

FACTORS AFFECTING GREEN ENTREPRENEURS: HOW THEY ARE FORCED TO COMPETE WITH COMPETITORS

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ABSTRACT

By minimising the negative effects of current products, services, or practises, a green entrepreneur prioritises environmental conservation in their firm. It promotes the improvement of the society. This study looks at the variables affecting green entrepreneurs in Salem City, Tamil Nadu. Snowball sampling is employed to select the sample for this study from the sizable population of Salem. 168 respondents in total were chosen. The need of this study is to determine the factors that influence the difficulties that these people encounter in managing their enterprises and how to make the most of those difficulties. Henry Garrett Ranking Method was used to quantify the factors that have an impact on green business owners who must compete with their rivals. Utilizing technical or professional knowledge and talents is placed second, and problems linked to marketing are listed first

Keywords: Green Entrepreneurship, Eco-friendly, Challenges,

Introduction

In this sense, the term "green" refers to business practises that protect the environment. According to the report, "green" refers to behaviours, products, and services that reduce environmental dangers, pollution, and resource usage.

Traditional and academic perspectives have long held that exceptional people should only engage in green entrepreneurship. An examination of green entrepreneurship demonstrates that their business practises are influenced by the environment in which they operate. Baker's research, which was completed in 2015, found that entrepreneurship is crucial to the development and advancement of civilization. Entrepreneurs propel and shape progress, create jobs, and quicken fundamental economic transitions. They unintentionally increase productivity by creating new competition. Thus, business venture seems to be the process that converts knowledge into growth; it is a stimulant for economic progress and societal development. Finding new solutions is becoming more and more important as environmental problems get worse. In this sense, acknowledging inherently compassionate business practises may open up more opportunities for business owners. Changing to a realistic business system includes a number of benefits that forward-thinking individuals and organisations may

recognise and successfully exploit. For example, this resulted in a recent dispute between business and "green" Environmentalists who have lobbied for the introduction of support ability standards in large enterprises' operations, claims Biddle (2011). Even five years ago, it was uncommon to come across a business with specific green, ecological, or manageability programmes (apart from those designed to shield it from administrative fines and other risk associated with polluting activities). There is a significant industry presently that the word "green" is connected with. The adoption of social and conservative changes necessary to adopt economically sustainable lifestyles and combat serious environmental problems like resource scarcity, environmental change, ozone depletion, and biodiversity are discussed at various events under the headings of economic, social, and green entrepreneurship.

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Reasons for Green Business Acceptance

A variety of obstacles that small and medium-sized firms (SMEs) must overcome typically slow down and complicate the process of integrating environmentally friendly practises into their operations. If the procedure was not too complicated or expensive, small and medium-sized firms frequently expressed their wish to select voluntary environmental actions. Many small and medium-sized enterprises are unaware of the numerous financially advantageous choices for environmental growth, such as tax credits and government grants. Typically, these SMBs just care about boosting outputs and productivity. SMEs typically choose not to take advantage of new opportunities due to a lack of the essential skills and knowledge, despite being aware of the potential for boosting competitiveness.

When the challenges of implementing green business practises were examined, seven categories of barriers were found. Organizational or administrative issues can occasionally result from management's lack of commitment to environmentally friendly practises, together with their desire to run their business traditionally and their desire to prevent unexpected risk from innovation. They also emphasised how SMEs' lack of resources typically leads to technological limitations as well as knowledge and informational limitations. Contrary to large corporations that may promote technological revolution through operations for R&D, small and medium-sized firms (SMEs) usually rely on technology that is available in the market.

Along with acting as both an incentive and a disincentive, economic and financial challenges may serve as a catalyst for the adoption of environmentally friendly corporate practises. Most small and medium-sized businesses are unable to use green technologies because of the hefty initial investment costs. Because return times are unpredictable, previous research have shown that implementing green innovation is financially difficult. A hurdle to small and medium-sized firms' proactive adoption of environmentally friendly practises is an absence of support from external stakeholders, such as governments, business partners along the supply chain, and customers. The study's conclusions provided a framework for environmental policymakers as well as useful environmental solutions, like tax breaks and low-interest

loans. The different methodologies, study themes, and study locations utilised in previous studies on the adoption of green business practises show that the outcomes of those studies were inconsistent.

Review of Literature from previous studies

Understanding the study issue, including the specifics such as sample size chosen, sampling method used, and statistical tools used for data analysis, requires an overview and extensive examination of the related literature. Another advantage of literature is that it identifies the research gaps in the chosen field of study. This paragraph summarises the observations made about a few litterateurs.

The changing environment of opportunities for green entrepreneurs was highlighted by Ryan, P., and Wayuparb, N. (2004) in their study for the paper "Green space sustainability in Thailand." This idea addresses consumers who are concerned about their health and the environment and is based on green products and green marketing. This article focuses on companies who are rethinking their products and services in an ecologically responsible manner and focusing on new ideas.

Schaper, M. T. (2010) comes to the conclusion that green entrepreneurs are aware of and use their innovative ideas for the benefit of society and the environment in his study titled "Understanding the Green Entrepreneur." Utilizing the snowball sampling method, research questionnaires are filled out by engineering and business administration graduates. The results of the ANOVA, which demonstrate that parents have little impact on their children's business decisions, allow for the recommendation of more appealing policies for green firm investment.

Schroder, E., and Schmitt-Rodermund, E. (2006) described the efforts of green energy conservation, responsible environmental modelling, etc.; this is a descriptive focus on educating the green culture in a broad sense. Their research was with a green theme, a green curriculum, a green week, a green team, a green set of skills, and a green career opportunity, it is demonstrated in business schools.

According to a 2016 study by Sanjeela Mathur and Neelam Tandon titled green entrepreneurs in India

may encounter both possibilities and challenges. The factors employed in this exploratory study were investigated using ANOVA, factor analysis, and correlation analysis with a sample size of 130 individuals chosen at random. The results show that there is a significant demand for and supply of green products, which offers a variety of opportunities for creative activity and the availability of innovative technologies. The basis of marketers' and business owners' marketing and commercial strategies is consumer attitude towards environmentally friendly products.

In order to comprehend the national policies for the impact of green entrepreneurs and promote green entrepreneurship, Seuring, S., and Müller, M. (2008) investigate the influence of an economy's GDP on India, the difficulties, and barriers. Case studies and quantitative data from 2009 to 2013 are used in this. Academics and lawmakers need to support the growth of green entrepreneurship. The development of a comprehensive and sustainable economic-environmental-social system is known as green entrepreneurship.

The authors Shabbir, M. S., Shariff, M. N., and Shahzad, A. of "Catalyzing the transition to Mediterranean Green Economies" (2016) examine the need of green entrepreneurship in the Mediterranean region. Under the three stages of making the development, the art of green entrepreneurship, awareness of government, business, and financial inclusion, and action on giving technical assistance and support to green entrepreneurs were put into place. For grassroots organisations and social entrepreneurs to provide the innovative solutions needed to begin and sustain the conversion of multinational corporations to a "Green Economy," the Mediterranean area provides the right environment.

Shah, K. U., Arjoon, and Rambocas' (2016) paper "Green entrepreneurship: Creating green jobs through sustainability" highlights the importance of going beyond

technology-based organisational operations. Pay close attention to societal green innovations. The findings show that, due to Namibia's high barriers to accept and adopt innovation, green entrepreneurs are essential for the expansion of Namibia's GDP and employment.

Research Methodology

This descriptive study included both kinds of data. The primary data comprised the entrepreneurs' responses. Information about the respondents is acquired through in-person interviews using the snowball sampling technique. It enabled the researcher to gather information from all 168 and determine whether green entrepreneurship presents possibilities or obstacles. Statistical tools was used to edit, process, and examine the collected data. The data were analyzed using Henry GARRETT ranking.

Research Objectives

1. To find out the factors determining the green entrepreneurs who are forced to compete.

Data Analysis and Interpretation

Henry-garrett Ranking Analysis

Table 1
Factors Affecting Green Entrepreneurs Who Are Forced To Compete With Their Competitors
Garret value

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

Garret Score

Problems	Garret score	Average score Garret Score/No of Respondent	Rank
Government policies and schemes	2640	52.8	3
Influence and encouragement, family members, friends and relatives	2580	51.65	4
use of technical and professional knowledge	2665	53.3	2
Influence and encouragement, family members, friends and relatives	2235	44.7	5
Marketing issues	2975	59.5	1

Interpretation

The table above shows the average score as well as the garret ranking score. Utilizing technical or professional knowledge and talents is placed second, and problems linked to marketing are listed first. This shows how important it is for owners of green businesses to concentrate on marketing difficulties and consider how to hire a workforce that is technologically advanced.

Conclusion

Because nonprofit organisations are competing more fiercely for grants and donations, diversifying and professionalising operations is essential to reduce dependency on financing and fostering sustainability for the advancement of their social goal. "Green entrepreneurship" is a term used to describe a social entrepreneurial movement that is founded on a tried-and-true framework and appears to be sustainable. Due to a lack of viability, many social development efforts have failed. To promote green business, well-thought-out measures are required. This can be assisted by teaching, training, raising awareness, and creating policies. It is essential to support green company owners so that responsible people can work to address the current environmental issue.

By establishing a setting and promoting social respect, you may educate people about green business. By highlighting the environmental background, we can contribute to the development of an atmosphere that encourages green entrepreneurship.



Utilizing professional or technical knowledge and skills is ranked second in the study, with marketing-related problems being highlighted first. This shows how important it is for owners of green businesses to concentrate on marketing difficulties and consider how to choose a technologically proficient workforce.

Limitations and future research directions

As previously said, our work has a variety of theoretical and practical ramifications, but it is not without constraints. We first suggest that future research make use of our framework and conduct a comparison study of small and large firms to determine the direct and indirect effects of stakeholder demands, green dynamic capacity, green innovation, and firm performance. The inherent constraints of quantitative research are its second disadvantage. In order to balance out the drawbacks of each approach and provide sound theoretical and practical implications, we recommend combining quantitative and qualitative research approaches for future studies.

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