016; Waris et al.

2021).Therefore, it has become imperative for the producers and enterprises to understand this new aspect of demand by consumers, and to identify the best marketing strategy that will enhance customers knowledge and awareness towards the new products and services created by the firm (Sun & Yoon, 2022). It includes creating demands, knowledge on consumers psychology on green products, and understanding consumers demographic attributes that impacts their behavioural decision-making towards accepting green products (Polonsky, 2011; D'Souza et al. 2015; Demas & Lessem, 2017).

Green marketing necessitates to facilitate the production of valuable products that are environmentally friendly and satisfies the overall well-being of consumer's needs (Rettie et al., 2012; Martinez et al., 2015). Green marketing has also been an instrument of strengthening relationship between the green producers, ecosystem, eco-friendly consumers and people in the society (Schleifer & Sun, 2018; Volkmann et al., 2019). Green marketing has become a vital instrument for consumption change, government reform on its policies on going-green campaign, propel firms' products sales, revamp organizational performance, maximise market share of the company as consumers respond to the value created (Mustonen et al., 2016; Hameed & Waris 2018; Waris et al. 2021).

Consumers will be loyal and select a product if they know the products attributes usually demonstrated by the marketers and are generally refer as its eco-labels which are labelled to have minimal effect to the environment and societal sustainability (Wei et al. 2017). These group of consumers who has the intention to identify with eco-friendly products and services are known as green consumers. Producers, and marketers through their knowledge about this group of customers belief and attitude towards sustainability are formulating products and services that are ecologically beneficial to all and also improve organizational image, reputation, customers satisfaction and product loyalty over time (Cronin et al., 2011; Green & Peloza, 2014; Martinez, 2015; Hameed & Waris, 2018; Waris et al., 2021). Strategies by firms to initiate green marketing concept, includes; adopting innovative clean technology, lean resources use in production, continuous research and development on its production processes that enhance environmental improvement, create value for consumers, and in return will foster economic gain and competitive advantage to their business (Peattie, 2001; Ciuca et al., 2016; Papadas et al., 2017; Andronie et al., 2019).

According to Papadas et al. (2017) and Andronie et al., (2019) the three level of decisional layer of orientation through which firms and business implement green marketing includes; green

marketing strategic orientation, tactical orientation, and internal green marketing strategy. The green marketing strategy orientation according to this study are those long-term decision-making process by each organizationa's management to develop policies and measures that will benefit the company and future environmental sustainability. On the other hand, tactical green marketing orientation are referring as those short-term steps taken by businesses through radical change to diffuse those sustainable actions into its marketing mix for societal and environmental benefit. Whereas, the internal green marketing orientation are the various measures taking by firms and enterprises to integrate sustainability initiatives into its corporate culture (Papadas et al., 2017; Andronie et al. 2019).

Green marketing is a new business dimension sufficient to change economic behavioral orientation created to promote green products awareness and transformed them to be compatible with people expectation (Kotler, 2011; Alexandru et al., 2015; Fuentes, 2015; Trivedi et al. 2018). Therefore, green marketing is structured to communicate its ecological values, products quality enrichment, economic benefits of products to consumers in terms of value for price, safety concern, adoption of green marketing in its marketing mix and internalizing of go-green in its entire process system (Peattie, 2001; Ottman et al., 2006; Lash & Wellington, 2011; Radnovic et al., 2012; Dabija & Pop, 2013; Kumar et al., 2013; Pop & Dabija, 2013; Ratcliffe & Coutler, 2015; Papadas et al., 2017, Andronie 2019). Adaption of green technology on firms marketing strategy has created a positive impact on enterprises integration of green values through the products green packaging, eco-labelling, green design, green pricing and green advertisement to support consumer demand on eco-friendly products through its green supply chain management (Polonsky & Rosenberger, 2001; Linnanen, 2002; Saxena & Khandelwal, 2010; Sharma & Kushwaha, 2016; Soomro et al., 2020).

According to Demirel et al., (2019), emphasize that green marketing is created from management and economic born to be green that aims to respond to consumers purchase behaviour that hinges on their health and environmentally concern. Previous studies found that firms and retailers that engage on green products and services with green marketing strategy satisfy the need and expectation of its customers enjoy greater economic gain such as profit and enormous increase in market share, job enrichment, strong employees' commitment and great entrepreneurial opportunities ahead of its conventional business competitors (Maignan & Ferrell, 2001; Menguc & Ozanne, 2005; Luo & Bhattacharya, 2006; Moser, 2016; Volkmann et al., 2019).

Organizational green products and services with its distributional channels and programs had been recorded to have significant impact on entrepreneurial overall performance with the green pricing and promotional concept as primarily determining factor on its return on investment Leonidou et al., 2013; Moser, 2015; Moser, 2016; Nekmahmud & Fekete-Farkas, 2020). Study had shown that consumers are willing to pay premium price for green product, such as organic food, as long as they perceived green value, and therefore it had been statistically proven that price does not affect consumers buying pattern of eco-labelled products, rather consumers' willingness to pay more for environmentally friendly products will help marketers to anticipate customers buying intention (Grankvist & Biel, 2001; Tanner & Wolfing Kast, 2003; van Doorn & Verhoef, 2011; Moser 2016; Gupta & Dharwal, 2022).

Although, consumers are not likely sensitive on green products price, but for the economic benefit of the green business venture, firms and green marketers are advised to have proper insight on their product pricing because both price and consumers' willingness to pay premium are strong determining factor to purchase decision process intention (Bezawada & Pauwels, 2013; Moser, 2015). It has been found that in order to attract customers in a tensed competitive market, creating value, offering competitive price or discounts are effective measure for a long-term marketing strategy for customer retention (Bezawada & Pauwels, 2013; Moser, 2015; Moser, 2016; Sargani et al. 2021).

It had been assumed that marketers should have good knowledge of eco-friendly products they offering to the consumers, understand the effective programs, best promotional method to reach out to the consumers, enhance maximum information of the product, considering their personal touching point navigating by individual social norms (Bamberg, 2003; Bamberg & Moser, 2007; Moser, 2016). Hence, with product value created, it is imperative to understand each of target consumers background to know the best positioning concept to adapt in the marketing of the green product that will promote the image of the product and firm, by emphasizing more on the health and nutritional value to neutralize price conscious consumers (Moser, 2015; Moser 2016; Kraus et al. 2018; Nekmahmud & Fekete-Farkas, 2020).

In their own contribution, Leonidou et al. (2013); Brindley & Oxborro (2014); Saari et al., (2018) referencing green marketing as a new marketing phenomenon that emphasizes on communicate business orientation to tackle environmental problems with its eco-friendly product by satisfying the need of their existing customers and future customers, environmental protection while targeting profit at fair pricing of their products. In other words, that green marketing aims towards

achieving the objective of the organization while minimizing the harmful effect to the environment and society (Jung et al. 2016; Saari et al., 2018). Thus, considering the importance of sustainability in business development, that's those green design should be implemented in its overall marketing mix comprises of the 4P's that includes; the product, price, place and promotion (Zhu et al., 2005; Leonidou et al. 2013; Stolz & Bautista 2015; Saari et al., 2018).

As consumers react towards product they develop interest on, producers should be open on such product specification relating to environmental sustainability throughout the life cycle along the supply chain of that product starting from raw material procurement to the final destination to the consumers stating the attributes of the product in solving environmental problem such as materials used in making the product, their recycling policy, energy saving and contributing factors that can promote sustainable consumptions and environment (Cummins et al. 2014; Biswas & Roy, 2015; McCarthy et al. 2016;Saari et al., 2018; Tien et al., 2020; Cai et al., 2022). According to Devinney et al. (2010); Ottman, (2011); Sharma (2017) and Trivedi et al. (2018), explained green marketing as mostly pivot of green product which are in relation to eco-friendly products and services in terms of social responsibility, identifying market and segment them into green lifestyle within the mass market and can also be customized (Lofti et al. 2018).

Thus, green marketing factors originate from production down to the product level which includes raw materials, cost savings, employee safety, management and environmental quality of conservation, health benefits of the product, community initiative awareness and other relevant information that can improve the impact on environmental sustainability and development (Schoeggl et al., 2016; Fritz et al., 2017; Saari et al., 2018; Sun & Yoon, 2022; Amoako et al., 2023). In addition, green marketing that resulted in consumers highly satisfying experience without doubt necessitate positive green purchase intention and customer loyalty (Han et al., 2011; Asgharian et al., 2012; Han & Ryu, 2012; Chen, 2013; Han et al., 2018). In another study by Bryla, 2019, suggested that green marketers should take note of consumers ethnocentrism which implies purchasing pattern along ethnic region line. Hence, those belief are usually acquired from early age, for example; individuals from Association of South-East Asian Nations (ASEAN), has the tendency to socialize or easily convinced to purchase product made within their region and is also referred as country or region-of-origin effect (Seidenfuss et al., 2013; Bryla, 2019).

Mishra et al., (2019), explained how execution of green marketing practice by the firm managers should be execute through three known decisional levels, which includes the green marketing strategic orientation, tactical orientation, and internal green marketing orientation. On green

marketing strategic orientation which represent the long-term management measures and strategic plans for smooth transiting into sustainable oriented entity. The tactical green marketing strategy implementation in an enterprise will be meant for short-term activities capable to change the existing marketing mix into a more meaningful strategy that are compactible to the environment and societal well-being. The internal green marketing oriented is the decision of the management to internalize the green oriented value and culture across the entire organizational system as a new reformed entity (Papadas et al., 2017; Mishra et al., 2019).

According to a model adopted from Ratclife and Coutler, (2015); Andronie et al., (2019) on strategies through which green businesses and green marketers can utilize to facilitate in changing consumers behaviour towards environmental sustainability products is shown below:

Table 2.2 Practical success strategy for business and consumer

Show me (Don't tell me)	Teach me	Get me involved
▪ Show through firms' activities commitment and capabilities that can influence consumers to adopt sustainability ▪ Indicate firm's leadership quality that can signify their social responsibility implementations	▪ Constitute valuable information available for consumers on green products ▪ Provide to consumers proficient sustainability welfare and channels from the firm	▪ Make it necessary to always incorporate and enable consumers participate sustainability ▪ Develop a suitable sustainable program and channel that can enhance consumer input and feedbacks ▪ Prevail on sustainable measures that had indicated by consumers

Note. Adapted from Andronie, M., Gardan, D. A, Dumitru, I., Gardan, I. P., Andronie, I. E., and Uta, C. (2019). Integrating principles of green marketing by using big data, good practices. *Amfiteatru Economics, 21(5),* p.262.

The perspective of green marketing products and services are minimizing the hazardous repercussion being witnessed as a result of human activities on nature (Ye et al., 2020). This challenges on human health has been recored by many scholars and had referenced in different terms such as "green marketing", "sustainable marketing", "environmental marketing", and also referred it as "socially responsible marketing" (Peattie, 2001; Chamorro et al., 2009; Nguyen et al., 2019). However, in organic food production stores, the essential green marketing factors are the eco-labelling of the products, restoring ambient eco-friendly market environment, committed to in-store organic product promotional elements such as word-to-mouth promotion, distributing flyers and other advertising tools proven to be sustainable and significantly influencing consumers purchase intention towards green products (Maniatis, 2016; Rana & Paul, 2017; Kraus et al.,

2018). In addition, a study by Suki (2018) conducted in Malaysia shows that in-stores' green marketing improve product image and that such firm can be recognize as being corporate socially responsible. It therefore, conclude that the firm's green food quality and distribution channels influence consumers green food purchase intention (Verhoef, 2005; Suki, 2018; Nguyen et al., 2019; Razali et al., 2019).

According scholars, green marketing can be defined as a new entrepreneurial strategy in marketing that enhance products innovation, promotion and distribution of firms' products and services in a sustainable approach to improve the quality of environment and well-being of present and future consumers while pursuing economic profit with a fair pricing. In other words, all the action and activities firms and businesses taken to reduce negative impact to the environment and satisfy people need by producing and supplying them with quality products and services (Cetin, 2018; Glomsrod & Wei, 2018; Andronie et al.; 2019; Ludeke-Freund, 2019; Nguyen et al., 2019; Volkmann et al., 2019; Shabbir et al., 2020; Soomro et al., 2020; Waris et al., 2021; Geng & Maimaituerxun, 2022; Gupta & Dharwal, 2022; Sun & Yoon, 2022.)

Thus, firms', manufacturers, suppliers, distributors and green marketers are going-green, responding on this green products demand by differentiating their brands and positioning them secure competitive advantage in the market through innovation and development of quality and environmentally safe products to the consumers and in return of profit to the business (Bhaskaran et al., 2006; Dangelico & Vocalelli, 2017; Kraus et al. 2018; Sargani et al. 2021). However, in contribution to the stability, trust for this dynamic change in lifestyle safety and ecological problem are other factors such as green market-entry requirements, various industry regulations and certifications, government intervention legislating on United Nation's SDG initiatives for sustainability (Adrian et al., 1994; Sharon et al., 2009; Cetin, 2018; Glomsrod & Wei, 2018; Shabbir et al., 2020; Geng & Maimaituerxun, 2022; Amoako et al., 2023).

2.1.4 Changing Consumer Behavior

Over the years now, there has been so many transformation and shift in the world of economics and businesses due to technological revolution, and this has affected consumers behaviour and changes their consumption lifestyle (Zarnowitz & Moore, 1986; Foxall & Minkes, 1996; Aagerup & Nilsson, 2016). Thus, the evolution and campaign on sustainability has influence firms and enterprises to change their production towards products and services that are environmentally friendly in nature to shape consumers demand on eco-friendly products and services (Kaiser et al.,

1999; Bhamra et al., 2008; Saxena & Khandelwal,2008; Uddin & Khan, 2016; Soomro et al., 2020). This phenomenon has influence consumers to adhere towards products and services that will not have negative effect on the environment, their health and has also reinvigorate opportunity on green market (Lin et al., 2013; Soomro et al., 2020; Waris et al., 2021).

There is a tremendous green marketing prospect due to fast-growing consumers behavioural decision for green products over regular conventional products and services that poses a threat to the ecosystem in developing countries (Witek & Kuzniar, 2020). However, there is still need for firms and businesses to determine those vital drivers to emphasize in promoting attitudinal change of consumers towards environmental products and services (Peattie, 2001; Sana, 2020). Since the green consumers are the brain factor that support the green marketing, and a key changing consumers behaviour with product that are not harmful to their life and environment (Polonsky, 2011, Nekmahmud & Fekete-Farkas, 2020).

Moreover, if there is any other way through which firms and businesses will assist in sustaining the planet and society, then its starting point will be by changing individual's consumption behaviour, especially groceries products which had been found to contributing one-third of house-hold items and are largely affecting the environment (Fisher et al., 2013; Moser, 2015; Govindan, 2018). Consumers that perceived value from green product will form a positive purchase intention to satisfy their need for healthy lifestyle as represented in lifestyles of health and sustainability (LOHAS), (Kim & Chung, 2011). Health conscious consumers are usually intending to act in a manner that will promote the well-being of their life by considering the product ingredients (Newsom., 2005). However, environmental conscious consumers tend to change their purchasing behaviours towards products that will enhance their life and environment (Chase, 1991; Kim & Chung, 2011; Amin et al., 2020).

In addition, towards environmental sustainability, enterprises tend to switch and influence consumers behaviour decisions by introducing product that will have low impact to environment and also stand as a new entrepreneurial opportunity to businesses (Moser, 2015; Moser, 2016). Hence, a study has found that businesses that engaged in environmentally friendly products are destine to maximise its profit, increase in their market share, employee job satisfaction and commitment, and thus will motivate firms to inspire consumers purchasing behaviour on green products (Maignan & Ferrell, 2001; Menguc & Ozanne, 2005; Luo & Bhattacharya, 2006; Moser, 2015; Nekmahmud & Fekete-Farkas. 2020). Brands marketing are found to be effective and persuasive towards consumers emotion that affect their consumption behaviour preference on

green products and will be willing to pay a premium (Ottman, 1998; Travis, 2000; Sharma, 2017; Nguyen et al., 2019).

Most consumers has the intention to be environmentally friendly responsible, but could not be able to maintain such a greener lifestyle, maybe due to lack sufficient knowledge or self-belief on significant of their life change towards eco-friendly manner, and hence, the firms and businesses tends to utilize their organizational capability to design effective green marketing concept that support and place the eco-friendly product in consumers mind for the present and future purchases (Hawkins et al., 1998; Hawkins et al., 1998; Trivedi et al., 2018). Furthermore, it is imperative for green businesses to create an effective sustainable consumption experience by providing useful product information, product availability, after-sales-support and feed-backs to enhance efficiency on environmentally product improvement, and act as a change agent towards consumers consumption behaviour, retention and more green consumer acquisitions (Biswas & Roy, 2015; Saari et al., 2018).

Again, as the sustainability campaign is being spread all across the globe, firms and businesses are iniating more effort to offer consumers foods with green label that offers health-related benefits and product economic benefits (Kautish et al., 2019). Hence, such benefits offer by products differs ranging from beneficial to ecosystem in relation to improve the environment, animal protection, and healthcare of people in the society, and can also offer economic benefits to consumers in terms of cost savings (Sarti et al., 2018). In view of above findings, green businesses have the tendency to influence the buying behaviour of consumers towards green labels product as they try to market their products based on benefits such a product can offer to certain consumers as some can offer both health and economical together and some can offer mostly the health benefits. Therefore, this differential in consumer behaviour has help the green marketers to segment their marketing units, and also to motivate consumers towards sustainability (Sonnenberg et al., 2014; Sarti et al, 2018; Berki-Kiss & Menrad, 2022).

This consumer behaviour variations in demand has help businesses on its long-term planning towards green market feasibilities and acceptability, establishing strategy to create consumer demands, and possesses the ability of know consumer psychology towards green products (D'Souza et al., 2015; Hamid & Waris, 2018). It helps to understand consumers demographic factors that will help the business influence consumer decisions on the eco-friendly products. Research has found that consumers that are knowledgeable about environmental product will be inclined to purchase due to its positive impact to health environment, and therefore, green

marketers through its eco labels product transmits those product attributes, and its qualities that helps to accelerate the selection of the product by the consumer (Delmas & Lessem, 2017; Wei et al., 2017; Hameed & Waris, 2018).

As a strategy towards changing consumers behaviour on green products, green businesses provide sufficient information relating to sustainability and people well-being through their product eco labels, and hence, will help to shape the organizational image and enhance its reputation, and promote consumers purchase intention towards the green products (Thogersen et al., 2010; Martinez, 2015; Delmas & Lessem, 2017; Hameed & Waris, 2018; Berki-Kiss & Menrad, 2022). However, consumers trust to green product that they perceived value, are less risky to the environment are usually found on the eco labels of the product and also reflect the credibility and reliability of those products towards environment, and increase consumers trust, decision making to buy the environmentally friendly products (Chen & Chang, 2013; Testa et al. 2015; Hameed & Waris, 2018; Amoako et al., 2020).

As people across the world are being concern on the climate change as a result of environmental problems due to various activities of human beings, manufacturers and business has a vital role in reducing this negative effect through the change in production activities that will improve environmental and societal sustainability by providing sustainable goods and services for present and future consumptions (Oslo Symposium, 1994, Saxena & Khandelwal, 2010; Kothari & Dawar, 2014). However, in order to motivate sustainable consumption, enterprises will have the ability to create a valuable product that are functional and can emotionally attract consumers to engage in green products (Saxena & Khandelwal, 2010; Yasir et al., 2022). Study conducted in United States of America, found that majority of consumers are willing to purchase green eco labels food brand that use recycling packaging materials (Eisenhart, 1990; Saxena & Khandelwal, 2010, Lim et al., 2019). For example, Japan as a country is cultivating a system to enhance sustainable packaging and recycling through 3tier referred as 3R's "Reduce, Reuse and Recycle" initiative campaign (Kothari & Dawar, 2014; Lim et al., 2019).

Similarly, research has also shown that technological advancement and productive efficient are not enough for the world sustainable development on consumption, rather, there will be changes in firms and business activities that can enhance consumers lifestyles and consumption pattern through various leadership processes which includes; business innovation, various marketing strategies, partnering with relevant stakeholders such as the target market survey and feedback, and government agencies (Saxena & Khandelwal, 2010; Mishra & Choudhury, 2019). Study had

also found that geographic location and demographic of target consumers such as their income level of each such region, consumer age, educational level can influence consumption pattern of people and this factor had been green businesses in shaping up their product designs, production level and overall understanding of taste and preferences to achieve sustainability growth (Synovate/BBC World 2008; Saxena & Khandelwal, 2010; Mishra & Choudhury, 2019).

Likewise, firms and businesses that possesses capability to provide green products with valuable quality to satisfy consumers has the opportunity to influence consumers purchasing behaviour towards eco-friendly products (Han et al., 2011; Han et al., 2018). Research had shown that consumers are willing to change their purchase behaviour towards eco labels products if they perceived quality value that satisfy their needs, health and environmental well-being (Nguyen et al., 2019; Amin et al., 2020). However, firms and marketers' impressive task to change consumer behaviour on green product by devising a well driving communication method to reach out to the target consumers to create awareness on health value and environmental sustainability of their eco-friendly products (Han, 2013, Kautish et al., 2019). Furthermore, businesses ability to design and create green products that can retain in consumers mind based on past positive image and experience will influence consumer towards future purchase intention (Kim & Chung, 2011; Bryla, 2019; Wijekoon & Sabri, 2021; Sun & Yoon, 2022).

Summarised below on various factors and activities to promote entrepreneurial aim towards inclining consumers purchase behaviour on green products (Nair & Maram, 2015; Govindan, 2018).

- ❖ Resort to awareness campaign through promotion, and other educational tools that can enhance the knowledge of consumers on green products.

- ❖ Engage in strategies that will provide availability, attainable, and fair pricing of green products

- ❖ Act as a referral to consumers to educate them on green consumption benefits

- ❖ Utilize the best green marketing mix as a strategy to strengthen green consumption and attain competitive advantage

- ❖ Emphasize that the quality of green products is of high quality and as same as in eco labels

A study by Wijekoon & Sabri (2021) in their research listed and analyse five (5) influential factors that can change consumers green product behaviour (GPB) towards green purchase intention (GPI) and these factors will play a vital role by helping producers and green marketers to understand this consumers attitudes by positioning its green products and services to yield benefit to environment, society and economic fair profit to their businesses. However, these factors are group as follows: Individual, Non-individual, Situational, Product attributes, and Demographic factors; summarised as below:

Table 2.3 Factors Changes Consumer Behaviour

Major Marketing Factors	Sub-factors
Individual factors	- Health concerns - Act of environmental responsibility - Self-image - Environmental knowledge - Perceived value - Product price - Availability of information - Media - Green advertising - Social media - Online product review - Sustainability trust - Perception - Environmental (green) self-identity - Eco-literacy - Health value - Functional value - Conditional value - Social value - Ethical obligation - Natural environmental orientation - Willingness to be environmentally friendly - Price conscious - Customer engagement - Environmental awareness - Past experience - Service and e-service quality - Consumer social responsibility - Recycling participation - Energy awareness - Food neophobia - Lifestyle of health and sustainability (LOHAS) - Death anxiety
Non-individual factors	- social norms - Green word-of-mouth (gWOM)

	▪ Interpersonal influence
	▪ Electronic word-of-mouth (eWOM)
Situational factors: Determines consumers purchase decisions and intention of green products and services	▪ Green involvement
Product attributes factors	▪ Price
	▪ Brand image
	▪ Eco-labelling
	▪ Product availability
	▪ Socio-structural conditions
	▪ Level of trust in labelling
	▪ Green product packaging
	▪ Energy efficiency labels
	▪ Brand experience
	▪ Cost factor
Demographic factors	▪ Gender
	▪ Age
	▪ Income
	▪ Education

Note. Adopted from Wijekoon, R., and Sabri, M. (2021). Determinants that influence green product purchase: A literature review and review and guiding framework. *Sustainability, 13(11),* p.14-16.

2.1.5 Favorable Market Conditions

An expectation from every business is the participation of each countries arm of government to protect the interest of micro, small and medium sized enterprises (MSMEs) from macro multi-national competition. The growth and campaign for sustainability of the environment and societal well-being has propelled the change in entrepreneurial concept towards sustainable enterprises (Soomro et al., 2020). According to Chladek (2019) of Harvard business school, most starting-up businesses are trying to incorporate sustainability as a value driving strategy to succeed with a particular market. Government intervention in the market by supporting sustainable entrepreneurship is very essential to address the impact issues such as; climate change, income inequality, reduction in natural resources, fair working condition, pollution, gender inequality, racial discrimination and human right issues (Chladek, 2019). In addition, government participation will preserve market opportunities, minimize market pressure from conventional competitors and avoid market failure in present and future time (Dean & McMullen, 2007; Mamani et al., 2022).

As had been indicated by studies that there is a significant positive relationship between entrepreneurship and government, and hence, exonerate the impact of MSMEs as the main base for every countries job creation, political stability, innovation, inspiration for entrepreneurship aspirant's growth (Jahanshahi et al.,2011; Farzanegan, 2014). Thus, government interference by instituting policies to reduce environmental degradation and social justice are prove to encourage sustainable businesses and are incline to promote favourable market condition for sustainability (Chowdhury, 2007; Zhang & Swanson, 2014; Soomro et al., 2020). An individual's belief and norms in conserving the environment, improving healthy lifestyle of people in the society, economic returns through fair-trade and institutional structure put in place by government can act as a catalyst that instigate entrepreneurial green investment (Nikolaou et al., 2011; Soomro et al., 2020; Cai et al., 2022).

Government institutions through it arms of national and state levels navigate both legal and political legislation set-up rules and regulations for entrepreneurial ventures in line to support the united nation initiative on SDGs environmental sustainability (Pacheco et al., 2010; UN, 2015; Johnson & Schaltegger, 2020). Research had found that sustainability-oriented enterprises are usually met by certain institutional constraints such as bureaucratic hurdles, unfavorable regulations, people perceptions, and market forces to obstruct this new business venturing development, however, those resistance are guiding opportunities for sustainable entrepreneurial development and stability in the market (Spence et al., 2011; Newth & Woods, 2014; Johnson & Schaltegger, 2020). In addition, sustainability intend enterprise has a market structure design to be favorable to the market by each countries government through its policies, norms such as fair pricing, provision of favorable green market location, and funding with capital aim at empowering intending sustainable start-up aspirants (Meek et al., 2010; Munoz & Dimov, 2015; Johnson & Schaltegger, 2020; Alwakid et al., 2021).

Nowadays, environmentally friendly products market has seen a rapid growth in developed nations, however, the inroad to this green market in developing nations are still at early stage with great potential for sustainability entrepreneurship as consumers are becoming aware and making a purchasing decision towards green products (Witek, 2017; Witek & Kuzniar, 2020). Indeed, government and non-government agencies has a role to play in determining that green market enterprises adhere to protect ecosystem through its market regulations to maximize consumers market trust (Delmas & Lessem, 2017; Lee et al., 2018). Similarly, green marketing advertisement policies relating to product attributes has generated a lot of economic gains, increase in market share and thereby makes green labels brand much favourable in the market (Hameed et al., 2016;

Hameed & Waris, 2018). Sometimes, environmental legislation as requisite influence in changes in consumers purchasing behaviour and subsequently shaping the market viability (Clarke & Geri, 2004; Saxena & Khandelwal, 2010; Urbano et al., 2020).

Moreover, government policies designed to promote sustainability enterprises are contributing to solve ecological problems by investing in products that can reduces environmental degradation, and improve its quality, interest in societal well-being and hence creating economic value for the society and the business (Parrish & Foxon, 2009). This mode of entrepreneurship concept has revolutionized consumers consumptions pattern and thus, brought on freshening favourable market conditions and policies (Schaltegger & Wagner 2011; Munoz & Cohen, 2018). Government intervention to alleviate market failure through its fiscal policies helps to revitalize the sustainability ventures by healthy income distribution, as well as decrease in unemployment rate will boost the market demand for greener products (McMullen et al., 2008; Audretsch & Link, 2019). Also, government institution policies on socio-economic agenda towards investing in education reduce poverty, and helps to stimulate the economy and enlighten various communities on environmental challenges, health concern, and hence motivate them towards sustainability goals (Amoros, Poblete, & Mandakovic 2019; Urbano et al., 2020).

The government continuous investment in sustainability involving harmless technological research and development (R&D), will attractive to younger generation into sustainable venturing, and promote economic growth of the nation and societal healthy lifestyle (Yun, Kwon, & Choi, 2019; Mendez-Picazo et al., 2021). Thus, government involvement in the market with healthy policies will create efficiency and favourable conditions through its guide on green quality assurance, healthiness of products, standard certification, traceability, food safety, point on sale reputation, change in consumers tastes and preference, fair-pricing, green product availability, consumers loyalty, brand image, waste recyclable information, usefulness of consumer feed-back, and product labels specific adverts, unlike conventional market that lacks consumers' trust and insufficient knowledge (Bryla, 2019).

For greener market to be favourable, it is essential for government through its various regulatory agencies to give a financial support to the activities of green entrepreneurship towards their impact to create value for the environment and people in the society (Welter, 2011; Xu et al., 2020). Those financial support might come as a loan to boost the varieties or discounts, subsidies, tax discounts or exception incentives and various financial supports that can motivate sustainable entrepreneurs (Umar et al., 2020). Indeed, a greener technology are very important and are determinant of

government aim to promote lean and green product and therefore need considerable financial support to harness competitive advantage over regular entrepreneurs in the market (Soomro et al., 2020; Umar et al., 2020). Consequently, lack of financial support might hinder aspiring younger generation to tap into this lean and green market potential, and might adversely affect the government effort and imitative to promote sustainability (Braun & Sieger, 2021). Therefore, implementation of those beneficial financial incentives policies will motivate present and potential green entrepreneurs especially young graduates to cultivate this sustainable entrepreneurial intention opportunities for self-empowerment and environmental well-being (Cai et al., 2022).

In recent years, the discussion had been on management of natural resources and green economy, and the marketization process that will improve the environment and its habitats for sustainable growth (Jacob, 2012; Wilson, 2019). Green economy as an objective of United Nations environmental program (UNEP) directs every country across the globe to desist from production and consumption mode that will be unhealthy, which are generally referred as "brown economy", towards healthier norms termed as "sustainability" to reduce danger and ecological degradation faced by the environment, people well-being and social equity (UNEP, 2011). The aim of this international body can only be achieved through the advancement in environmental evaluation and legislations in order for the markets and policy makers guideline integrate the total costs and environmental impacts benefits (UNEP, 2011; Wilson, 2019). Therefore, the natural environment people had neglected and seen as costless will now be put a price on through cost-benefit approach with a favourable market creation (Wilson, 2019).

Furthermore, market-driven green economy idea is now becoming more interesting as government of nations and various international development institutions such as World Bank, organisation for economic co-operation and development (OECD) that aims to create finer policies for finer lives that core on prosperity, equality, opportunity and well-being for everyone and environment. Thus, the likes of World Bank and various international development banks, and OECD are supporting for the sustainability growth through various strategies including green economy in which the intention should be achieved through green marketing initiative (OECD, 2011). These international institutions have mutually formed a green growth knowledge policy and have been also be adopted in many countries of the world as a concept through its regulations and supports towards green market to achieve sustainability (Scoones et al., 2015; Méndez-Picazo et al., 2021).

Perhaps, countries such as China, Brazil, and India as part of emerging markets on their entrepreneurial developmental process are willing and have started technological transformations

through its green marketing policies by financing in renewable source of energy, such solar, wind, hydro Scoones et al., 2015; Schleifer & Sun, 2018). Likewise, these achievements are mostly financed by lending, incentives, subsidies from various development banks, institutions, and governments as an essential strategy to support the global aim on innovation and lean economy (Schleifer & Sun, 2018; Ludeke-Freund, 2019). So, institutional regulations and policies towards entrepreneurial change to sustainability tends to be economic and non-economic benefits through environmentally friendly entrepreneurship which stand for healthy environment, sustainable wealth creation, job creation, and social values (Dean & McMullen, 2007; Shepherd & Patzelt, 2011; Soomro et al., 2019).

The campaign on sustainability and more awareness on environmental conservation, with government institutions policies and regulations towards sustainable practise has continue to improve consumers search for green product (Manaktola & Jauhari, 2007; Han et al., 2018). Thus, green market regulation has been favourable to sustainable enterprises and generally enhance the eco-friendly labels and increase in consumers demand (Han et al., 201; Han et al., 2018; Razali et al. 2019). Therefore, it is imperative for government especially in developing nations to support private sectors, and inspire new entrants with lucrative incentives towards greener production and marketing because it had been recognized as key driver for sustainability development goal (World Bank, 2003; Scoones et al., 2015; Cai et al., 2022).

2.2 Review of Relevant Theoretical Model

The research by Soomro et al., (2020) was conducted in Pakistan to examine the perceptions of young adults aspiring to be entrepreneur towards sustainable entrepreneurship in that same country. Thus, the objective of the Soomro et al., (2020) study was to understand various factors that will be supportive to enhance sustainable entrepreneurship, and how those factors will be useful to shape a prosperous, healthy policies for the advancement of sustainability in developing country. The variables used in the above research was also adopted for the present study to represent a valid instrument adopted for measurement. The four independent variables comprise of "eco-friendly people, green market factor, changing consumer behavior and favorable market conditions", and "sustainable entrepreneurship" as a dependent variable.

Figure 2.1 Theoretical Model indicating Eco-friendly People, Green Marketing Factors, Changing Consumer Behavior, Favorable Market Conditions and Sustainable Entrepreneurship
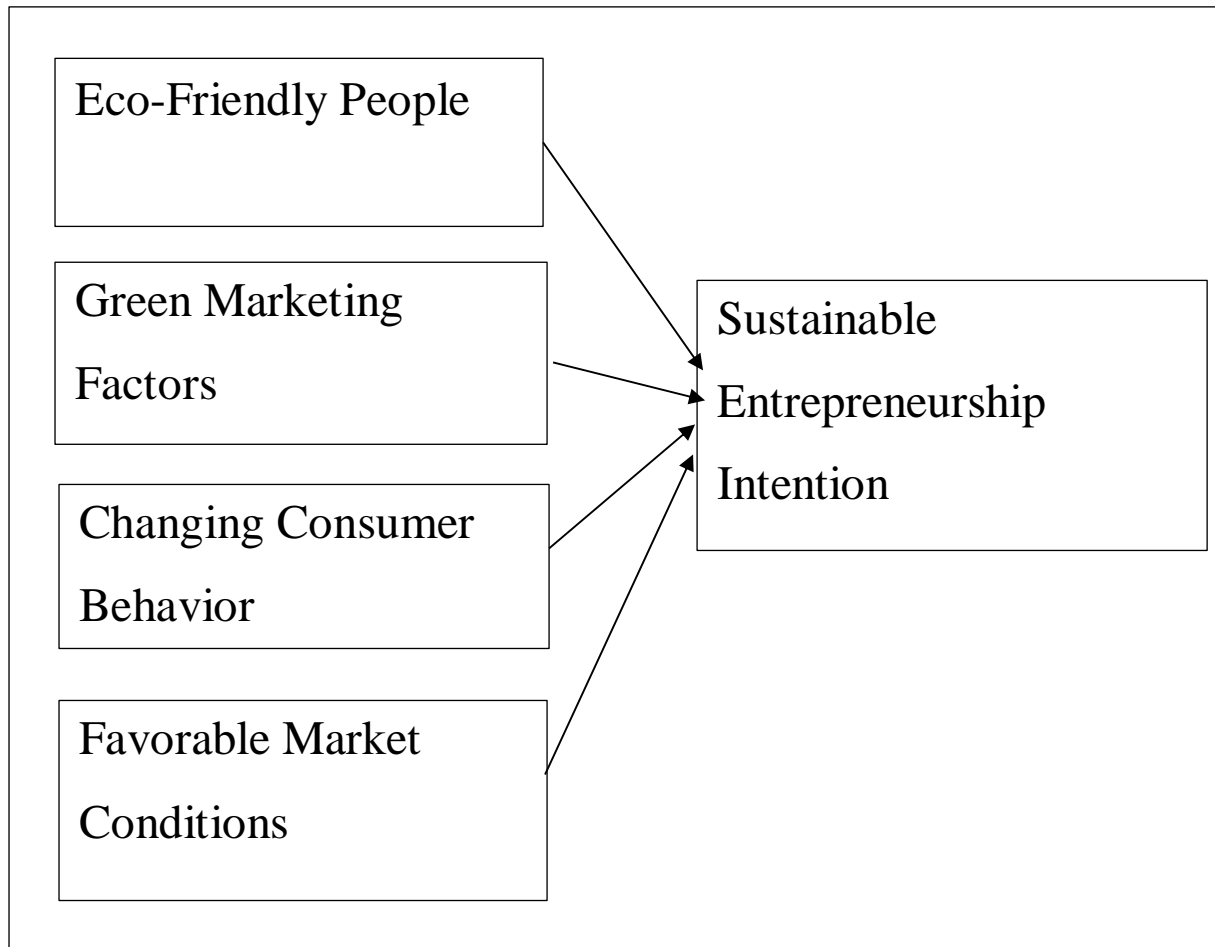
Note. Adopted from Soomro, B. A., Almahdi, H. K., and Shah, N. (2020). Perception of young entrepreneurial aspirants towards sustainable entrepreneurship in Pakistan. *Kybernetes, 50(7),* p.6**.**

2.3 Proposed Conceptual Framework

Figure 2.1 Proposed Conceptual Framework
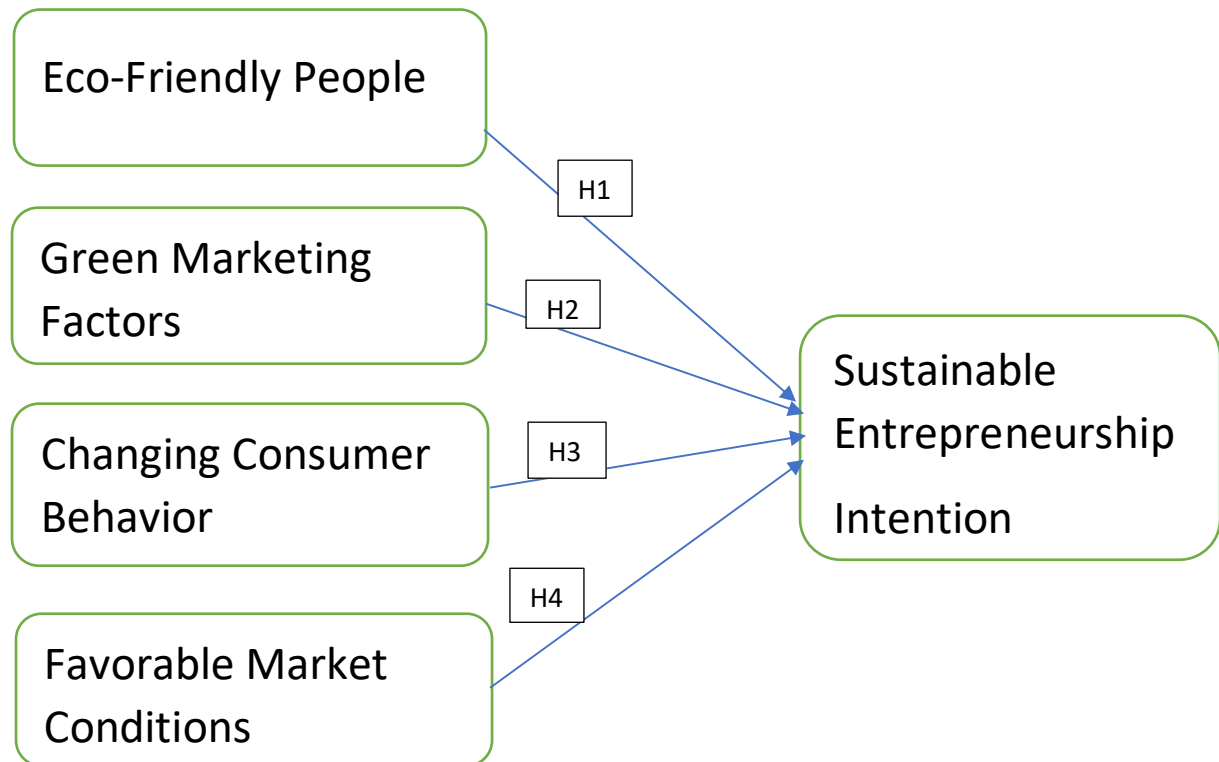
Source: Developed for the research

2.4 Hypothesis Development

2.4.1 Relationship between Eco-Friendly People and Sustainable Entrepreneurship

Soomro et al., (2020) demonstrated that there is a positive and significant relationship between eco-friendly people and sustainable entrepreneurship. Often time, people tend to be concern on environment instead of economic benefit, and such individuals are mostly interested on how to utilize the scarce natural resource in an environment to create value for the society (Berenguer, 2008; Cronin et al., 2011; Soomro et al., 2020).

Those individuals that possess such behaviours understand the significance of safeguarding the ecological features and represent those values in a sustainable manner (Kirkwood and Walton, 2010; Khare, 2015). In addition, eco-friendly entrepreneurship is strategic and motivated to incorporate in business activities that will enhance the environmental quality and societal well-being, such as technological development and innovations that support lean production, renewal energy technology etc (Covin & Miles, 1999; Beveridge & Guy, 2005; Soomro et al., 2020).

According to Starchenko et al., (2021), eco-friendly business that imbibe in environmental regulations will harness the growth and prosperity of the business and therefore has a significant impact in sustainable entrepreneurship in respect to increasing customer demand loyalty. Likewise, as illustrated in other studies, explained that this set of people with sustainable entrepreneurial intention are committed in fostering strong ethical values for long-term well-being of the environment and society in general by exploring the best practise for environmental, social and economic issues for sake of present and future (Parra, 2013; Moya-Clemente, 2020).

Likewise, a study conducted by Sher et al., (2020) conformed with previous studies that people driving-behaviour, sustainable attitude, and entrepreneurial benefits of green business motivates towards sustainable intention. Hence, Patzelt & Shepherd, (2011); Schaltegger et al., (2016) also related eco-friendly people as a connection between environmental value and sustainability intention.

Similarly, Abbas & Sagsan (2019) agreed that eco-friendly people's commitment on green innovation through its overall activities starting from utilizing green raw materials, green technologies, green production, and engaging in green marketing implementation to achieve its entrepreneurial sustainable intention. Also, another researcher concurs that eco-friendly people application of environmentally friendly strategies in its entire system will help to protect the environment and its natural resources, positively influence quality of human resources and massively contribute to growth on economic sustainability development of the country (Mamani et al., 2022).

However, Uvarova et al., (2021), in their findings, pointed out an issues relating to eco-friendly people and sustainable entrepreneurship, through which they explained that new entrepreneurs are more eager to embrace green innovative ventures that incorporate environmental values than already existing enterprises which its management and employees has non green intention, and therefore find it difficult to incorporate those necessary environmental values that will promote significant change towards green innovation.

Another issue reported by other research regarding eco-friendly people towards sustainable entrepreneurship concern on environmental knowledge are on green enterprise development. These scholars stressed on fundamental competence needed by intending green entrepreneurs such as entrepreneurial skills, green knowledge, green entrepreneurship mindset, considering the roles of sustainability entrepreneurship values towards green economic growth (Sagie & Elizur, 1999; Audretsch, 2019; Esen et al., 2019; Voda & Florea, 2019).

Therefore, the hypothesis is proposed as follow:

H₁: There is positive and significant impact between eco-friendly people and sustainable entrepreneurship

2.4.2 Relationship between Green Marketing Factors and Sustainable Entrepreneurship

Thus, green marketing factors are essential for businesses and firms achieving its organizational sustainability strategic objective of being socially responsible entity by not engaging into any unethical activities that will have negative impact the ecological degradation and social inequality (Huang et al., 2021; Sharma, 2021). In view of sustainable intention, green enterprises designs and improve their product activities such as packaging materials, green labels and advertisement modes that are environmentally friendly (Amoako et al., 2020). The impact of green marketing has played a vital role to change consumers consumption lifestyles including the tastes and preferences towards sustainability development (Soomro et al., 2020).

In their own contribution, Leonidou et al. (2013); Brindley & Oxborro (2014); Saari et al., (2018) referencing green marketing as a new marketing phenomenon that emphasizes on communicate business orientation to tackle environmental problems with its eco-friendly product by satisfying the need of their existing customers and future customers, environmental protection while targeting profit at fair pricing of their products. In other words, that green marketing aims towards achieving the objective of the organization while minimizing the harmful effect to the environment and society (Jung et al. 2016; Saari et al., 2018). Thus, considering the importance of sustainable entrepreneurial development, that's those green design should be implemented in its overall marketing mix comprises of the 4P's that includes; the product, price, place and promotion (Zhu et al., 2005; Leonidou et al. 2013; Stolz & Bautista 2015; Saari et al., 2018).

In addition, a study by Soomro et al., (2020), indicate a positive and significant association between green marketing factors and sustainable entrepreneurship. Therefore, this finding has

supported the proposal that green marketing factors are contributing to the prosperity of sustainable businesses not only for environmental quality and social values but also provide financial economic values (Akehurst et al., 2012, Waris et al. 2021). However, the integration of green marketing concept has successfully reduced the ecological problems, solving social issues and fair pricing of products to achieve the global sustainability development goal (Saxena & Khandelwal, 2010; Andronie et al. 2019). Hence, global demand for a clean environment and society tend as opportunity for sustainable enterprise green production and promotion of the brand image (Amoako et al., 2020).

Consequently, if it happened that there are no green marketing factors in today's business world, aspirants that intend venture into sustainable entrepreneurship will find it difficult to integrate green products and services to consumers expectation (Soomro et al., 2020). Moreover, many at times cases of environmentally market failures often happened, given rise to unsustainability and manipulation of natural resources which have negatively impacted on green businesses as they are held responsible (Harbi, Anderson & Ammar, 2010)

Therefore, the hypothesis is proposed as follow:

H2: There is positive and significant impact between green marketing factors and sustainable entrepreneurship

2.4.3 Relationship between Changing Consumer Behaviour and Sustainable Entrepreneurship

The impact of technological revolution occurrence given birth to innovation and development has in recent years changed entire global economic and business landscape (Foxall & Minkes, 1996; Zarnowitz & Moore, 1986; Mendez-Picazo et al., 2021). However, this change has also brought about changes in consumers habit and their buying patterns, and in respond to this changes, green business has also found a way to continue to improve on sustainable products to shape the environmental sustainability (Aagerup & Nilsson, 2016; Uddin & Khan 2016; Soomro et al., 2020).

Thus, consumers behaviour on natural environment has made it possible for firms and consumers to shift their attention towards sustainable production and consumption (Reisch et al., 2016, Li et al., 2019). However, the environmental issues the world is witnessing at the moment are mostly related to the consumption pattern of the people in the society, and united nations had in 2016

slated a consumer protection guideline and it was termed "Sustainable Consumption Promotion" as among the finest global consumption policy (Reisch et al., 2016; Lim et al. 2019). Thus, responding to curb environmental challenges and societal problems needs a transit to healthier sustainable consumption through change in consumers values and lifestyles. Hence, consumers are expected to take a responsibility together with appropriate stakeholders such as firms, sustainable entrepreneurs, and government agencies in order to achieve a more favourable sustainable consumption (Kanie & Biermann, 2017; Lim et al., 2019).

Green marketers' objective to respond to environmental sustainability has guided them to support green consumption behaviour by making green products available in the market for consumer (Chen & Peng, 2012; Govindan, 2018; Sun &Yoon, 2022). It had been observed that consumers experience in the purchasing process differ from each other and it usually influence their purchasing behaviour, and firms has responded by creating a product that will give a positive experience with unique values (Young et al. 2010). In view of the above reason, firms and businesses intention to create value for the consumers and working towards environmental sustainability to reduce the environmental degradation, improve ecosystem and social values. Therefore, by providing green products with effective marketing characteristics and features, such as product appearance, designs, packaging, fair pricing, reliability, and earlier product experience with taste are all important criteria that will enhance consumers green behaviour towards green product (Young et al., 2010; Saari et al., 2018).

Similarly, towards integrating business marketing to sustainability development product green features might be enough to change consumers behaviour but should also include emotional messages such as reminding them the significant and impact of natural environment and therefore to resort sustainable consumption (Von Meyer-Hoefer et al. 2015; Kautish et al., 2019). Also, to enhance their knowledge and awareness on sustainability through informative benefits of sustainable consumption by suitable promotional concept, products fair trade and after-sale-sales support (Soler 2012; Chekima et al. 2016; Saari et al., 2018; Kautish et al., 2019).

In addition, study has also predicted that the product eco-labels guide consumers on available healthy products in the market and significantly play a vital role for consumers to evaluate and make a purchasing decision based on environmentally friendly of the product (Ecolabel index, 2017). Furthermore, eco-labels provide information that will attract and increase consumer trust on the product especially to business that using third party certification labels as consumers perceived it as being of high quality for environmental sustainability and well-being of their life

and increase their confidence towards consuming the product (Testa et al., 2015; Darnall et al., 2017; Berki-Kiss & Menrad, 2022).

Moreover, as consumers are becoming more concern for their health and environment problem, shifting their demand for products that will be sustainable for present and future environment and society and had prompted ethical production practices and green marketing by sustainable entrepreneurs (Brugarolas et al., 2005; D'Souza et al., 2006; Forbes et al., 2009; Amin et al., 2020). Thus, due to consumers doubt and unconvinced approaches adopted by some firms and businesses on greener products commitment, it had been suggested that companies and their marketers should not compromised but committed to improve the welfare of the societies and the environmental quality to help consumers differentiate their green products attributes such as ingredients, packaging material and recyclability of the product through effective green marketing (Hameed et al., 2016; Lee et al., 2018; Hameed & Waris, 2018).

Hence, consumers behaviour tends to change towards green product that will improve their healthy life style and environment through efficient green marketing, and as result of market imperfection, arose the opportunity for sustainable entrepreneurs to utilize their capabilities to create useful value for sustainable consumers (Cohen & Winn, 2007; Lin et al., 2013). Therefore, changing consumer behaviour is an attribute of sustainable entrepreneurship intention to create value that will motivate consumer purchase intention towards sustainability (Sharma & Kushwaha, 2015; Soomro et al., 2020).

Study conducted by Wei, Chiang and Lee (2017), suggested that consumers who are incline towards environmental protecting and societal well-being will be dedicated to products that have less harmful to the ecosystem and support to sustainability. Similarly, a study by Soomro et al., (2020), supported that businesses will help to attain sustainability by switching consumers behaviour to a more favourable green products efficiently promote sustainable entrepreneurship. However, the research also found that taste and preferences by consumers will also increase demand for greener products and thereby expand the green market and therefore motivate entrepreneurial aspirants towards sustainable entrepreneurship (Pacheco et al., 2010; Soomro et al., 2020).

Consequently, consumers usually encounter some issues regarding green products lack sufficient information to address the sustainability and health related benefits and are generally referred as "information asymmetric" resulted to inefficiencies in the green market (Mishra et al., 1998; Chen and Chang, 2012). Thus, this problem sometimes contributed to consumers mistakenly make a

purchasing decision that are contrary to promoting sustainability and health benefits (Darnall & Aragon-Correa, 2014; Sarti et al., 2018). Likewise, this skewness on information also have an adverse effect on businesses that intend to engage in environmentally friendly products with a brand labels due to lack of differentiating knowledge of consumers from unsustainable competitors and thereby, became a set-back to sustainable entrepreneurship (Darnall & Aragon-Correa, 2014; Sarti et al., 2018).

Therefore, the hypothesis is proposed as follow:

H3: There is positive and significant relationship between changing consumer behaviour and sustainable entrepreneurship

2.4.4 Relationship between Favourable Market Conditions and Sustainable Entrepreneurship

Global ecological and financial interest has been causing a lot confusion and problem has emanated towards environmental, social and economic sustainability enterprises, and this has resulted for a need of an institution that will help to eliminate this crisis, create a positive change and stabilize the sustainable market (Scoones et al., 2015). Thus, this change is a call for industrial revolution that will see business transform towards greener economy that will see growth to the environment, social welfare and clean economic prosperity (OECD, 2011; Scoones et al., 2015). Therefore, a well-formulated policy had been promulgated globally to help restructure and checkmate the influence of this economic activities on the ecosystem (Channa et al., 2021). In view of this development on environment government institution have a vital role to promote sustainable entrepreneurship (Savastano et al., 2022).

However, several governments of the world have emphasized to position sustainable entrepreneurship as a priority by taking up relevant legislatures to support green businesses through which they outline as another concept of developing new job opportunity and self-sustenance to grow a healthy economy (Alvarez-Risco et al., 2021). Moreover, government and other relevant agencies involvement in green enterprise are very essential to motivate small and medium enterprises by creating an effective and efficient favourable market structures capable of reducing market failure and create more green business opportunity (Fuentelsaz et al., 2020; Mosconi et al., 2020). Government has the financial and non-financial resources to support

individuals to grow and expand sustainable ventures (Gnyawaii & Fogel, 1994; Brixiova & Kanyoye, 2020).

In addition, the market condition is favourable because of government intervention through various helpful and market stability such as subsidies giving to sustainable entrepreneurship (Soomro et al., 2020). Also, according to scholars, that entrepreneurship as bedrock for youth's future that can bring about both economic and political stability of a nation through appropriate innovation that support environmental and social growth (Farzanegan, 2014; Savastano et al., 2022). Thus, the general implication of increase in demand for green products is a justification of change in consumers behaviour pattern towards sustainability and government policies that tend to eliminate market gap and motivate potential sustainable entrepreneurs (Cohen & Winn, 2007; Luzio & Lemke, 2013; Soomro et al., 2020).

Furthermore, the positive impact of market growth, and innovations helps to develop new business concept globally involves new products development as an opportunity for green market (Kushwaha & Sharma, 2017). Thus, this advancement on environmentally friendly venture are become more important since those innovative ideas to provide green products by replacing regular products yielding sufficient environmental and economic prosperity through efficient favourable market condition (Soomro et al., 2020).

In line with sustainable development, government interference to promote sustainable business is a confirmation to environmental responsibility for a greener society and healthy life style is an opportunity for green business thriving (Picazo-Mendez et al., 2021). likewise, an avenue for a new market entry, product differentiation and enhance entrepreneurial image with stakeholders such as consumers and lending institutions for future and present market stability (Ambec & Lanoie, 2008; Picazo-Mendez et al., 2021). A study by various scholars has suggested for a favourable market condition to stimulate sustainability, that government investing in research and development will help to create technological capabilities that are environmentally friendly, improve production, and expand the green market (Amoros et al., 2019; Urbano et al., 2019b; Yun et al., 2019).

Research had found that government incentive backing towards sustainable entrepreneurship contribute for more environmentally friendly oriented entrepreneurs and encourage bigger firms to go green (Horisch et al. 2017; Demirel et al., 2019). Hence, favourable market entry requirements, positive impact of market regulations, and motivative government policies has improved and promote the sustainable entrepreneurship (Forbes et al., 2009; Savastano et al.,

2022). However, there is still call for continuous improvement in green entrepreneurship innovation through collaboration of green firs, governments, non-government institutions such as universities, and NGOs to instigate more measures that will be helpful to eradicate environmental issues in the society by business ventures (Demirel et al., 2019).

A study on sustainable entrepreneurship are aim by United Nations to attain global sustainable development goal (SDG), found that those countries that devoted by investing and implanting various policies that are needed to improve the environment has a positive impact to the environmental quality, social value and paramount growth in the nation economy (Moya-Clemente et al., 2020).

Similarly, study by Soomro et al., (2020), concludes that there is a positive impact between favourable market conditions and sustainable entrepreneurship. However, according the research, suggested that the positive impact might be as result of huge gap in the market and hence create an opportunity for sustainable entrepreneurs to maximize the market through help of the government subsidies (Cohen and Winn, 2007; Soomro et al., 2020).

Therefore, for environmental well-being, social values, and economic prosperity of nations, it has become important for a global change towards sustainability through environmentally friendly lean economy (Soomro et al., 2020). Consequently, this system of green economy will not be bureaucratic, rather, communicating and informing to create awareness that will enhance potential entrepreneurs with lucrative incentive policies towards sustainability innovative management and development (Sołtysik et al., 2019).

Consequently, green start-up enterprise usually experiences set-back due to lack financial limitation to fund and compete in the market, if the government of that nation are not committed to assist up-coming small and medium enterprises (Ning et al. 2015). In addition, if the regulatory structure of a nation is not favourable to potential new entrant for green market, it will hinder the global campaign and awareness towards sustainable entrepreneurship and therefore will negatively impact on environment, societal well-being and green economic growth (Demirel & Parris 2015; Demirel et al., 2019; Mendez-Picazo, et at., 2021).

Therefore, the hypothesis is proposed as follow:

H4: There is positive and significant relationship between favourable market conditions and sustainable entrepreneurship

2.5 Conclusion

This chapter had explained in details on how theories and past studies are relevant to these present studies variables. Thus, the literature being review includes four independent variables (Eco-Friendly People, green Marketing Factors, Changing Consumer Behaviour and Favourable Market Conditions), and a dependable variable (Sustainable Entrepreneurship). Based on these past studies, a conceptual framework was developed and proposed to investigate how those independent variables and dependent variable are interrelated. Then the stated hypothesis was proposed to examine the independents and dependent variable relationship in order to solve the various issues stated in the problem statement of this study, and, hence, be able to achieve the research objective.

Endnotes

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

This chapter will explain the research design for this study, data collection method, the sampling design for the research, research instrument that will be use, the construct and measurement, and finally, how the data collected is processed. Therefore, this chapter aims to ensure that due process and procedures are followed in processing and analysis of the data on the study to give the audience clarity and well understanding on the delivered information.

3.1 Research Design

3.1.1 Quantitative Research

A quantitative approach was used on this study for the collection of the data and research analysis. However, in order to fulfil the study's objective, required data was collected and analyzed through descriptive and inference to understand the outcome. This method is to quantify and analyze collected data to understand the connection between a small number's phenomena which includes use of symbols, numbers and other meaningful mathematical tools to express the found issues and how to solve those problems with adequate solution or any other alternative that will help to achieve the research objectives (Rabab'h, Omar & Alzyoud, 2019). According to Burns and Bush (2006), quantitative research is useful by administering and creating structured questions given to the respondents with fixed options. In addition, Sadan (2017) describe quantitative research process aim of data collection as a vital step to obtain a quality data that will enhance the validity of the research outcomes. Moreover, it involves sampling size of data collection which are meant to represent the targeted population (Burns & Bush, 2006).

3.1.2 Descriptive Research

Descriptive research analysis was also applied on this study to showcase accurately the phenomenal characteristics of the respondents that take part in the survey through their

demographic information required for the analysis (Dulock et al., 1993). In this research, the demographic information of the respondents includes, the gender, age distribution of the young adult between 18 to 45 years old, educational level, the income level distribution and respondents' race. A descriptive study is usually concern on the attitude and views of respondents (Aggarwal & Ranganathan, 2019). In addition, among there are four ways a descriptive research can be conducted, which includes, observational studies, correlation, survey research and development design (Aggarwal & Ranganathan, 2019). Therefore, in this study a survey research was applied through distribution of prepared questionnaire online using social media app WhatsApp and questions were answered and instantly received by the researcher for analysis.

3.2 Data Collection Methods

Researchers always find it challenging to collect data because it requires sufficient time, financial cost and much effort is needed to achieve expected result. The source of data collection is either from new source or from data already in existence (Sadan, 2017). In this study, relevant information and data was collected through primary sources. Thus, how information is obtained for research analysis is always important since it will help for the success of the research objective and if not properly gathered might affect the validity of the research results (Taherdoost, 2021). The data obtained for research are necessary to compliment the stated theories and will enable the researcher for more understanding of its study (Kabir, 2016). Therefore, data collection is very essential for this research analysis because it will assist to achieve the purpose of the study and also answer those stated research questions after testing of the proposed hypothesis (Harrell & Bradley, 2009; Taherdoost, 2021).

3.2.1 Primary Data

Primary data are original information obtained from direct source and are useful fit to solve a specific problem in a research (Hox & Boeije, 2005; Taherdoost, 2021). Furthermore, those newly gathered data are very essential and usually added into existing data store for social knowledge thereby be available for reuse by other researchers in future (Kabir, 2016). There are several sources of obtaining primary data which includes; through observations, interviews, experiments, survey (Lugtig & Balluerka, 2015). However, in this study, survey was adopted as primary method to gather data from the respondents through administered structured questions in questionnaire sequence that are mostly suitable to be use in descriptive research.

3.3 Sampling Designing

Survey design are usually formulated and used for studying population within an environment and this comprises of the targeted individuals or people the researcher is intending to study about (Dumelle, Kincaid, Olsen & Weber, 2023). However, those individuals in such an environment has all the characteristics need to complete a study, but it is rarely possible to study the population because it is cumbersome, costly and time consuming. Since it is impossible to study a whole population, rather a sample is mostly collected from the population to represent the whole the targeted environment. Hence, the result obtain from this sample will be used to generalized and make assumption as a true behavior of the studying population with the environment (Dumelle et al., 2023). Thus, the process through which these targeted individuals are selected as a sample to represent the entire population is refer as sampling design. Therefore, in this study, the faculty of accountancy and management undergraduates and MBA's students of Universiti Tunku Abdul Rahman, Sungai Long campus is chosen as a sample to represent young Malaysian adults, and this sample is seen as being reliable for the researcher to obtain acceptable result for the entire population.

3.3.1 Target Population

The targeted population is all the individuals within an environment that a sample is drawn from for a research (Dumelles et al., 2023). Thus, in this study, the targeted population are all the young Malaysian adults of both genders, between the age of 18years to 45years old. The researcher decided to extend the age bracket of this study to 45 years old because post graduate school of the faculty has student within that age that has sustainable entrepreneurial intention.

3.3.2 Sampling Frame and Location

The sampling frame is the total of the physical environment where the research sample are drawn and hence will be selected to represent the target population (Akhtar, 2016). In this research, the sampling frame and location is faculty of accountancy and management undergraduates and MBA students of Universiti Tunku Abdul Rahman, Sungai Long Campus through which 250 students will be drawn as a sample. Furthermore, the researcher chooses this campus as a sample because of the school reputation in nurturing students in business and management together with high number of youthful undergraduates and graduates. In addition, the researcher chooses this location because it will be less costly, easier to locate high number of students within this youthful range to administer the questionnaire and get response faster.

3.3.3 Sampling Elements

Refer to young Malaysian adults' undergraduates and MBA students at faculty of accountancy and management, Universiti Tunku Abdul Rahman, Sungai Long campus that have intention toward sustainable entrepreneurship. The basis of choosing this sample element is because they are qualified for studying perception young adults' intention towards sustainable entrepreneurship. Therefore, the result obtain from analysis and evaluation of their responds will be taken to represent the perception of the entire population.

3.3.4 Sampling Techniques

Sampling is usually involved to make an inference on the population or to compliment already in existence theory (Taherdoost, 2016). Hence, to conduct survey based on choosing sampling will also depends on sampling technique adopted for the research (Taherdoost, 2016). There are two types of sampling techniques a researcher can adopt and they are probability and non-probability sampling. Probability sampling technique is a method through which the researcher is expected to state the probability of the participants that are involved in the sample, and non-probability sampling on the other hand is not estimating any probability of the participants involved sample (Kabir, 2016). In this study, a non-probability sampling of "convenience" was chosen in conducting this research. The researcher chooses this method as it will be easier to obtain response from the available participants so long the respondents fall within the chosen range of sampling element within the sampling frame. Furthermore, convenience sampling method was chosen because it is less costly, and researcher will continue to select participants until it reaches to required sample size for this specific research.

3.3.5 Sampling Size

The size of sampling to be selected from the population depends on the objective and statistical analysis and testing that will be performed by the researcher (Taherdoost, 2016). According to research methods principle suggest that the larger the size of sample the better to achieve the research objective and also reduce sample bias and sampling error (Taherdoost, 2016). However, a sampling size need to be fixed at a specific optimal level as it will also not go beyond researcher resources and cost efficient (Gill, Johnson, & Clark, 2010). Following the rule of thumb had proven that sampling size of 30 and above are suitable the distribution of the mean in order to make sure that they are normally distributed (Kabir, 2016). The researcher intended to do the

research with 200 sample size, but will initially distribute questionnaires to 250 participants. The purpose of this is to avoid sample error or skewness of distribution of the questions or questions being answered by the wrong individuals that are not among the target. After data collection, researcher will during the cleaning of the data select best 200 participants that belong to the sample target and rightfully answered the questions as the research respondents in order to validate the research objective.

3.4 Research Instrument

The research instrument involved in this study was self-administered questionnaire prepared in Google Form and distributed through online WhatsApp to the participants. The survey questions were answered by the participants in the absent of the researcher and instantly sent back for analysis. Thus, this process of self-administered will eliminate respondence bias and improve quality rating answers (Zikmund, Babin, Carr & Griffin, 2013). Moreover, participants on this study voluntarily accepted to participate in the survey without any forceful intention. Thus, before the questionnaire was distributed to the participants, an ethical clearance form was filled and submitted to the university faculty as a requirement for the research.

3.4.1 Questionnaire Designs

The questionnaire design for this study was prepared and written in English language as a general acceptance language by the institution in a Google form format. The survey questions were adopted from past literatures citation with already existing scales that are valid and reliable. Moreover, the researcher was able to formulate the questions in a very simple manner to make interesting and easy for the participants while answering the questions. Also, the questions were made to be fixed-alternatives with pre-determined options to be chosen by the respondence. Thus, the purpose of formulating questions with fixed-alternatives in the questionnaire is because its less time taking, convenience in answering and respondents do not require any special skill for the survey.

In view of this questionnaire design, the researcher firstly stated the general aim of the study, followed by the guidelines for answering the questions and questions were formulated in three sections accordingly. It started with section 'A' consist of five (5) questions, cover the general information of the dependent variable for the study. Thus, the section will exam the respondent's

awareness and intention towards sustainable entrepreneurship. In addition, the section was formed using multiple choice and check-list format.

For, section 'B' it consists of construct measurement with a total of twenty-four (24) questions which were adopted and structured to answer questions on the five variables for the research. Here, the researcher designs the questions using the five-point Likert scale rating to understand to how extend the respondents approve or not approve for a statement(s). Likert scales questions are very advantageous because its common technique in data collection which made it easy to understand, and its measurable attributes such as reporting of results from respondents and able to draw conclusion for the research based on the outcomes (Boone & Boone, 2012).

Finally, section 'C' consists of demographic information of the respondents which includes their gender, age brackets, educational level, income levels and their race. Therefore, multiple choices format questions were used in which the respondents were to select the answers that are characterize of them. Thus, this section will be useful for the researcher to understand the attributes and profiles of the respondents during the interpretation of the results obtained from the study and for future study purpose.

3.4.2 Pilot Test

A pilot test also refer as pre-test was conducted in order to revalidate those adopted items for the research in a smaller scale. Therefore, a total of 35 questionnaire was administered to first 35 student in which 30 of the respondents was used to conduct the test. However, this participants for the pilot test survey was not included while conducting larger scale to avoid multiple answering from same participants and research bias occurrence. Therefore, those adopted scale question were measured and the reliability for the internal consistency of the items was supported applying the Cronbach's alpha (α) reliability test as its cognizance in the social science studies (Hair, Black, Babin, Anderson & Tatham, 2006). As can be stated below in Table 3.1 the range of acceptable and non-acceptable internal consistency level of Cronbach's Alpha coefficient.

Table 3.1 Rules of Thumb about Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

Source: Hair et al., (2003).

A Cronbach alpha aims to measure the internal consistency variables scale applied for a study questions and are usually expresses as number ranges from 0 to 1 (Hair et al., 2006; Tavakol & Dennick, 2011; Amirrudin et al., 2021). Reliability of a data or scale is a priority to understand the ability of an instrument to measure the consistency of the measurement (Tavakol & Dennick, 2011). Internal consistency will explain the magnitude at which items will measure or be consistence in constructs (Tavakol & Dennick, 2011; Amirrudin et al. 2021). To interpret a correlation of items reliability therefore can relate to understand the index of measurement error and hence, as the reliability test increases, the fraction of contributing error will decrease (Amirrudin et al., 2021).

Thus, any alpha coefficient value with less than 0.6 is considered not reliable and consequently not consistent for the study. But if the alpha coefficient value of shows 0.6 and above then it is considered reliable will be acceptable for the study according Hair et al., (2006). In this research, the reliability of the items was analysed using Statistical Package for Social Science (SPSS) version 26. The result of the alpha coefficient of all the items are more than 0.6 as shown in the table below. The indication of this result shows that the items are reliable and internally consistent for this study. Thus, Table 3.2 below shows the reliability test of the items.

Table 3.2 Pilot Test Result for Reliability

Variables	Alpha Cronbach's Values	No. of Items
Eco-friendly People	.879	5
Green Marketing Factors	.887	5
Changing Consumer Behaviour	.885	5
Favourable Market Conditions	.822	4
Sustainable Entrepreneurship	.876	5

Source: Developed for research

Table 3.2 has shown the result of pre-test that measure the items prepared for the study. Looking at the Cronbach alpha values of the output validate the rule of thumb that the items are very good, and therefore internally consistent and reliable for the study.

3.5 Construct Measurement

Construct measurement will be satisfactory if the researcher endeavour to establish a true relationship between the measures and the construct in order to form understandable factors from either theories or practice (Petters, Rai & Straub, 2012). Once construct had been specified, another step that will follow is to adapt, adopt or formulate set of items as the construct for a research (MacKenzie, Podsakoff & Podsakoff, 2011). According to Hair et al., (2019), valid and reliable measurement of construct need more than one item as an indicator for conducting a survey, and therefore a researcher should formulate an operational number of items that will truly represent the concept being measured.

3.5.1 Origin of Constructs

The items for the construct for this study was adopted from existing measurements from academic journals as it is demonstrated in Table 3.3

Table 3.3 Origin of Construct

Constructs/Variables	Items	References
Eco-friendly People	1.You love your environment 2 You will turn-off the lights wherever you see it unnecessary, as in your classroom or office 3.You try to avoid use of vehicle for short distance travel within neighbourhood 4. You are very much interested in environmental activities, like planting a tree 5. You think that people are much more conscious about the environment than before	Soomro, Almahdi & Shah (2020)
Green Marketing Factors	1.You are aware of green products 2. You know about eco-labelled products in the market 3. You feel there is a lack of green products in the market 4. Green products are initially more expensive than non-green products 5. You think green product is a demand for the present and future market	Soomro, Almahdi & Shah (2020)
Changing Consumer Behaviour	1.You buy products that can be recycled 2. You try to avoid those products which consume more energy 3. Green or eco-friendly is your prime concern when making a purchase decision many times 4. You have positive image towards green products 5. You notice that your taste and preference changed over time	Soomro, Almahdi & Shah (2020)

Favourable Market Conditions	1. You think that the government policies are favourable to entrepreneurship 2. You think government will promote the business that is lean and green 3. You think there is a good demand for the green product in the market due to changing consumers' tastes and preferences 4. You can easily get loans for your business start-up	Soomro, Almahdi & Shah (2020)
Sustainable Entrepreneurship	1. You feel that sustainable entrepreneurs are the need of the earth 2. You feel enthusiastic to be a sustainable entrepreneur 3 Your enterprise will concern about social impact e.g., (Employment generation, poverty reduction, and increasing quality of life) 4. Your enterprise will concern about environmental impacts e.g., (Protecting biodiversity, energy and sustainable use of natural resources) rather than economic gains 5. Sustainable entrepreneurship is challenging but interesting task	Soomro, Almahdi & Shah (2020) Sher, Abbas, Mazhar, Azadi & Lin, (2020)

Source: Developed for Research

3.5.2 Scales Measurement

Measurement scale is an integral part in research which includes the collection of set of data, analysis of the data collected and how the data is presented as the outcome of the study (Mishra et al., 2018). Moreover, for collection of data, the nature of the questionnaire and the tool used for recording data usually differ depending of the type of data being collected (Mishra et al., 2018). In this research, the type of data collection was done by survey questionnaire through which relevant questions were adopted from recent past academic journals for the constructs. Then, the questionnaire was designed into three (3) sections: Section A is on "general information questions"; Section B is the "constructs measurement"; and section C are the "demographic profile of the respondents".

In the question design, section A and C consist of categorical measures refer as nominal and ordinal and known not to have a numerical significant. For example, considering the gender of "male or female, yes or no" showed two (2) categories but it cannot be generally ranked. Likewise, for ordinal shows ordering in answers such as in section A questions. However, section B are based on interval and ratio measurement scale. The section consists of five (5) observable variables of four (4) independent variables and a dependable variable, comprises of twenty-four (24) questions adopted for the study. The items used for this study was measured using a five-point Likert scale ranging from strongly disagree ranked as =1, to strongly agree ranked =5, and help to provide a quantitative measure for the research analysis (Boone & Boone, 2012).

3.6 Data Processing

The purpose of data processing is to transform the already collected raw data into a useful information and highlight the relationships between variables to promote the aim of the study (Sharma, 2018). However, the data collected must be inserted into computer for processing, and those data might be stored in excel form. Data processing preparation is very essential because it helps enhance the quality of the results, how consistent, relevant, accurate and interpretability for managerial decision-making process (Sharma, 2018; Hair et al., 2020). Therefore, it can be concluded that data processing concept applied for this study comprises of answered questionnaire checking, data editing, data coding, data transcribing, data cleaning and analysis of the collected data and the steps are very important in order to obtain a true outcome for the study.

3.6.1 Questionnaire Checking

This process involved checking of the returned answered survey from respondents by deleting off any uncompleted answered questions to avoid causing error during analysis. In addition, questionnaires checking also includes testing of the questions structure and measures during pre-testing to make sure that the questions are duly formulated before distributing for larger scale.

3.6.2 Data Editing

It is the process the researcher edited questionnaire to correct any anomaly to increase the accuracy and to be precise for the questionnaire by changing value to be normal.

3.6.3 Data Cleaning

Data cleaning is very essential before inserting to SPSS by detecting and diagnosis in order obtain an accurate and valid output for the analysis. It helps to solve data problems whenever error occurs as a preventive measure through identifying the outliers that are outside the range required (den-Broeck et al., 2005).

3.6.4 Data Coding

This is the process of converting collected data into numbers and involves categorizing, recording and transferring of processed data into storage unit in the computer (Zikmund et al., 2013). Thus, those numerical coding was input to the computer and coded numbers inserted to SPSS for analytical output.

3.6.5 Data Transcribing

Furthermore, data transcribing involves transforming of data that had been coded to the computer and using the SPSS to transcribe the numbers into meaningful outcome for research analysis

3.7 Data Analysis

Statistical analysis tends to collect numeric data information and making up an inference on the studied variables by describing the collected data, generally referred as descriptive statistics and another referred as inferential statistics as it makes inference on overall situation that is more than the collected data (Guetterman, 2019). Data that was collected as a value needed in a research to make a meaningful decision and this may come as a number, measurements, observations or a description of a substance necessary for analysis (Mishra et al., 2018). In this study, data analysis was performed using SPSS version 26 and the data collected for the study was cleaned to avoid error by detecting if there is any outlier that might affect the outcome and ensure that data are normally distributed. Again, a descriptive analysis was performed on nominal and ordinal measurements of section A and C, and Likert scale descriptive analysis was performed on section B construct measurements statistically.

3.7.1 Descriptive Analysis

In order to achieve the objective of the study, a descriptive statistical analysis was performed for both nominal and ordinal measurement scale items and among the analysis recommended on these items includes frequency distribution of the items, the central tendency of the responses which includes the mean, median and mode (Boone & Boone, 2012). Likewise, Likert scale are also recommended to analyzed the interval measurements which are required to calculate the composite score of the sum or mean for the items in section B (Boone & Boone, 2012). Hence, the descriptive statistical analysis required for the interval scales are the mean of central tendency, and measure of variability of the data to understand its consistency and it includes the standard deviation, the variance, and the range to show the indicator of the spread on measurement items (Guetterman, 2019).

3.7.1.1 Frequency Distribution

This is another step taken by researcher after collecting and cleaning data for analysis by organizing data in such a way that it will show a trend and if there is any occurring will be easily seen and understandable. Thus, frequency distribution is a method used to arrange data through process of tabulation or graphical representation of numbers that occur in nominal and ordinal interval by categorizing the scale of their measurement (Manikandan, 2011). The purpose of the distribution is that it allows the researcher to have a look on the collected data effiently, and also, help to understand if the observation is low or high and whether the individuals or respondent's information and answers are within a particular range or spread across the scale of measurement (Manikandan, 2011).

In addition, frequency distribution is usually drawn graphically from the information obtain from the frequency table that comprises the frequency (occurrence), cumulative frequency and relative cumulative frequency in percentage (%) as to measure the central tendency for mean, median and mode (Mishra et al., 2018). In this study, the frequency distribution graphs used to represent the data are illustrated with pie charts, bar charts and histogram to help interpret collected data effectively.

3.7.2 Inferential Analysis

Inferential statistics analysis is an important category of research analytical tool that is more than describing a collected data but enhance in giving a more clearer outcome study by helping a researcher to make a decision from the results and drawn a conclusion from the sample towards

the general population (Guetterman, 2019). Thus, this technique can also be employed to investigate the relationship, association or differences of variables in a study. However, statistical methods are varying according to the scales of measurements, and example is when data are a continuous variable, then we can use the parametric methods including t-test, analysis of variance (ANOVA) test, linear regression, and Pearson correlation (Mishra et al., 2018) In this study, the scale of measurement is of quantitative method and the data collected were of continuous variable with parametric methods for the analysis includes t-test, ANOVA test, multi regression analysis and Pearson's correlation.

3.7.2.1 Correlation Analysis

Correlation analysis tends to disclose to the extent values of two variables can consistently change along each other. This analysis has three possible outcomes which includes; a) Rising and falling of variables at the same time, b) If a value in one variable rise, then that of the other will fall, c) and the third is that both variables are not consistently related (Guetterman, 2019). In order to make a concrete decision, it is mostly applicable to analyse the correlation coefficient (r), and determining the p value also refer as the confidence interval. It is recommended to compared the p value and accepted significance norm such as $p<0.05$, to know if the relationships are statistically significant or not. If there is relationship, then the researcher will establish point by going ahead to interpret the correlation coefficient (r).

Thus, correlation coefficient will determine the strength and direction of relationships of variables which can denote by range of -1.0 to +1.0 that will show the extent of closeness of the value either towards -1.0 or towards +1.0. Hence, how closeness towards this point -1.0 and1.0 are perfect relationship and a value that stand at '0' indicate that there is no relationship between the two variables (Hair et al., 2020). In addition, according to Guetterman (2019), indicate that for (r) value of 0.1 is denote as weak, 0.3 is considered medium and that with a 0.5 is considered strong correlation and that the "+ or – "coefficient is indicating the direction of the relationship between the variables. The negative correlation is indicating that as one value is rising, that the other is value is falling down, whereas, positive correlation is indicating that both values is rising together at same time and equally fall together (Guetterman, 2019).

Moreover, according to Hair et al., (2020), narrate that if data is normally distributed, Pearson's correlation method will be applied for the analysis to determine the relationship. Therefore, in this study, since the data is normally distributed, Pearson's correlation was applied by the researcher to examine the relationships between the variables using two-tailed significant level.

3.7.2.2 Multiple Linear Regression Analysis

Regression analysis is statistical technique to establish if there is a relationship between dependent variable known as explained, and independent variables generally known as explanatory variables (Rubinfeld, 2011). However, multiple linear regression analysis involves a single dependent variable and two or more independent variables (Field, 2013). Moreover, inferential tests are rooted and depends on aforementioned assumptions, such as that data are normally distributed, that the observed data are independent and that the explained or dependent variable is continuous (Field, 2013; Guetterman, 2019).

As shown below is the multiple linear regression equation formulation:

$\hat{Y} = α0 + β1X1 + β2X2 + β3X3 + β4X4 + β5X5 + e$

$\hat{Y}$ = Dependent Variable

$α$ = Y intercept

X = The ith respondents score on the predictor variable

$β$ = Regression coefficient

e = error (Residuals); it represents differences that occur on predicted score for respondents and actual score from the respondents (Field, 2013).

For this study, multiple linear regression was applied for the analysis because it involved one dependent variable and four independent variables. Thus, the outcome from this regression analysis will help to explain whether the relationship between the dependent and independent variables will be consider to be significant or insignificant. In addition, the confidence level interval set for this study is 95% confidence. Hence, the p-value will be will be significant if the outcome of the test is less than 0.05, and hypothesis H1 will be accepted and null hypothesis H0 will be rejected as there is significant relationship between dependent variable and independent variables.

3.7.2.3 Multicollinearity Test Analysis

Multicollinearity test is usually analysed on collected data before a final regression analysis are performed to ensure that the parameters set for the study fit to the model or not fit (Daoud, 2017). Thus, multicollinearity occur if a regression model contains two or more of the independent variables that are highly correlated to one another or in other words, if there are linear relationships

between independents variables in a study (Shrestha, 2020). Again, multicollinearity will become an issue when the variation inflation factors (VIF) is above the limit of tolerance. The absence of multicollinearity in a multiple regression analysis enhance accurate outcome result and make inference for the population of study (Jenson & Ramirez, 2013; Daoud, 2017). However, when there are correlations among those independent variables, the standard error coefficient of the predictors will rise and affecting the variance of variables coefficient to increase (Daoud, 2017). Therefore, VIF analysis is usually performed in regression analysis as a measure to determine how much the variance are inflated following the VIF rule to understand when collinearity is high, moderate, low and non-collinearity.

Table 3.3 Collinearity VIF Interpretation

VIF Value	Conclusion
VIF = 1	Not Correlated
$1 < VIF \leq 5$	Moderately Correlated
VIF > 5	Highly Correlated

Note. Adopted from Daoud, J. (2017). *Multicollinearity and regression analysis. Physics Conference Series, 949,* p4.

In view of the above statement, a multicollinearity test analysis was performed in this study to analyse the variance inflation factors (VIF) in order to ensure that all the regression analysis assumption requirements are followed in order to obtain an accurate result and able to make rightful inference related to the population of study.

3.8 Conclusion

This chapter has explicitly described the research method that was applied to conduct this study. Hence, it includes the research design technique, various data collection methods, the research sampling design, the research instrument used, construct measurements adopted for the research, various data processing method applied, and data analysis procedures used for the study all discussed and explained clearly.

The following chapter will be describing thoroughly the analysis and interpretation of the data collected from the 200 respondents selected for this study using SPSS version.

<div align="center">Endnotes</div>

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

This chapter will be explaining in details the analysis and result outcome from the questionnaire survey distributed to 200 respondents selected for this research using SPSS version 26. Thus, it will cover clearly the descriptive analysis of the study based on the respondent's answers which includes the general information questions, respondents' demographic profiles, the measurements scale, and the constructs measurements. However, inferential analysis will explain in details for the study through Pearson's correlation analysis, multiple regression analysis and confirmation of the stated hypothesis.

4.1 Descriptive Analysis

4.1.1 Respondents Demographic Profile

The study consists of five (5) demographic profile questions for the respondents which includes; the gender of the respondents, age group, educational level, income level and race with open-closed (multiple-choice) answers to choose from by the participants.

4.1.1.1 Gender

Table 4.1 Gender

		Frequency	Percent (%)	Valid Percent	Cumulative Percent (%)
Valid	Male	124	62.0	62.0	62.0
	Female	76	38.0	38,0	100.0
	Total	200	100.0	100.0	

Source: Developed for research

Figure 4.1 Gender
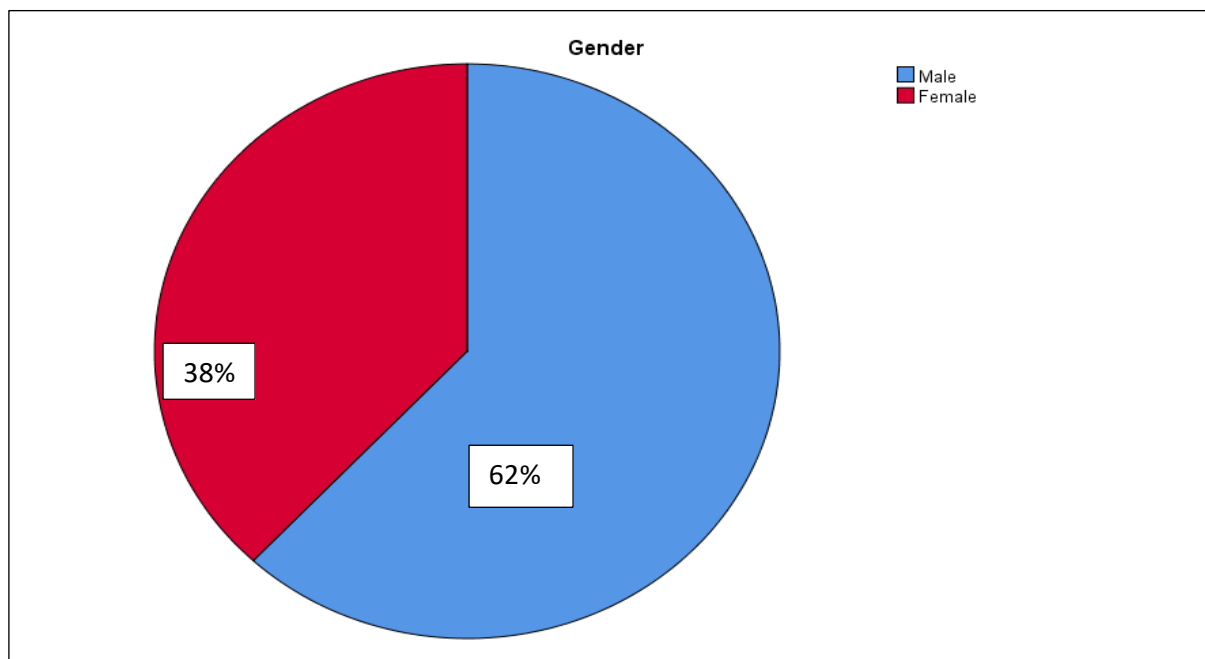
Source: Developed for research

The gender distributions of the respondents for this study are represented on the Table 4.1 and figure 4.1 as shown above. It was categorized into male and female. The frequency table shows that out of 200 respondents, 124 are males which constitutes 62% of total respondents, and 76 or 38% respondents are female. The reason for majority of the respondents as male might because they mostly have entrepreneurial intention upon graduating from university.

4.1.1.2 Age Group

Table 4.2 Age

		Frequency	Percent (%)	Cumulative Percent (%)
Valid	18-25 years	154	77.0	77.0
	26-30 years	38	19.0	96.0
	31-35 years	4	2.0	98.0
	36-40 years	3	1.5	99.5
	41-45 years	1	0.5	100.0
	Total	200	100.0	

Source: Developed for research

Figure 4.2 Age
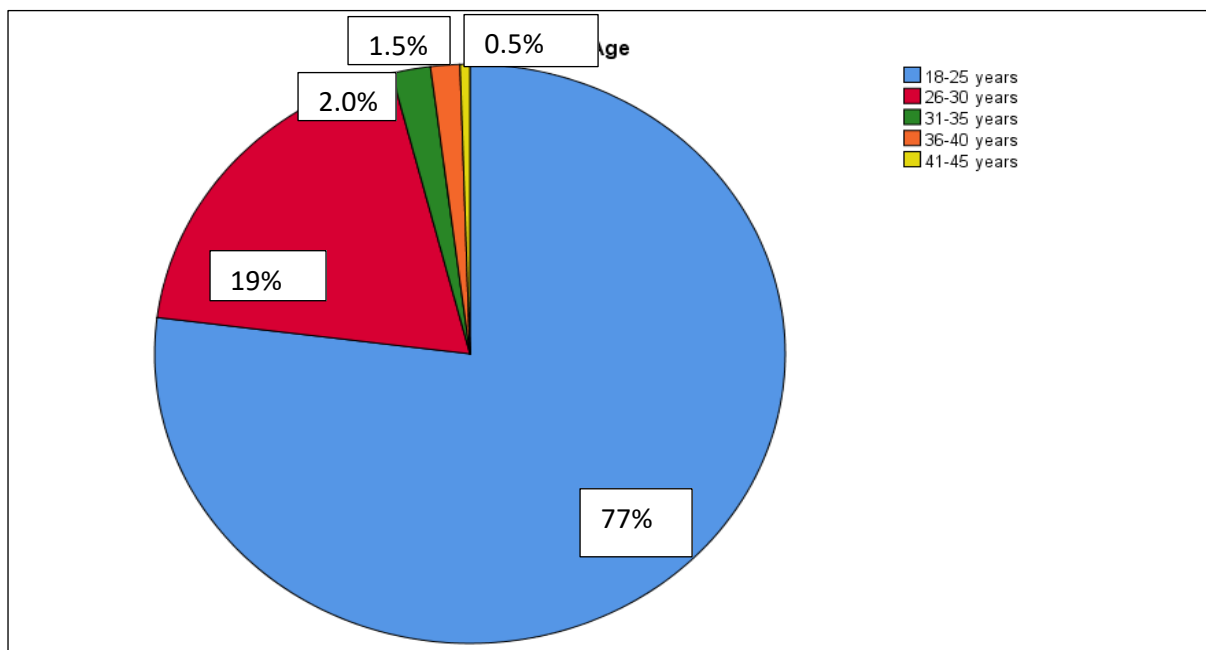
Source: Developed for study

The Table 4.2 and Figure 4.2 represent the age group of the 200 respondents for the study. According to the scores in the frequency table shows that age group between 18 and 25 years old

are the highest respondents consists of 154 or 77% of the entire respondents, followed by age group of 26 to 30 years old which consists of 38 respondents that represent 19% , and the least respondents age group of 31 to 35 years old, 36 to 40 years old and 41 to 45 years old number of respondents are 4 or 2%, 3 or 1.5%, 1 or 05% respectively. However, the reason for the age group of 18 to 25 years represent the highest number of respondents is because the majority of the undergraduate students participated for the study are within this age range and consists of mostly target youths.

4.1.1.3 Level of Education

Table 4.3 Level of Education

		Frequency	Percent (%)	Cumulative percent (%)
Valid	Bachelor's Degree	157	78.5	78.5
	Master's Degree	43	21.5	100.0
	Total	200	100.0	

Source: Developed for research

Figure 4.3 Level of Education
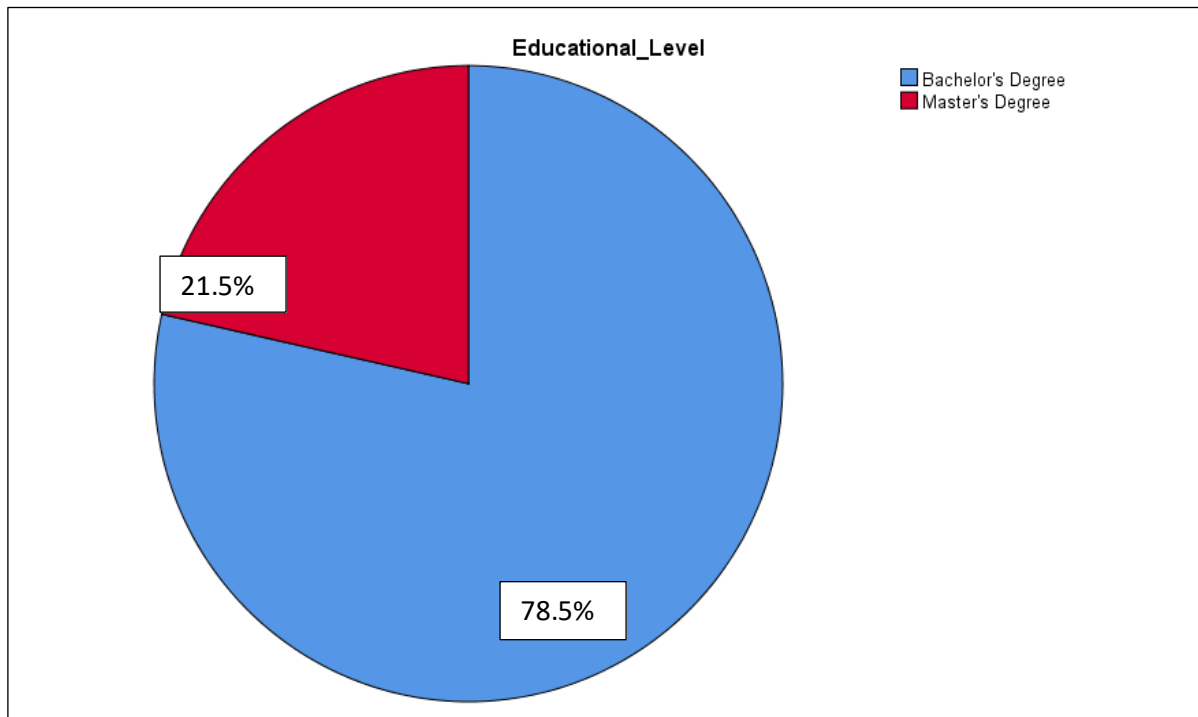
Source: Developed for research

The Table 4.3 and Figure 4.3 demonstrates the educational level of the respondents for the study. According to scores on the frequency table illustrate that out of 200 respondents, the majority are undergraduate students comprises of 157 respondents that represents 78.5% of total respondents and 43 Master's degree students' respondents represent 21.5%. The reason for this high number of Bachelor's degree students' respondents is because the majority of UTAR students are undergraduates.

4.1.1.4 Income Level

Table 4.4 Income Level

		Frequency	Percent (%)	Cumulative Percent (%)
Valid	Less than RM2500	61	30.5	30.5
	RM2501-RM4000	97	48.5	79.0
	RM4001-RM6000	33	16.5	95.5
	More than RM6000	9	4.5	100.0
	Total	200	100.0	

Source: Developed for research

Figure 4.4 Income Level
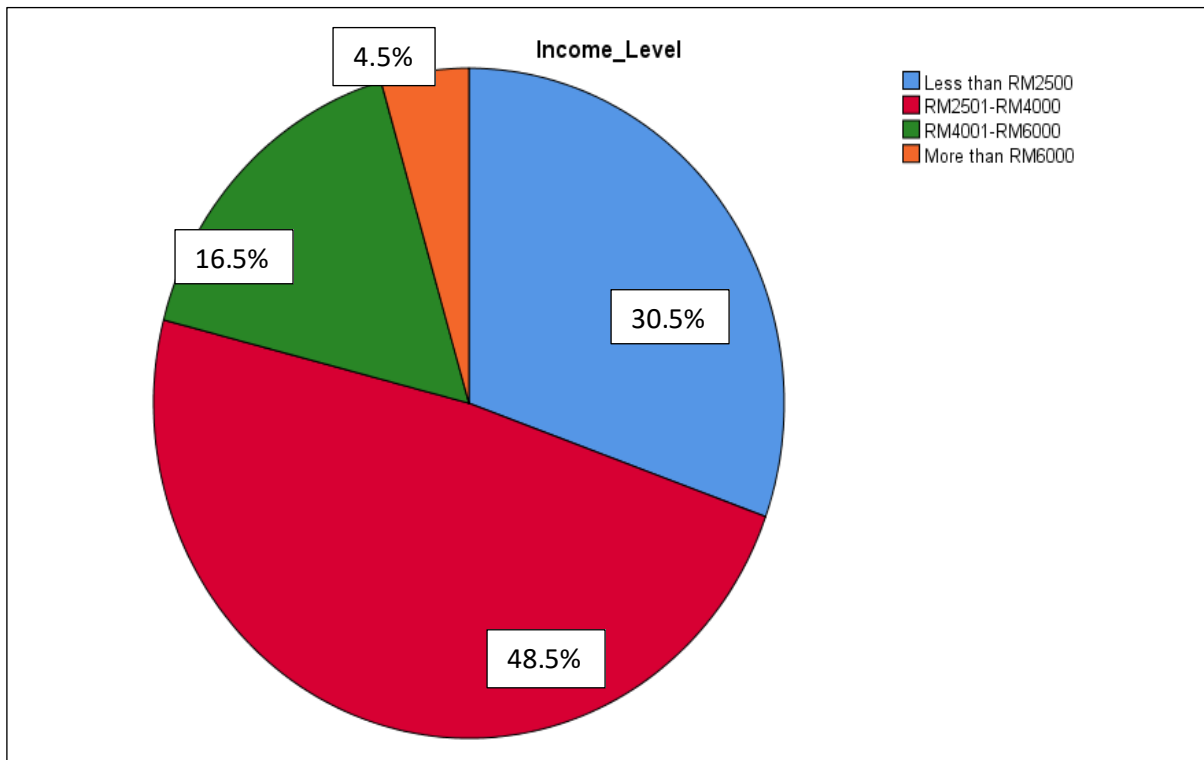
Source: Developed for research

Table 4.4 and Figure 4.4 represent the monthly income group of respondents for the study. The frequency table shows that income group between RM2501 and RM4000 represent the highest income of 97 respondents which stand as 48.5% of total respondents, followed by the income level less than RM2500 comprises of 61 respondents that represent 30.5% of respondents. Also, 33 respondents represented as 16.5% has the income level between RM4001 and RM6000, and lastly, the income level of above RM6000 represent the least consists of 9 respondents which stand at 4.5% of the to total respondents. However, the reason for the majority of the respondent's monthly income of RM2501 to RM4000, followed by less than RM2500 might be because most of the respondents are undergraduates sponsored by the parents with monthly allowance or part-time employees as students. Unlike Master's degree students that are fully employed earning between Rm4001 and Rm6000, and above.

4.1.1.5 Respondents Race

Table 4.5 Race

		Frequency	Percent (%)	Cumulative percent (%)
Valid	Chinese	182	91.0	91.0
	Indian	12	6.0	97.0
	Others	6	3.0	100.0
	Total	200	100.0	

Source: Developed for research

Figure 4.5 Respondents Race
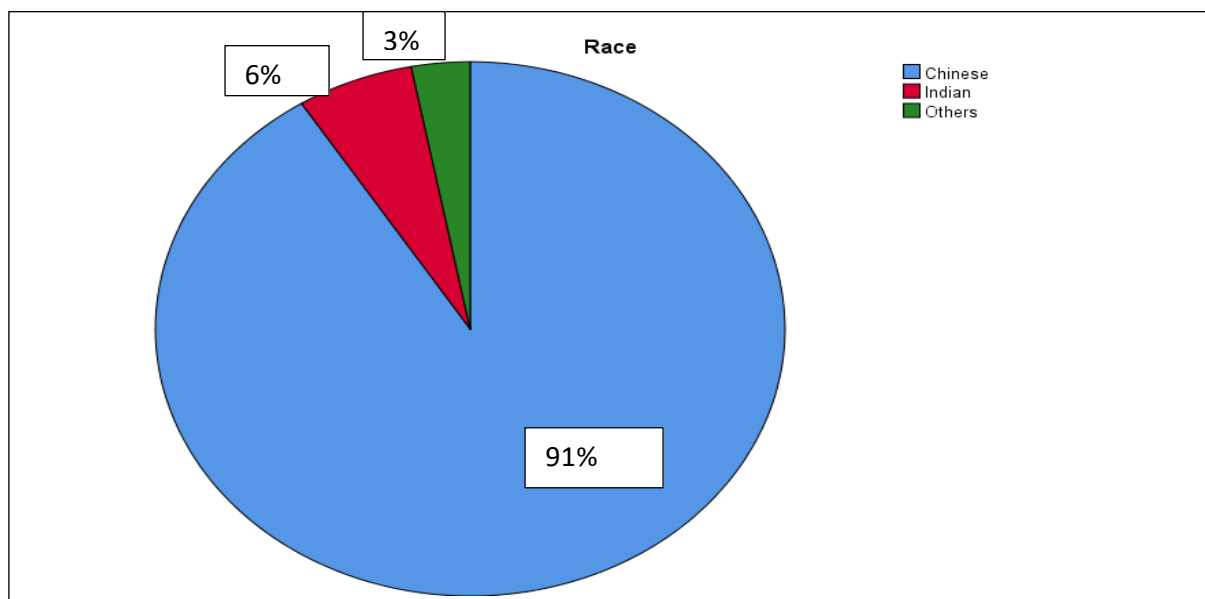
Source: Developed for research

Table 4.5 and Figure 4.5 shows the race of the respondents for the study. According the score in the frequency table shows the majority of the respondents are Chinese, which comprises 182 respondents that represent 91%, followed by Indians and other respondents that are not classified among three major ethnic group in Malaysia and international students are also in this category comprises of 12 or 6% and 6 or 3% respectively. The reason for the skewness is because majority of both undergraduate and graduates' students at Universiti Tunku Abdul Rahman as a sample frame for the study are Chinese.

4.1.2 General Question Information

4.1.2.1 Sustainable Entrepreneurship Intention

Table 4.6 Sustainable Entrepreneurial Intention

		Frequency	Percent (%)	Cumulative Percent (%)
Valid	Yes	200	100.0	100.0

Source: Developed for research

Table 4.6 as shown above explained to the agreement of the 200 respondents included for this study have an intention to start-up sustainable entrepreneurship.

4.1.2.2 Familiar Sustainability Terms

Table 4.7 Familiar Sustainability Terms

	Cases					
	Valid		Missing		Total	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
Familiar Sustainability Terms	200	100.0	0	0.0	200	100.0

		Responses		Percent of Cases
		N	Percent (%)	
Familiar Sustainability Terms	Non-toxic	176	20.0	88.0
	Biodegradable	85	9.7	42.5
	Recycled	170	19.5	85.0

	Low Carbon	86	9.9	43.0
	Organic or Locally Grown	183	21.0	91.5
	Energy Efficient	172	19.7	86.0
Total		872	100.0	436.0

Source: Developed for research

Table 4.7 demonstrated on how the 200 respondents on this study responded towards their knowledge on given sustainability terms. Since respondents were given option to choose as many answers as they know, and therefore, a multiple response option was used in SPSS to generate how many answers chosen by the respondents. however, among the six (6) categories of the sustainability terminology, the Organic or Locally Grown was mostly identified with 183 respondents or 21%, followed by Non-toxic that showed that 176 respondents or 20%. Accordingly, 172 respondents that represent 19.7% signified the knowledge of Energy Efficient, and this was followed by Recyclable which was also identified by 170 respondents which stand at 19.5% of respondents. Similarly, 86 respondents or 9.9% and 85 respondents or 9.7% identified their knowledge of Low Carbon and Biodegradable respectively. Note that this is a multiple response and therefore the total score at the table is total number of responses on each item by 200 respondents on this study.

4.1.2.3 Preferred Sustainable Start-up

Table 4.8 Preferred Sustainable Start-up

	Cases					
	Valid		Missing		Total	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
Preferred Sustainable Start-up	200	100.0	0	0.0	200	100.0

		Responses		Percent of Cases
		N	Percent (%)	
Preferred Sustainable Start-up Intention	Non-toxic	166	24.7	83.0
	Biodegradable	38	5.7	19.0
	Recycled	139	20.7	69.5
	Low Carbon	34	5.1	17.0
	Organic or Locally Grown	152	22.7	76.0
	Energy Efficient	142	21.2	71.0
Total		671	100.0	335.5

Source: Developed for research

Table 4.8 represents the respondents preferred sustainable entrepreneurial start-up intention. Like in table 4.7, the respondents are free to choose more than one item from the six (6) categories on sustainable entrepreneurial they intend to start-up. Therefore, multiple response option in SPSS was used to generate how many respondents chosen each item at a time. The result above in the table shows that 166 respondents or 24.7% intend to start-up a business of Non-toxic, followed by 152 respondents or 22.7% intend to start-up Organic or Locally Grown kind of business. Accordingly, 142 respondents or 21.2% signified their intention to set Energy Efficient entrepreneurship, followed by 139 respondents or 20.7% also specified their intent to start-up Recyclable enterprise. Lastly, 38 respondents or 5.7% and 34 respondents or 5.1% identify their interest to start-up Biodegradable and Low Carbon enterprises respectively. Again, take note that this total number of respondence is not actual total of respondence for the study, but the total number of respondent's choses each item.

4.1.2.4 Most Important Factor that Prevent Consumer Purchasing Green Product

Table 4.9 Most Affecting Consumer Green Purchase

		Frequency	Percent (%)	Cumulative Percent (%)
Valid	Awareness on green products is low	45	22.5	22.5
	Green products are not easily available in the market	31	15.5	38.0
	Green products are expensive	48	24.0	62.0
	One cannot be sure if the green products are really green	39	19.5	81.5
	Green products may not be of good quality	37	18.5	100.0
	Total	200	100.0	

Source: Developed for research

Figure 4.6 Mostly Affecting Green Purchasing
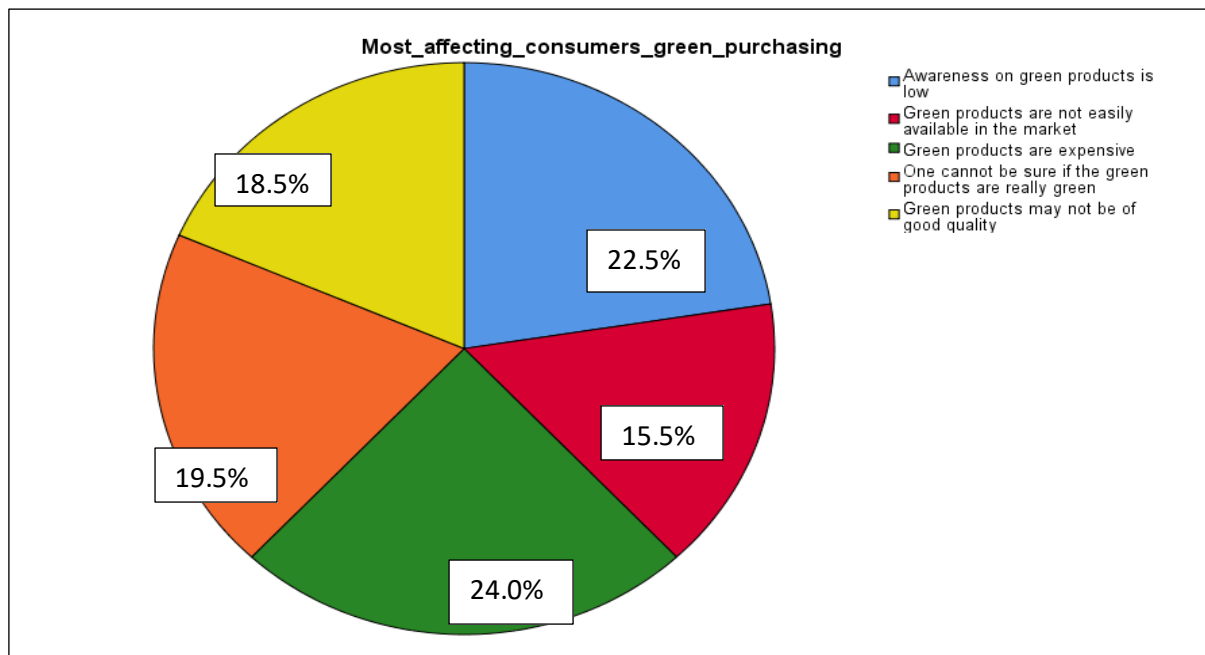
Source: Developed for research

Table 4.9 and Figure 4.6 was applied in the study to identify most important factor the respondents think is preventing consumers from purchasing green products. Although, the frequency score in the table shows that the five (5) stated items answers from the respondents are within same range. It shows that 48 respondents or 24% of total respondents think that the most prohibiting green product purchase is because that the green product is expensive, and this was followed by 45 respondents or 22.5% of total respondents that identify that awareness of green products is low as the cause of decrease in purchase of green products. Similarly, 39 respondents or 19.5% feel that another set-back for green purchase is that consumers are not sure if the green products are really green, and this was followed by 37 respondents or 18.5% in the list that identify that green products in the market may not be of good quality as another hinderance to the green market. Lastly in the list are 31 respondents or 15.5% of total respondents that think that green products are not easily available in the market as a factor that is hindering the green market.

4.1.2.5 Beneficial of Sustainable Entrepreneurial Start-up

Table 4.10 Beneficial of Sustainable Entrepreneurial Start-up

		Frequency	Percent (%)	Frequency Percent (%)
Valid	The Environment	16	8.0	8.0
	The Society	20	10.0	18.0
	All of the Above	164	82.0	100.0
	Total	200	100.0	

Source: Developed for research

Figure 4.7 Beneficial of Sustainable Entrepreneurial Start-up
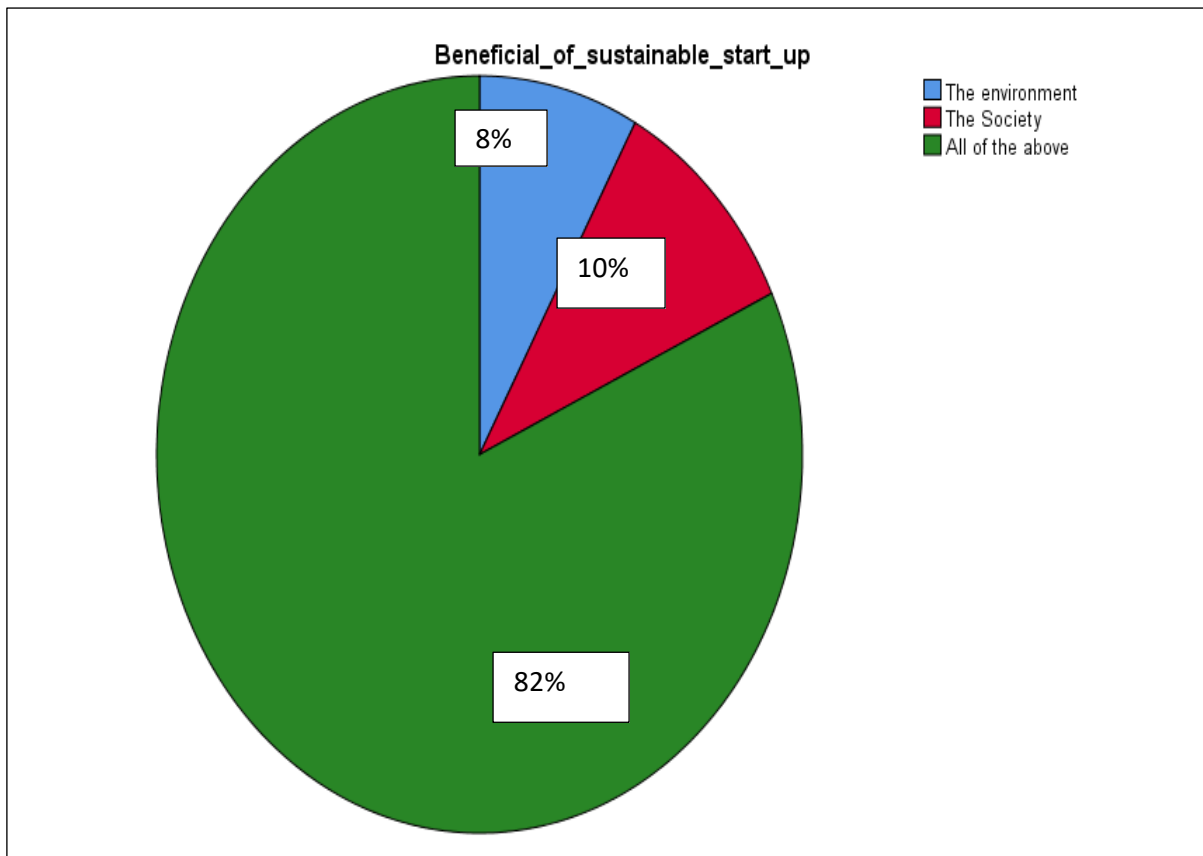
Source: Developed for research

Table 4.10 and Figure 4.7 was structured to identify from the respondents whom they think will be mostly beneficially to their sustainable entrepreneurial start-up. The frequency score shows that majority of the respondents comprises of 164 or 82% of total respondents specified that their enterprise will be beneficial to environment, society and economic return to the business. On their own opinion, 20 respondents or 10%, and 16 respondence or 8% of the total respondents answered that the business will be mostly beneficial the society and environment respectively. However, based on the theories and literature review, of this study, sustainable entrepreneurship will be critically beneficial to improve the environmental quality, improve the societal well-being and economic benefit to enterprise.

4.3.1 Descriptive Statistics

Table 4.11 Descriptive Statistics of the Variables

No.	Variables	Respondents (N)	Mean	Standard Deviation	Mean Ranking
1	Eco-Friendly People	200	3.865	0.867	2
2	Green Marketing Factors	200	3.862	0.741	3
3	Changing Consumer Behaviour	200	3.924	0.642	1
4	Favourable Market Conditions	200	3.686	0.789	5
5	Sustainable Entrepreneurship	200	3.7940	0.789	4
	Valid	200			

Source: Developed for study

As already explained in chapter three (3) of this study that the purpose of descriptive analysis will help to understand the how the data obtained from the respondents performed through the analyse for the measures of central tendency. The higher the mean of central tendency the better normality of the data and lesser the standard deviation from the mean. Based on the descriptive statistics on Table 4.11, indicates that among the variables of study, that changing consumer behaviour has the highest mean value of 3.9240, implies that majority of respondents agree to the significant of it to sustainable entrepreneurship. This was followed by eco-friendly people and green marketing factors which its mean values are 3.8650 and 3.8620 respectively, and it also indicate that the respondents agreed that eco-friendly people and green marketing factors are significant to sustainable entrepreneurship. The dependable variable sustainable entrepreneurship on the order hand has a mean value of 3.7940, also show that respondents are in agreement on the impact of green business on sustainability. However, favourable market condition has the least mean value of 3.6862, and it indicate that respondents also agrees to its significant to sustainable entrepreneurship but not as much as they agree on other variables.

Also, the table shows the values of the standard deviation spread from the output which demonstrate how closeness data to the mean. The lower the standard deviation, the better the mean value. Among the studying variables in the table above shown that changing consumer behaviour has the lowest standard deviation from the mean with indicated value of 0.64178 followed by green marketing factors which has a standard deviation of 0.74115. Sustainable entrepreneurship and favourable market conditions has a standard deviation of 0.78910 and 0.78938 respectively. Eco-friendly people show the highest standard deviation away from the mean value by indication of 0.86679.

4.2 Scale Measurement

4.2.1 Internal Reliability Test

Table 4.12 Summary of Internal Consistency of the Items

No.	Constructs	No. of Items	Cronbach's Alpha (α)
1	Eco-Friendly People	5	0.873
2	Green Marketing Factors	5	0.833
3	Changing Consumer Behaviour	5	0.843
4	Favourable Market Conditions	4	0.756
5	Sustainable Entrepreneurship	5	0.852

Source: Developed for research

As already explained in chapter three (3) on the important of reliability analysis to examine the internal consistency of studying variables. The Table 4.12 shows the Cronbach's Alpha values of the used items obtained from the 200 respondents. The rule of the thumb stated that Cronbach's Alpha above 0.6 indicates that the items on the variable's constructs are valid and reliable for the study (Hair et al., 2019). Eco-friendly people indicate the highest alpha values 0.873 and measured with five (5) items, followed by sustainable entrepreneurship with alpha of 0.852 and also measured with five (5) items. Changing consumer behaviour and green marketing factors indicate Cronbach's alpha's 0.843 and 0.833 measured with five (5) items each respectively. Lastly,

favourable market conditions though measured the least alpha coefficient 0.756 with four (4) items but is valid and reliable for the study since the value is above 0.6 as stated by rule of thumb.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.13 Pearson Correlation Analysis

		Eco-friendly People (EFP)	Green Marketing Factors (GMF)	Changing Consumer Behaviour (CCB)	Favourable Market Conditions (FMC)	Sustainable Entrepreneurship (SE)
EFP	Pearson Correlation	1	.723**	.668**	.488**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
GMF	Pearson Correlation	.723**	1	.692**	.488**	.706**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
CCB	Pearson Correlation	.668**	.692**	1	.486**	.688**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
FMC	Pearson Correlation	.488**	.488**	.486**	1	.510**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
SE	Pearson Correlation	.768**	.706**	.688**	.510**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

Source: Developed for research

The Table 4.13 shows the Pearson correlation matrix analysis of the dependent variable and four (4) independent variables. The purpose of this correlation helps to measure the significant and strength of relationships between the studying variables. As already stated in chapter three (3) of this study, that the result of an output might either be positive or negative relationship, and since direction of the relationships among the studying variables are not known a 2-tailed analysis method was applied to generate the result. However, as shown in the table 4.13 above indicate that the four (4) independent variables and dependent variable has a positive relationship and statistically significant at 0.01. This positive relationship illustrates that as one variable increases in value, the corresponding variable value also increases.

According Pearson correlation coefficient rule (r) shown that eco-friendly people and sustainable entrepreneurship has highest positive correlation and statistically significant ($r = 0.768$, $p<0.01$). This explained that eco-friendly people are most supportive of sustainable entrepreneurship. This was followed by green marketing factors which has high positive correlation relationship and statistically significant ($r = 0.706$, $p<0.01$). The positive relationship also explained that as more of green marketing attributes are introduced in the market, it would also improve and promote more sustainable entrepreneurship within that market. The results in the table also indicates moderately positive correlation and statistically significant of changing consumer behaviour, and favourable market conditions towards sustainable entrepreneurship ($r = 0.668$, $p<0.01$), ($r = 0.510$, $p<0.01$) respectively. This indicates that as more people are changing their consumption behaviour towards sustainable products would also improve and lead to an increase in sustainable entrepreneurship. Likewise, the result also explained that an increase in favourable market conditions will also lead to an increase in sustainable entrepreneurship.

4.3.2 Multiple Regression Analysis

Table 4.14 Model Summary

<table>
<tr><th colspan="5">Model Summary</th></tr>
<tr><th>Model</th><th>R</th><th>R Square</th><th>Adjusted R Square</th><th>Std. Error of the Estimate</th></tr>
<tr><td>1</td><td>.818^a</td><td>.670</td><td>.663</td><td>.45816</td></tr>
</table>

a. Predictors: (Constant), Favourable Market Conditions, Changing Consumer Behaviour, Eco-friendly People, Green Marketing Factors

The Table 4.14 shows the multiple regression analysis model for the studying dependent variable referred as predicting variable and four (4) independent variables referred as the predictors. The multiple correlation coefficient (R) between the predictors, i.e. independent variables of favourable market conditions, changing consumer behaviour, eco-friendly people and green marketing factors, and predicting, i.e. dependent variable is R = 0.818. This indication shows that there is a strong relationship between independent variables and dependent variables since the coefficient value of 0.818 is much closer to 1. Also, the correlation coefficient variation R square is 0.670, and this shows that 67% of variance in the dependent variable "sustainable entrepreneurship" will be explained by the predictors which are the four (4) independent variables of favourable market conditions, changing consumer behaviour, eco-friendly people and green marketing factors. Then, the remaining 33% will be explained by other unknown factors or variables not in the present study. Similarly, the adjusted R square is 0.663 explained how better the model result generated. As the difference between the R square and adjusted R square is 0.670-0.663 = 0.007; and this shows that if the data obtained for this analysis was from the studying population rather than from the sample, that it will give about 0.7% lesser variance to the result outcome of the model.

Table 4.15 ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.981	4	20.745	98.830	.000[b]
	Residual	40.932	195	.210		
	Total	123.913	199			

a. Dependent Variable: Sustainable Entrepreneurship
b. Predictors: (Constant), Favourable Market Conditions, Changing Consumer Behaviour, Eco-Friendly People, Green Marketing Factors

Source: Developed for research

The Table 4.15 shows the Analysis of Variance (ANOVA) which indicates overall significant of the model in study. The F-value of 98.830 measures the overall statistical significance of the model, and the result in the table above indicates the significant value at $p < 0.001$. It can therefore, conclude that the outcome from the research model between the predictors i.e. the four (4) independent variables of favourable market conditions, changing consumer behaviour, eco-friendly people and green marketing factors, and their predicting i.e. dependent variable "sustainable entrepreneurship" has significant relationship.

Table 4.16 Coefficient

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.064	.213		.300	.764		
	EFP	.397	.058	.436	6.807	.000	.412	2.425
	GMF	.206	.070	.194	2.945	.004	.391	2.560
	CCB	.264	.076	.215	3.500	.001	.448	2.230
	FMC	.098	.049	.098	1.986	.048	.702	1.425

a.Dependable Variable: Sustainable Entrepreneurship

Source: Developed for research

The Table 4.16 has shown regression coefficient model of dependent variable and independent variables for the studying. The relationship between the dependent variable "sustainable entrepreneurship" and four (4) independent variables of eco-friendly people, green marketing factors, changing consumer behaviour and favourable market conditions can be represented with regression equation as follows:

$\hat{Y} = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$ (residuals)

Sustainable Entrepreneurship = (0.064) + 0.397 (Eco-Friendly People) + 0.206 (Green Marketing Factors) + 0.264 (Changing Consumer Behaviour) +0.098 (Favourable Market Conditions).

The result of the coefficient regression indicates a positive and significant relationship between the four (4) independent variables and dependent variable "sustainable entrepreneurship". Eco-friendly people indicate the strongest positive and significance relationship with sustainable entrepreneurship with significant value less than 0.001, and this was followed by changing consumer behaviour which was significant at 0.001. Also, green marketing factors indicate a significant value at 0.004, and least in ranking was the favourable market conditions which are significant at 0.048 of 95% confidence interval with all alpha less than alpha 0.05.

The regression coefficient of this model in study also show amount the dependent variable of sustainable entrepreneurship will increase by one with any of the predictor variable while other independent variables values held constant. Looking at unstandardized coefficient in the table, as the value of eco-friendly coefficient of 0.397 increase by one unit, will also result in an increase to one unit by sustainable entrepreneurship while other variables remain constant. If the value green marketing factors coefficient value at 0.206 increase by one unit will also result in an increase of one unit to sustainable entrepreneurship while other independent variables held constant. Likewise, when changing consumer behaviour coefficient value of 0.264 increase by one unit will also increase the sustainable entrepreneurship by one unit while other variables remained constant. If the favourable market condition coefficient value of 0.98 increase by one unit will also increase the sustainable entrepreneurship by one unit while other independent variables held constant.

Illustrating further on regression coefficient model table of standardized coefficient represented by beta value (β), also shows the effect of independent variables on dependent variable. The higher the value of the beta, the stronger the effect on the dependent variable. Eco-friendly people indicate the highest beta coefficient of 0.436 and this shows that it has the strongest effect on sustainable entrepreneurship followed by changing consumer behaviour with beta value of 0.215. Green marketing factors and favourable market conditions indicates beta (β) coefficient values of 0.194 and 0.098 respectively. The implication of the beta (β) coefficient by favourable market conditions shows that it possesses the least effect towards to young adult that are aspiring to be sustainable entrepreneurs in Malaysia.

Table 4.16 also examined collinearity of the studying variables. The aim was to make sure that there was no multicollinearity occurrence between the independent variables. This happened when variables are highly correlated which my result on result being biased and increases the standard error in the model and making difficult to interpret results. Therefore, level of tolerance and variance inflation factor (VIF) was diagnosed to detect if there was multicollinearity among the independent variables in the regression model. According to the rule of collinearity indicate that the level of tolerance value must be above 0.10, and that value VIF will be accepted at 1<VIF<5. At the above Table 4.16 has shown that all the tolerance values are above 0.10, and examining VIF also indicates that the four (4) independent variables are moderately correlated to each other with values less than 5. The result therefore shows that there was no multicollinearity among the variables.

4.3.3 Hypothesis Testing

Based on Table 4.16, the significant values of four (4) independent variables of study shows positive and significant relationship with dependent variable.

Hypothesis 1

The significant value of eco-friendly are 0.000 (p-value < 0.05)

H_1: There is positive and significant impact between eco-friendly people and sustainable entrepreneurship towards aspiring young adults in Malaysia.

Hypothesis 2

The significant value of green marketing factors is 0.004 (p-value < 0.05)

H_2: There is positive and significant impact between green marketing factors and sustainable entrepreneurship towards aspiring young adults in Malaysia

Hypothesis 3

The significant value changing consumer behavior are 0.001 (p-value < 0.05)

H_3: There is positive and significant impact between changing consumers behavior and sustainable entrepreneurship towards aspiring young adults in Malaysia

Hypothesis 4

The significant value of favorable market conditions is 0.048 (p-value < 0.05)

H_4: There is positive and significant impact between favorable market conditions and sustainable entrepreneurship towards aspiring young adults in Malaysia

4.4 Conclusion

This chapter has explained in the detailed general information questions, personal profiles of the respondents using descriptive analysis features, and descriptive statistics mean of the variable output was also examined. The internal reliability of the items of study was analyzed to check for the reliability and consistency of the constructs. Inferential analysis study was performed through Pearson correlation to examined the strength of relationship that occur between dependent variable and independent variables. Also, multiple regression analysis was examined to determined how the four independent variables of study as predictors can predict the dependent variable and effects of the coefficients of the variables. Lastly, a collinearity test was analyzed to detect if there was multicollinearity among the variables that can lead to standard error and unrealistic results from the regression model.

Endnotes

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CHAPTER 5

DISCUSSION, IMPLICATION AND CONCLUSION

5.0 Introduction

This chapter will examine and discuss various findings from the outcome of the studying results from the chapter 4 in order to draw a final conclusion for the study. The descriptive, reliability an inferential analysis performed in previous chapter will be generally discuss, and outcome of the results for the study will also be summarized to support the research objective and prove the hypotheses. The discussion will also include the implication of the research findings, limitations and relevant recommendation for future studies and draw a conclusion on the study.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

The descriptive analysis helps the researcher to analyze the demographic profile of the respondents and general information questions on sustainability. The findings shown that majority of respondents were male with 62% of the studied sample. The majority of respondents were found to be of age between 18-25 years old occupied 77% of the total studied sample, and majority of the respondents of study were bachelor's degree students with 78.5% of studied sample. The findings also found that the majority respondents monthly earning is between RM2501 and RM4000, stand at 48.5% of the studied sample.

The general information responds on sustainability ascertain that the 200 respondents on this study have an intention to start-up sustainable entrepreneurship. It was also found that majority of respondents of 88% are familiar with non-toxic, recyclable, organic and energy saving sustainability terms. Likewise, majority of respondents of 88% intend to start up non-toxic, recyclable, organic and energy saving enterprise. On mostly affecting green purchasing, there are divided opinion on respondents' answers though the most chosen was that green product is

expensive with 24% agreed. Lastly, the majority of the respondents accounted for 82% that sustainable entrepreneurship will be beneficial to the environment, society and economic return to the enterprise.

5.1.2 Scale Measurement

On this part, the researcher tested for the reliability and internal consistency of the items of the construct's measurement. The 24 constructs items used for the study was measured which comprises the independent variables and dependent variable. Eco-friendly people indicate the highest alpha values 0.873, followed by sustainable entrepreneurship with alpha of 0.852. Changing consumer behavior and green marketing factors indicate Cronbach's alpha's 0.843 and 0.833 respectively. Lastly, favorable market conditions measured the least alpha coefficient 0.756 but is valid and reliable for the study since the value is above 0.6 as stated by rule of thumb.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation

Pearson correlation matrix was applied to analyze the strength of correlation of the independent variables and dependent variable. Matrix correlation was used because it comprises more than two variables. Pearson correlation was also used because the data were normally distributed. The result obtained shown that eco-friendly people and sustainable entrepreneurship has highest positive correlation and statistically significant ($r = 0.768$, $p<0.01$). This was followed by green marketing factors which has high positive correlation relationship and statistically significant ($r = 0.706$, $p<0.01$). The results obtained also shown moderately positive correlation and statistically significant of changing consumer behaviour, and favourable market conditions towards sustainable entrepreneurship ($r = 0.668$, $p<0.01$), ($r = 0.510$, $p<0.01$) respectively. Overall, the above outcomes show that all the four (4) independent variables have positive relationship and significant to sustainable entrepreneurship.

5.1.3.2 Multiple Regression Analysis

Multiple regression analysis was performed on the collected data and it was examined to measure how the association of independent variables of eco-friendly people, green marketing factors, changing consumer behavior, and favorable market conditions towards dependent variables of sustainable entrepreneurship. The result obtained shows R square 0.670 for the regression on sustainability enterprise of $R = 0.818$. This outcome explained that 67% of activities on sustainability enterprise will be influence by the four (4) independent variables of favourable

market conditions, changing consumer behaviour, eco-friendly people and green marketing factors. Then, that the remaining 33% will be explained by other unknown factors or other vital predictors that are not in the present study.

According the model coefficient equation as was formulated and shown below:

$$\hat{Y} = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Sustainable Entrepreneurship = (0.064) + 0.397 (Eco-Friendly People) + 0.206 (Green Marketing Factors) + 0.264 (Changing Consumer Behaviour) +0.098 (Favourable Market Conditions).

The above equation shows the regression coefficient for eco-friendly people, green marketing factors, changing consumer behavior and favorable market conditions to be 0.397, 0.206, 0.264 and 0.98 respectively. In addition, eco-friendly people exhibit the highest effect on sustainable entrepreneurship of beta (β) value of 0.436, subsequently followed by changing consumer behaviour (0.215), green marketing factors (0.194), and favourable market conditions (0.098). Finally, hypothesis testing was performed on the four (4) independent variables towards the dependent variable and are all positively significant and H_1, H_2, H_3 and H_4 were all supported and accepted.

5.2 Discussion of Major Findings

5.2.1 Summary of Research Objectives, Hypothesis and Results

Table 5.2.1 Summary of Research Objectives, Hypothesis and Results

Research Objectives	Hypothesis	Results	Supported
To investigate whether being an eco-friendly people will impact student's intention towards sustainable entrepreneurship in Malaysia	H_1: There is positive and significant impact between eco-friendly people and sustainable entrepreneurship towards aspiring young adults in Malaysia	t = 6.807 (p<0.05) P = 0.000	Yes

To investigate whether green market factor will influence young adults' intention towards sustainable entrepreneurship in Malaysia	H2: There is positive and significant impact between green marketing factors and sustainable entrepreneurship towards aspiring young adults in Malaysia	t = 2.945 (p<0.05) p = 0.004	Yes
To investigate whether changing consumers behaviour will impact youths towards sustainable entrepreneurship in Malaysia	H3: There is positive and significant impact between changing consumers behavior and sustainable entrepreneurship towards aspiring young adults in Malaysia	t = 3.500 (p<0.05) p = 0.001	Yes
To investigate whether favourable market condition to motivate young adults towards sustainable entrepreneurship.	H4. There is positive and significant impact between favorable market conditions and sustainable entrepreneurship towards aspiring young adults in Malaysia	t = 1.986 (p<0.05) p = 0.048	Yes

5.2.3 Eco-Friendly People

Research Objective 1: To investigate whether being an eco-friendly people will impact student's intention towards sustainable entrepreneurship in Malaysia.

Research Question 1: Does eco-friendly people influence sustainable entrepreneurship intention on young adults in Malaysia?

H1: There is positive and significant impact between eco-friendly people and sustainable entrepreneurship towards aspiring young adults in Malaysia.

According to the result from the Pearson correlation, analysis eco-friendly people show strong correlation and significant towards sustainable entrepreneurship ($r = 0.768$, $p<0.01$). The multiple regression results also show the eco-friendly people has positive and significant impact with sustainable entrepreneurship ($p<0.05$), $p = 0.000$. Also, the Cronbach alpha value 0.873, and the hypothesis (H1) is supported.

Soomro et al. (2020), explained that often time people tend to be concern on environment instead of economic benefit, and such individuals are mostly interested on how to utilize the scarce natural resource in an environment to create value for the society. In their own study, Starchenko et al., (2021), conclude that eco-friendly business that imbibe in environmental regulations will harness the growth and prosperity of the business and therefore has a significant impact in sustainable entrepreneurship in respect to increasing customer demand loyalty. Other researchers agreed that eco-friendly people application of environmentally friendly strategies in its entire system will help to protect the environment and its natural resources, positively influence quality of human resources and massively contribute to growth on economic sustainability development of a country (Mamani et al., 2022).

(Parra, 2013; & Moya-Clemente, 2020) illustrated in their studies that this set of people with sustainable entrepreneurial intention are committed in fostering strong ethical values for long-term well-being of the environment and society in general by exploring the best practise for environmental, social and economic issues for sake of present and future. On their own contribution, Abbas & Sagsan (2019) agreed that eco-friendly people commitment on green innovation through its overall activities starting from utilizing green raw materials, green technologies, green production, and engaging in green marketing implementation to achieve its entrepreneurial sustainable intention.

Therefore, the research objective had been achieved through the previous studies and current result of study to answered the research question by agreeing that there is positive and significant impact between eco-friendly people and sustainable entrepreneurship towards aspiring young adults in Malaysia

5.2.3 Green Marketing Factors

Research Objective 2: To investigate whether green market factor will influence young adults' intention towards sustainable entrepreneurship intention in Malaysia

Research Question 2: Does green market factor influence sustainable entrepreneurship on young adults in Malaysia?

H2: There is positive and significant impact between green market factor and sustainable entrepreneurship towards aspiring young adults in Malaysia.

The green marketing factors of the study also show high positive correlation and significant to sustainable entrepreneurship ($r = 0.706$, $p<0.01$). The multiple regression of the study also demonstrated a significant value of ($p<0.05$), $P = 0.004$, for green marketing factors towards sustainable entrepreneurship. It also posses an internal consistency and reliable of value for Cronbach alpha 0.833. With this evidence, it can be concluded that there is a positive and significant impact between green market factors and sustainable entrepreneurship towards aspiring young adults in Malaysia.

(Soomro et al.,2020) indicated that the impact of green marketing has played a vital role to change consumers consumption lifestyles including the tastes and preferences towards sustainability development. Another important factor as stated by scholars are that the integration of green marketing concept has successfully reduced the ecological problems, solving social issues and fair pricing of products to achieve the global sustainability development goal (Saxena & Khandelwal, 2010; Soomro et al. 2020). The result obtained from this current study are consistent with previous scholars such as Soomro et al. (2020) that there is a positive and significant association between green marketing factors and sustainable entrepreneurship.

The research evidence from the past studies and present study has achieved the research objective of this study and answered research question as stated above and agreed with alternative hypothesis that there is positive and significant impact between green marketing factors and sustainable entrepreneurship towards aspiring young adults in Malaysia.

5.2.4 Changing Consumer Behavior

Research Objective 3: To investigate whether changing consumers behaviour will impact youths towards sustainable entrepreneurship in Malaysia.

Research Question 3: Does changing consumer behaviour influence sustainable entrepreneurship on young-adults in Malaysia?

H₃: There is positive and significant impact between changing consumers behavior and sustainable entrepreneurship towards aspiring young adults in Malaysia.

Looking at the findings on this study shows that changing consumer behavior exhibit a moderate positive and significant correlation towards sustainable entrepreneurship ($r = 0.668$, $p<0.01$). The multiple regression results of this study also shown a significant value of ($p<0.05$), $P = 0.001$, for changing consumer behaviour that support the notion of positive and significant relationship with sustainable entrepreneurship. The Cronbach alpha of 0.843 was observed and therefore was reliable and internally consistence, supported, and likewise as hypothesis are significant towards sustainable entrepreneurship.

Drawing on conclusion to support the above positive and significant results are the empirical evidence from the past studies. According to study by Reisch et al. (2016) & Li et al. (2019) explained that consumers behaviour on natural environment has made it possible for firms and consumers to shift their attention towards sustainable production and consumption. A study by other researchers stated that green businesses has also brought about changes in consumers habit and their buying patterns, and in respond to this changes, green business has also found a way to continue to improve on sustainable products to shape the environmental sustainability (Aagerup & Nilsson, 2016; Uddin & Khan 2016; Soomro et al., 2020).

It has also been found that changing consumer behaviour is an attribute of sustainable entrepreneurship intention to create value that will motivate consumer purchase intention towards sustainability (Sharma & Kushwaha, 2015; Soomro et al., 2020).

The contribution of the past scholars and evidence from the present study has provided immense results to support the present research objective and answered the research question of the study as stated above, and agreeing with alternative hypothesis that stated that there is positive and significant impact between changing consumer behaviour and sustainable entrepreneurship towards young-adults in Malaysia.

5.2.5 Favourable Market Conditions

Research Objective 4: To investigate whether favourable market condition to motivate young adults towards sustainable entrepreneurship

Research Question 4: Do favorable market conditions influence sustainable entrepreneurship on young adults in Malaysia?

H4: There is positive and significant impact between favorable market conditions and sustainable entrepreneurship towards aspiring young adults in Malaysia.

Following the results obtained from this present study has shown that favourable market conditions indicate moderately positive correlation and significant toward sustainable entrepreneurship ($r = 0.510$, $p<0.01$). The multiple regression of this study also exhibits significant value of ($p<0.05$), $P = 0.048$, and this can be generally concluded that favourable market condition has a positive and significant relationship with sustainable entrepreneurship. It also has a Cronbach alpha of 0.756 which is acceptable as it above 0.6 stipulated by the rule of thumb and approval of alternative hypothesis on the study.

This result of this study can be supported by the findings of the past researchers in order to generally conclude that favourable market conditions has a positive and significant relationship with sustainable entrepreneurship. A study by Picazo-Mendez et al. (2021) demonstrated that sustainable development and government interference to promote sustainable business is a confirmation to environmental responsibility for a greener society and healthy life style is an opportunity for green business thriving. Researchers has also found that favourable market conditions will stimulate sustainability if government investing in research and development, that it will help to create technological capabilities that are environmentally friendly, improve production, and expand the green market (Amoros et al., 2019; Urbano et al., 2019b; Yun et al., 2019).

Alvarez-Risco et al. (2021) on their study, supported that every governments across the globe will emphasized to position sustainable entrepreneurship as a priority by taking up relevant legislatures to support green businesses as another concept of developing new job opportunity and self-sustenance to grow a healthy economy. Research had found that government incentive backing towards sustainable entrepreneurship contribute for more environmentally friendly oriented entrepreneurs and encourage bigger firms to go green (Horisch et al. 2017; Demirel et al., 2019). Hence, favourable market entry requirements, positive impact of market regulations, and motivative government policies has improved and promote the sustainable entrepreneurship (Forbes et al., 2009; Savastano et al., 2022).

The result of this study was consistent with a study by Soomro et al., (2020), that there is a positive impact between favourable market conditions and sustainable entrepreneurship. However,

according the research, suggested that the positive impact might be as result of huge gap in the market and hence create an opportunity for sustainable entrepreneurs to maximize the market through help of the government subsidies (Cohen and Winn, 2007; Soomro et al., 2020)

Based on the results outcome of this study, supported by the contributions and suggestions from the past studies, it can be concluded the study was in cognizance of the research objective and has answered the research question. Therefore, it can conclude that there is positive and significant impact between favorable market conditions and sustainable entrepreneurship towards aspiring young adults in Malaysia.

5.3 Implication of the Study

5.3.1 Managerial Implication

This study has shown that for sustainable enterprises to thrive, that business owners and managements in a developing country such as Malaysia will be committed to start acting in an environmentally friendly manner through funding and developing healthier products to improve quality of life and ecosystem. This research has shown that enterprises engages in sustainable will not only beneficial the environment and societal well-being but will also improve the economic benefits to the firm because people are now being conscious of their health and are willing to pay a premium to green products. Among the finding on this study has also demonstrated the important of business managers to support the awareness on sustainability to conserve natural resources through reducing how they use raw materials and to invest on products will have less impact on environment and society.

Another important finding on this study is that entrepreneurs and manager of businesses while anticipating for economic returns of their businesses that they should be ethical through their product label as consumers are being sceptical if green product are actually green, fair pricing on green products in order to uphold the organizational trust. It has also been found through this study that there are still low environmentally product awareness and inappropriate promotional methods of businesses. In view of this reason, business managers should create do more to reach out to their respective customers effectively through personified contents that will support the sustainable development goal initiative. Organizational managers especially in a developing country such as Malaysia should take note, as a template among their mission to support the

economic development of the nation through in a sustainable manner by creating value that will eradicate poverty and improve quality of life through ttheir business and product innovation.

Through this finding on this study, marketing managers in Malaysia firms and enterprises should utilize the capability to engage the customers and every potential consumer on what their product is doing towards improving the ecosystem, societal and economic development to do more to promote green products through expansive advertisement to the reach of the entire nation. Also, to make green products affordable but not to reduce quality, and making the environmentally friendly products available in the market at all time. As a global trend to conserve the environment, societal well-being and economic enrichment, the findings from this study has also shown the important of businesses through their managerial decision-making process to enhance sustainable entrepreneurship through innovation and development of their products to serve the need of their customers should engage in technological development and process that will not harm or endanger the aquatic life and environment.

Also, sustainable entrepreneurship is an opportunity for businesses to utilize their sustainability innovative technology to change consumer behaviour by giving them a unique taste and ingredients that are lean and healthy. Businesses can also utilize the opportunity of consumers' willingness to pay more for sustainable products to differentiate their brand by create a unique product that will give them competitive advantage and enormous market share over their competitors in previous or current market.

It had also been found that sustainable entrepreneurial market should be favourable if the policy and decision-makers in various industry of business such as in a country as Malaysia will assist government to formulate rules and regulations that will guide that will enhance the advancement of sustainability and protect the young-adults that intending to enter into the market without any constraints or bully from conventional competitors. However, business managers should also take note that young-adults through the findings of this study are willing to engage in an entrepreneurship that are environmentally friendly, and therefore should endeavour to focus in developing products free from toxic materials to save the earth, and able to have entrepreneurial transaction with those young promising graduates for the present and future economic profits.

Through the findings on this study, majority of respondents made it known through one of the items on construct that obtaining a loan or any financial assistance or subsidy will be a constraint to start-up their sustainable business intention. In view of above reason, citizens should not only wait for government intervention, rather managers of well-established businesses should take it as

a part corporate social responsibility to assist in giving grants to those young-adults that intend to go into sustainable entrepreneurship because it will help in sustainability development that will incorporate good health, clean environment, wealth creation, reduce inequality and poverty eradication in the society.

5.4 Limitation of the Study

There are several limitations on this study due to time constraints and financial burden as a student to cover various important aspects of the research for more accurate results and findings. Among these shortcomings are the sample frame of study was very narrow. The purpose of this study is to investigate the insights of young entrepreneurial aspirants towards sustainable entrepreneurship in Malaysia. The topic titled as mentioned covered all the young-adults in Malaysia, but a sample of 200 young-adults was drawn from undergraduates and MBA students of the faculty of accountancy and management of Universiti Tunku Abdul Rahman, Sungai Long campus. It comprises of 62% male and 38% female respondents between the age of 18 years old to 45 years old as stipulated by the researcher to cover all the vibrant ages that are willing to involve in sustainable entrepreneurship. Also, from the data demographic information of data collected, majority of the respondents are between the ages of 18 years old and 25 years old which occupied 77% of the total respondents. Another important outcome to emphasize was that the majority of the respondents from this data collected were Chinese, which occupied 91% of total respondents, and this skewness was because major of UTAR students are Chinese.

In view of above reasons and other unavoidable error from the researcher amount to bias, since the sample frame of FAM, UTAR and the sample size of 200 respondents are too small and not accounting for other major race in Malaysia made it all impossible to represent the view of the entire young-adults in Malaysia. Also, the sampling method of non-probability of convenience applied in this study will also occur to error of selecting sampling size from all respective cell of the sampling frame. Therefore, it will be important to repeat this study in another setting with different sampling method that will be able select from each cluster, larger sampling size and with a longer time frame that will enhance more accurate outcome of the results.

In addition, this study involved four (4) independent variables and a dependent variable. It will be recommended for future studies to add or examine other independent variables that would also add more effect on sustainable entrepreneurship and help to understand better various factors that

will enhance United Nations SDG campaign on sustainability to culminate climate change, quality life, and societal well-being for everyone.

5.5 Recommendations

This study has shown that young-adult in Malaysia are interested to initiate into sustainable entrepreneurship. It is imperative for stakeholders such as the government, big players in various industries to tap from this vibrant youthful asset for the present and future prosperity of the nation. Government will provide an enable playing ground that will be favourable especially for young graduates to build-on while helping to economic development of the country. It will also be recommended for government to formulate an environmentally friendly legislatures in which every business will follow to enhance the standard of living of the citizens through quality products regulations to protect the consumers. As already indicated by the respondents on funding sustainable entrepreneurship, it will also be recommended for government to give intending green businesses young-adults some kind of financial grants such as loan to start-up or subsidies to grow their business.

Through this study, majority of respondents pointed that they intend to start-up business free from toxic materials, biodegradable, recyclable, organic, low-carbon and energy efficient, and therefore, it is imperative for government and other established industries within the country to turn attention into this area of entrepreneurship through rules and regulations, empowerment and various motivating factors that help to build on this economic foot-print that are capable to support the United Nation global goal on business sustainability strategy which are embedded on climate change, fair working conditions, gender inequality, depletion of natural resources, income inequality, pollution, racial injustice, human right issues and gender inequality.

5.6 Conclusion

This present study has help through the researcher to understand the perception of young-adult in Malaysia that have the intention to become a sustainable entrepreneur. The results of the findings had shown that young-adults in Malaysia really recognize the important of sustainability towards protecting environment and society in general. Through the finding of the study, the respondents had shown the willingness to be eco-friendly people that intend to engage in business that will provide sustainable product the society. It also shows the desire and zeal of this young generation to bring enormous beneficial change consumption behaviour of the people that will enhance better life-style, and consumer taste preference that change over time.

Therefore, as young-adult in Malaysia has shown their intention towards helping to solve ecological problems, societal change through engaging on sustainable entrepreneurial that will help to improve quality of life, solve social inequality problem and eradicate poverty in the country. It is the embodiment of government through various agencies and established industries to provide enabling environment, opportunities, motivate, empower and financially assists these young potential entrepreneurs towards achieving their dream goal anchoring on lean use of natural resources for sustainability.

Endnotes

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UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

Survey on Insights of Young Entrepreneur Aspirants towards Sustainable Entrepreneurship in Malaysia

Dear Respondents

I am a student of Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management, pursuing my Master of Business Administration currently I am conducting a study on "Insights of Young Entrepreneur Aspirants towards Sustainable Entrepreneurship in Malaysia" for my final year project. However, the objective of this study is to investigate the perceptions of Malaysian University students who intend to be entrepreneurs towards sustainable entrepreneurship.

I sincerely hope that you will spare a few minutes of your time to complete this questionnaire. Your responses are essential to complete this study. Your participation is on a voluntary basis.

Please take note that this survey is strictly for academic purposes and i would like to assure you that all the information collected will remain PRIVATE AND CONFIDENTIAL. I appreciate you for taking the time and effort in completing this questionnaire. Thanks for your cooperation.

Name	Student ID
Chekwube Cyprian Elochukwu	2007106

Section A: General Information on Perception of Sustainable Entrepreneurship Aspirants

Instruction: Please read each question carefully. Tick (√) each question provided below that represents your opinion(s) in this section

Q1. Do you have intention to start-up sustainable entrepreneurship? If Yes answer, continue to Q2

   (Yes)

   (No)

 Q2. Which of the following terms used for sustainability do you know? [You are free to choose more than one answer]

   ☐   Non-Toxic

   ☐   Biodegradable

   ☐   Recycled

   ☐   Low Carbon

   ☐   Organic/Locally Grown

   ☐   Energy Efficient

 Q3. Based on your answer in Q2 above, do you agree to start-up business free from the following? [you are free to choose more than one]

   ☐   Non-Toxic

   ☐   Biodegradable

   ☐   Recycled

☐ Low Carbon

☐ Organic/Locally Grown

☐ Energy Efficient

Q4. In your own opinion, what is the most important factor that prevent consumers from purchasing green product(s)

☐ Awareness on green products is low

☐ Green products are not easily available in the market

☐ Green products are expensive

☐ One cannot be sure if the green products are really green

☐ Green products may not be of good quality

Q5. If you start-up sustainable enterprise, whom do you think it will beneficial to?

☐ You

☐ The Environment

☐ The Society

☐ All of the above

☐ Not sure

Section B: Construct Measurement

The Insights of Young Entrepreneur Aspirants towards Sustainable Entrepreneurshipin Malaysia.

Instructions: Please select the number that represents the most appropriate answer for each ofthe statements.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

No	Questions	SD	D	N	A	SA
	Eco-friendly people					
1	You love your environment	1	2	3	4	5
2	You will turn-off the lights wherever you see it unnecessary, as in your classroom or office	1	2	3	4	5
3	You try to avoid use of vehicle for short distance travel within neighborhood	1	2	3	4	5
4	You are very much interested in environmental activities, like planting a tree	1	2	3	4	5
5	You think that people are much more conscious about the environment than before	1	2	3	4	5
	Green marketing factors					
1	You are aware of green products	1	2	3	4	5
2	You know about eco-labelled products in the market	1	2	3	4	5
3	You feel there is a lack of green products in the market	1	2	3	4	5
4	Green products are initially more expensive than non-green products	1	2	3	4	5
5	You think green product is a demand for the present and future market	1	2	3	4	5

	Changing consumer behavior					
1	You buy products that can be recycled	1	2	3	4	5
2	You try to avoid those products which consume more energy	1	2	3	4	5
3	Green or eco-friendly is your prime concern when making a purchase decision many times	1	2	3	4	5
4	You have positive image towards green products	1	2	3	4	5
5	You notice that your taste and preference changed over time	1	2	3	4	5
	Favorable market conditions					
1	You think that the government policies are favorable to entrepreneurship	1	2	3	4	5
2	You think government will promote the business that is lean and green	1	2	3	4	5
3	You think there is a good demand for the green product in the market due to changing consumers' tastes and preferences	1	2	3	4	5
4	You can easily get loans for your business start-up	1	2	3	4	5
	Sustainable entrepreneurship					

1	You feel that sustainable entrepreneurs are the need of the earth	1	2	3	4	5
2	You feel enthusiastic to be a sustainable entrepreneur	1	2	3	4	5
3	Your enterprise will concern about social impact e.g., (Employment generation, poverty reduction, and increasing quality of life)	1	2	3	4	5
4	Your enterprise will concern about environmental impacts e.g., (Protecting biodiversity, energy and sustainable use of natural resources) rather than economic gains	1	2	3	4	5
5	You think sustainable entrepreneurship is challenging but interesting task	1	2	3	4	5

Section C: Demographic Profile

INSTRUCTION: Please read each question carefully and provide correct information by placinga tick in a box provided.

Q1. Gender

☐ Male

☐ Female

Q2. Age

☐ 18-25 years

☐   26-30 years

☐   31-40years

☐   41- 45 years

Q3 Level of Education

☐   Diploma

☐   Bachelor's

☐   degreeMasters

☐   PhD (Doctorate)

Q4. Monthly Income

☐   Less than m2500

☐   Rm2501 - m4000

☐   Rm4001- M6000

☐   More than Rm6000

Q5. Race

☐   Chinese

☐   Malay

☐   Indian

☐   Others

Thank you for your effort to participate in participates in completing this questionnaire. You are assured privacy and confidential of all information provided.

APPENDIX B
<u>PERSONAL DATA PROTECTION NOTICE</u>

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR")is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

   a) Name
   b) Identity card
   c) Place of Birth
   d) Address
   e) Education History
   f) Employment History
   g) Medical History
   h) Blood type
   i) Race
   j) Religion
   k) Photo
   l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

   a) For assessment of any application to UTAR
   b) For processing any benefits and services
   c) For communication purposes
   d) For advertorial and news
   e) For general administration and record purposes
   f) For enhancing the value of education
   g) For educational and related purposes consequential to UTAR
   h) For replying any responds to complaints and enquiries
   i) For the purpose of our corporate governance
   j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointedoutsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such informationis no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your

personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditionsin the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at_____.

Acknowledgment of Notice

[   ] I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

[   ] I disagree, my personal data will not be processed.

.... Name:
Date:

Scale: Eco-Friendly People

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.879	5

Scale: Green Marketing Factors

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.887	5

Scale: Changing Consumer Behaviour

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.885	5

Scale: Favorable Market Conditions

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.822	4

Scale: Sustainable Entrepreneurship

Case Processing Summary			N	%
Cases	Valid		30	100.0
	Excluded[a]		0	.0
	Total		30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.876	5

RESPONDENTS DEMOGRAPHIC PROFILE SPSS OUTPUT

Table 4.1 Gender

		Frequency	Percent (%)	Cumulative Percent (%)
Valid	Male	124	62.0	62.0
	Female	76	38.0	100.0
	Total	**200**	**100.0**	

Table 4.2 Age

		Frequency	Percent (%)	Cumulative Percent (%)
Valid	18-25 years	154	77.0	77.0
	26-30 years	38	19.0	96.0
	31-35 years	4	2.0	98.0
	36-40 years	3	1.5	99.5
	41-45 years	1	0.5	100.0
	Total	**200**	**100.0**	

Table 4.3 Level of Education

		Frequency	Percent (%)	Cumulative percent (%)
Valid	Bachelor's Degree	157	78.5	78.5
	Master's Degree	43	21.5	100.0
	Total	**200**	**100.0**	

Table 4.4 Income Level

		Frequency	Percent (%)	Cumulative Percent (%)
Valid	Less than RM2500	61	30.5	30.5
	RM2501-RM4000	97	48.5	79.0
	RM4001-RM6000	33	16.5	95.5
	More than RM6000	9	4.5	100.0
	Total	**200**	**100.0**	

Table 4.5 Race

		Frequency	Percent (%)	Cumulative percent (%)
Valid	Chinese	182	91.0	91.0
	Indian	12	6.0	97.0
	Others	6	3.0	100.0
	Total	**200**	**100.0**	

RESPONDENTS GENERAL INFORMATION SPSS OUTPUT

Table 4.6 Sustainable Entrepreneurial Intention

		Frequency	Percent (%)	Cumulative Percent (%)
Valid	Yes	200	100.0	100.0

Table 4.7 Familiar Sustainability Terms

	Cases					
	Valid		Missing		Total	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
Familiar Sustainability Terms	200	100.0	0	0.0	200	100.0

		Responses		Percent of Cases
		N	Percent (%)	
Familiar Sustainability Terms	Non-toxic	176	20.0	88.0
	Biodegradable	85	9.7	42.5
	Recycled	170	19.5	85.0
	Low Carbon	86	9.9	43.0
	Organic or Locally Grown	183	21.0	91.5
	Energy Efficient	172	19.7	86.0
Total		**872**	**100.0**	**436.0**

Table 4.8 Preferred Sustainable Start-up

	Cases					
	Valid		Missing		Total	
	N	Percent (%)	N	Percent (%)	N	Percent (%)
Preferred Sustainable Start-up	200	100.0	0	0.0	200	100.0

		Responses		Percent of Cases
		N	Percent (%)	
Preferred Sustainable Start-up Intention	Non-toxic	166	24.7	83.0
	Biodegradable	38	5.7	19.0
	Recycled	139	20.7	69.5
	Low Carbon	34	5.1	17.0
	Organic or Locally Grown	152	22.7	76.0
	Energy Efficient	142	21.2	71.0
Total		671	100.0	335.5

Table 4.9 Most Affecting Consumer Green Purchase

		Frequency	Percent (%)	Cumulative Percent (%)
Valid	Awareness on green products is low	45	22.5	22.5
	Green products are not easily available in the market	31	15.5	38.0
	Green products are expensive	48	24.0	62.0
	One cannot be sure if the green products are really green	39	19.5	81.5
	Green products may not be of good quality	37	18.5	100.0
	Total	**200**	**100.0**	

Table 4.10 Beneficial of Sustainable Entrepreneurial Start-up

		Frequency	Percent (%)	Frequency Percent (%)
Valid	The Environment	16	8.0	8.0
	The Society	20	10.0	18.0
	All of the Above	164	82.0	100.0
	Total	**200**	**100.0**	

DESCRIPTIVE STATISTICS VARIABLES SPSS OUTPUT

Table 4.11 Descriptive Statistics of the Variables

No.	Variables	Respondents (N)	Mean	Standard Deviation	Mean Ranking
1	Eco-Friendly People	200	3.865	0.867	2
2	Green Marketing Factors	200	3.862	0.741	3
3	Changing Consumer Behavior	200	3.924	0.642	1
4	Favorable Market Conditions	200	3.686	0.789	5
5	Sustainable Entrepreneurship	200	3.7940	0.789	4
	Valid	**200**			

Scale: Eco-Friendly People

Case Processing Summary		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.873	5

Scale: Green Marketing Factors

Case Processing Summary		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.833	5

Scale: Changing Consumer Behavior

Case Processing Summary		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.843	5

Scale: Favorable Market Conditions

Case Processing Summary		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.756	4

Scale: Sustainable Entrepreneurship

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excludeda	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.852	5

Table 4.13 Pearson Correlation Analysis

		Eco-friendly People (EFP)	Green Marketing Factors (GMF)	Changing Consumer Behavior (CCB)	Favorable Market Conditions (FMC)	Sustainable Entrepreneurship (SE)
EFP	Pearson Correlation	1	.723**	.668**	.488**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
GMF	Pearson Correlation	.723**	1	.692**	.488**	.706**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
CCB	Pearson Correlation	.668**	.692**	1	.486**	.688**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
FMC	Pearson Correlation	.488**	.488**	.486**	1	.510**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
SE	Pearson Correlation	.768**	.706**	.688**	.510**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

MULTPLE REGRESSION ANALYSIS SPSS OUTPUT

Table 4.14 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818ᵃ	.670	.663	.45816

a. Predictors: (Constant), Favorable Market Conditions, Changing Consumer Behavior, Eco-friendly People, Green Marketing Factors

Table 4.15 ANOVA

ANOVAᵃ						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	82.981	4	20.745	98.830	.000ᵇ
	Residual	40.932	195	.210		
	Total	123.913	199			

a. Dependent Variable: Sustainable Entrepreneurship
b. Predictors: (Constant), Favorable Market Conditions, Changing Consumer Behavior, Eco-Friendly People, Green Marketing Factors

Table 4.16 Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.064	.213		.300	.764		
	EFP	.397	.058	.436	6.807	.000	.412	2.425
	GMF	.206	.070	.194	2.945	.004	.391	2.560
	CCB	.264	.076	.215	3.500	.001	.448	2.230
	FMC	.098	.049	.098	1.986	.048	.702	1.425

a.Dependable Variable: Sustainable Entrepreneurship