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Factors Influencing Green Entrepreneurship Practices Among Green Entrepreneurs in Kanyakumari District

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Abstract

Green entrepreneurship has become an essential strategy for achieving sustainable economic development by integrating environmental responsibility with entrepreneurial innovation. This study examines the factors influencing green entrepreneurship practices among green entrepreneurs in Kanyakumari District. A descriptive research design was adopted, and primary data were collected from 400 green entrepreneurs using a structured questionnaire based on a five-point Likert scale. The reliability of the instrument was confirmed with a Cronbach's Alpha of 0.941, while the KMO value of 0.734 and a significant Bartlett's Test indicated the suitability of the data for factor analysis. Principal Component Analysis (PCA) with Varimax Rotation extracted seven significant factors explaining 86.928% of the total variance. The identified factors include Green Incentives, Green Entrepreneurial Motivation, Ethical Consumption and Green Entrepreneurial Skill, Green Entrepreneurial Opportunities, Technology and Training, Green Finance, and Risk and Investment. Among these, Green Incentives emerged as the most influential factor, accounting for 25.117% of the total variance. The findings reveal that government support, financial assistance, entrepreneurial skills, technological capability, market demand, and investment opportunities significantly influence the adoption of green entrepreneurship practices. The study recommends strengthening policy support, expanding financial incentives, improving access to green technologies, and enhancing entrepreneurial training to foster sustainable business development in Kanyakumari District.

Keywords: Green Entrepreneurship, Sustainability, Green Incentives, Green Finance, Entrepreneurial Motivation, Green Technology.

INTRODUCTION

Green entrepreneurship has emerged as an important approach to achieving sustainable economic development by integrating environmental protection with business innovation. Unlike traditional entrepreneurship, green entrepreneurship focuses on creating products, services, and business models that minimize environmental degradation while generating economic and social value. The increasing concerns over climate change, pollution, depletion of natural resources, and consumer preference for eco-friendly products have encouraged entrepreneurs to adopt sustainable business practices.

In the contemporary global economy, the traditional profit-maximizing business model is undergoing a profound paradigm shift toward sustainable development. Green entrepreneurship—defined as the creation of innovative, environmentally conscious enterprises that actively address ecological degradation—has transitioned from a niche concept to a mainstream economic imperative. Driven by escalating climate challenges, changing consumer preferences, and rigorous regulatory standards, green entrepreneurs combine economic value creation with environmental preservation . In India, government initiatives such as Startup India, MSME support schemes, and sustainability policies have created opportunities for green enterprises. Green entrepreneurs contribute significantly to waste reduction, renewable energy adoption, organic farming, eco-tourism, green manufacturing, and sustainable product development. However, the adoption of green entrepreneurship practices depends on several factors such as environmental awareness, government support, access to finance, technological innovation, market demand, entrepreneurial skills, and regulatory policie

Kanyakumari District possesses immense potential for green entrepreneurship because of its rich biodiversity, agricultural activities, tourism sector, renewable energy resources, and growing environmental consciousness. Despite these opportunities, many entrepreneurs face challenges such as inadequate financial assistance, limited awareness, technological barriers, and market competition. Therefore, identifying the factors influencing green entrepreneurship practices is essential for promoting sustainable business development in the district.

1.2 Statement of the Problem

Despite the growing awareness and undeniable long-term benefits of ecological sustainability, the transition from conventional business models to green entrepreneurship remains sluggish. Aspiring entrepreneurs are routinely confronted with a complex, multi-layered matrix of barriers and drivers. These range from ambiguous market demand and technological skill gaps to financial constraints, such as high initial capital expenditure and insufficient institutional support. While existing literature recognizes the broad significance of eco-entrepreneurship, there is a distinct lack of granular empirical evidence prioritizing which factors actually possess the highest motivational influence over potential entrepreneurs. In Kanyakumari District, entrepreneurs have opportunities to engage in green businesses such as organic farming, eco-tourism, renewable energy, waste management, and eco-friendly manufacturing. However, the extent to which green entrepreneurs successfully implement sustainable practices varies due to differences in financial capability, environmental awareness, technological knowledge, government support, consumer demand, and institutional assistance.

Previous studies have mainly focused on green consumer behaviour and purchase intentions rather than the determinants of green entrepreneurship practices, especially at the district level. There is limited empirical research examining the factors that influence green entrepreneurship practices among green entrepreneurs in Kanyakumari District. To bridge these gaps, this study presents a structured empirical assessment about factors influencing green entrepreneurship practices in Kanyakumari district.

1.3 Objectives of the Study

The primary objectives guiding this empirical investigation are as follows:

To know the factors influencing green entrepreneurship practices among green entrepreneurs in Kanyakumari District.

To identify the factor achieves highest overall mean score among distinct variables.

To offer valuable suggestions to aspiring green entrepreneurs in promoting a sustainable entrepreneurial ecosystem.

REVIEW OF THE STUDY

Jayaram and Singh (2025) in their study “Factors influencing sustainable entrepreneurship: A systematic review” carried out a systematic review on the factors influencing sustainable entrepreneurship by analysing 62 peer-reviewed journal articles. The study identified 46 determinants and 10 major challenges affecting sustainable entrepreneurship. The most influential determinants included environmental awareness, access to finance, technological capability, government regulations, entrepreneurial competencies, market demand, and institutional support. The authors concluded that an integrated policy framework and innovation ecosystem are essential for promoting sustainable entrepreneurial ventures.

Nair, Indiran, and Rajagopal (2025) in their study “Factors influencing the adoption of green innovation: A systematic literature review” examined the factors influencing the adoption of green innovation through a systematic literature review based on 91 Scopus-indexed articles. Following the PRISMA methodology, the study found that environmental commitment, organizational readiness, government incentives, technological capability, innovation orientation, and consumer demand significantly influence the adoption of green innovation. The authors emphasized that organizations adopting green innovation improve sustainability performance and long-term competitiveness.

Rahmanto et al. (2024) in their study “Analisis faktor-faktor yang memengaruhi green entrepreneurial intention: Systematic literature review” conducted a systematic literature review to identify the determinants of green entrepreneurial intention. The study revealed that environmental awareness, entrepreneurship education, government support, self-efficacy, institutional assistance, and social support positively influence the intention to establish green enterprises. The authors suggested that policy interventions and entrepreneurial education are essential to strengthen green entrepreneurial activities.

Abbas and Bulut (2024) in their study “Navigating the landscape of sustainable entrepreneurship research: A systematic literature review” presented a comprehensive systematic review of sustainable entrepreneurship by analysing 234 research articles. The review identified innovation, government policies, technological advancement, financial accessibility, environmental awareness, and stakeholder collaboration as the major factors influencing sustainable entrepreneurship. The study further emphasized the need for stronger institutional ecosystems to promote sustainable entrepreneurial practices globally.

Ameer and Khan (2023) in their study “Green entrepreneurial orientation and corporate environmental performance: A systematic literature review” conducted a systematic literature review on green entrepreneurial orientation and corporate environmental performance. The study identified micro-level (entrepreneur characteristics), meso-level (organizational capabilities), and macro-level (government policies and institutional support) factors that significantly influence green entrepreneurial orientation. The authors concluded that organizations with strong green entrepreneurial orientation demonstrate better environmental performance and competitive advantage.

Reuther et al. (2023) in their study “Motivational facets of sustainable entrepreneurship: A systematic review and future research agenda” reviewed the motivational dimensions of sustainable entrepreneurship through a systematic literature review. Their findings indicated that intrinsic motivation, environmental values, social responsibility, entrepreneurial passion, and institutional support are major determinants encouraging entrepreneurs to adopt sustainable business practices. The study emphasized that environmental commitment significantly shapes entrepreneurial decision-making.

METHODOLOGY OF THE STUDY

This study utilizes a descriptive and diagnostic research design to evaluate the factors influencing green entrepreneurship practices among green entrepreneurs. Data was gathered by structured questionnaire consisting of 20 distinct items designed to capture individual agreement levels. Each metric was operationalized using a 5-point Likert scale, ranging from "Strongly Agree" to "Strongly Disagree". The sample consists of 400 active respondents. The data analysis strategy utilizes descriptive statistics (Mean and Standard Deviation) and by using factor analysis to assess the strength and dispersion of each factor. Furthermore, an assessment of data normality is carried out.

DATA ANALYSIS

An assessment of normality is a prerequisite for applying the parametric test. In order to check the normality of the collected data, many methods are used to execute this, like visualising the data in a graphical manner or proving the normality of the collected data by taking some statistical tests. By using statistics instead of graphical visualisation, the researcher has taken descriptive statistics of the collected data. That contains Mean, Standard Deviation, Skewness and Kurtosis. Specifically, Skewness and Kurtosis statistics measure the normal distribution of data. The acceptance limit of observation, especially skewness and kurtosis threshold values, should be up to ±1.96, if that value of particular statistics falls within the critical value and reveals the collected data is normally distributed.

Table. no 1.1: Descriptive Statistics and Normality Analysis of Factors Influencing Green Entrepreneurship

S.no	Statements / Variables	Mean	S.D	Skewness	Kurtosis	N
F1	Green business planning skill.	3.87	1.025	-.481	-.920	400
F2	Proper training in green Management.	3.19	1.325	-.189	-1.141	400
F3	Risk handling skill in green practices.	3.07	1.390	-.121	-1.179	400
F4	Know to handle green technology.	3.41	1.408	-.311	-1.164	400
F5	Innovative skill in green entrepreneur ship.	3.73	1.184	-.682	-.299	400
F6	High demand for green products/services.	4.00	.969	-.453	-1.005	400
F7	Wide range of opportunity for green procurement.	3.07	1.189	-.126	-.645	400
F8	Access to information on green technology.	3.21	1.470	-.229	-1.317	400
F9	People support for green activities.	2.28	1.184	.682	-.299	400
F10	Less capital for green practices.	2.41	1.146	.515	-.325	400
F11	Favourable taxation system.	2.86	1.313	.083	-1.086	400
F12	Attractive incentives from government.	2.86	1.206	.263	-.729	400
F13	Less paper work for green funding.	2.87	1.202	.262	-.721	400
F14	Subsidies are available for green activities.	3.33	1.354	-.289	-1.059	400
F15	Low interest loan for green business.	3.39	1.147	-.280	-.617	400
F16	Direct contribution to company’s success.	2.94	1.128	.134	-.191	400
F17	Opportunities available to keep learning.	3.52	1.360	-.219	-1.322	400
F18	Desire for higher earnings.	3.21	1.168	.106	-.775	400
F19	Inspiration from other entrepreneur.	3.28	1.183	-.049	-.880	400
F20	Accept challenge for starting and growing business.	3.28	1.182	-.043	-.877	400

Source: Calculated value

1.5.1 Confirmatory Factor Analysis

An important application of factor analysis is the identification of the underlying factors of any large number of interdependent variables. To group the variables into latent dimensions, factor analysis has been used in conjunction with the extraction method of principal component analysis under the Varimax Kaiser Rotation procedure. It has been decided by the researcher to use the factor analysis technique to discover the underlying dimension (factors) that exists in the 20 variables that are related to the green entrepreneurship.

1.5.2 Reliability and Validity Criterion

In order to establish the strength of the factor analysis solution, it is essential to establish the reliability and validity of the obtained reduction. For simplicity and convenience, each factor (statements) was re-coded with an identifiable code. Cronbach's alpha test, was applied to know the reliability and validity of the statement. Cronbach's alpha values of 0.7 and greater are considered reliable (Straub et. al.2004).2 The Cronbach's alpha values for each component are greater than 0.7, and the composite alpha value for the reason for green enterprises 0.735, thus indicating good reliability. The reliability statistics presented in Table. No. 1.2

Table. No.1.2Reliability Statistics

Cronbach's Alpha	N of Items
0.941	20

Source: Calculated value

The Cronbach's alpha values for each component are greater than 0.7, and the corrected item correlation is also greater than 0.3, which further supports the concept that the framed statements by the researcher are reliable in nature. The composite alpha value for the current case is 0.941, which indicates that the data is reliable.

1.5.3 KMO and Bartlett's Test

The suitability of the data for factor analysis was assessed using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity. These tests determine whether the sample is adequate and whether the variables are sufficiently correlated to justify the application of factor analysis are presented in Table 1.3

Table no:1.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	2909.289
	Df	190
	Sig.	0.00

Kaiser-Meyer-Olkin Measure is an index which define of sampling adequacy. The KMO test* is .734 which is more the O.6, can be considered acceptable and valid to conduced data reaction technique. The Bartlett's Test of Sphericity helps a researcher to decide, whether the result of factors analysis is worth considering and whether we should continue analysis the research work. Bartlett's Test of Sphericity to a level of significance is less than 0.001 which shows that there is a high level of correlation between variables, which make it adequate factor analysis.

Table. No. 1.4 Communalities

	Initial	Extraction
Green business planning skill.	1.000	0.827
Proper training in green management.	1.000	0.781
Risk handling skill in green practices.	1.000	0.831
Know to handle green technology.	1.000	0.877
Innovative skill in green entrepreneurship.	1.000	0.868
High demand for green products/ services.	1.000	0.894
Wide range of opportunity for green procurement.	1.000	0.850
Access to information on green technology.	1.000	0.947
People support for green activities.	1.000	0.907
Less capital for green practices.	1.000	0.870
Favourable taxation system.	1.000	0.763
Attractive incentives from government.	1.000	0.885

Less paper work for green funding	1.000	0.811
Subsidies are available for green activities	1.000	0.914
Low interest loan for green business.	1.000	0.970
Direct contribution to companies success.	1.000	0.940
Opportunities available to keep learning.	1.000	0.802
Desire for higher earnings.	1.000	0.830
Inspiration from other entrepreneur.	1.000	0.896
Accept challenge for starting and growing business.	1.000	0.923

Extraction Method: Principal Component Analysis.

Every variable in the community initially is expected to share 100 % variance. Hence initially every item is having value 1.00 which mean 100% variance share by each item. The extraction value is ranging from .827 to .923 which shows that minimum variance share of item after extraction is 82.70% and maximum variance share of item is 92.30%.

1.5.4 Total Variance Explained

After confirming the suitability of the data, Principal Component Analysis (PCA) was employed to identify the underlying factors influencing green entrepreneurship practices. The Total Variance Explained table presents the Eigenvalues, percentage of variance explained by each extracted factor, and the cumulative variance accounted for by the retained factors. The results are shown in Table 1.5

Table. No. 1.5 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.023	25.117	25.117	5.023	25.117	25.117
2	3.427	17.135	42.253	3.427	17.135	42.253
3	2.737	13.685	55.938	2.737	13.685	55.938
4	2.107	10.537	66.474	2.107	10.537	66.474
5	1.608	8.041	74.515	1.608	8.041	74.515
6	1.404	7.022	81.537	1.404	7.022	81.537
7	1.078	5.391	86.928	1.078	5.391	86.928
8	.635	3.175	86.937			
9	.528	2.638	87.706			
10	.454	2.270	91.574			
11	.397	1.987	92.212			
12	.339	1.693	93.113			
13	.217	1.084	93.356			
14	.045	1.224	94.574			
15	.530	1.650	95.236			
16	.491	1.457	96.682			
17	.336	1.678	98.360			
18	.159	.793	99.152			
19	.102	.511	99.664			
20	.067	.336	100.000			

Extraction Method: Principal , Component Analysis

Total variance contributed by first component is 25.117, by second component 17.135, by third component 13.685, fourth

component 10.537, by fifth component 8.041, by sixth component 7.022 and by seventh component 5.391. The eigen value for a given factor measures the variance in all the variables which is accounted for by that factor. It also clear that there are total seven distinct components having eigen value greater than 1 from the given set of variables. eigen value for factor 1 is 5.023, for factor 2 is 3.427, for factor 3 is 2.737, for factor 4 is 2.107, for factor 5 is 1.608, for factor 6 is 1.404 and for factor seven is 1.078.

To facilitate the interpretation of the extracted factors, Varimax rotation was applied to the factor loading matrix. The Rotated Component Matrix displays the factor loadings of each variable on the identified components, enabling the grouping of related variables into meaningful factors influencing green entrepreneurship practices. The results are presented in Table 1.6.

Table. No.1.6 Rotated Component Matrix

Statements	Components						
	1	2	3	4	5	6	7
Low interest loan for green business	.915						
Subsidies for green activities	.805						
Attractive incentives from government	.716						
Favourable taxation	.566						
High demand for green products		.855					
Inspiration from other green entrepreneur		.802					
Desire for higher earnings		.559					
People support green activities			.823				
Green business planning skill			.761				
Innovative skill in green entrepreneurship			.667				
Risk handling skill			.514				
Opportunities available to keep learning				.944			
Wide range of opportunity				.739			
Direct contribution to companies success				.673			
Know to handle green technology					.924		
Access to information on green technology					.846		
Proper training in green management					.716		
Less paper work for green funding						.803	
Accept challenges for starting and growing business							.871
Less capital for green practices							.533

The factor analysis was conducted to identify the major factors influencing green entrepreneurship practices among green entrepreneurs in Kanyakumari District. Principal Component Analysis (PCA) with Varimax Rotation was employed to reduce the twenty observed variables into a smaller number of meaningful factors. The analysis extracted seven factors with Eigenvalues greater than one, explaining a cumulative variance of approximately 86.93%, indicating that these factors effectively represent the dimensions influencing green entrepreneurship practices.

Table. No. .1.7 Factors Extraction

Variables	Variable description	Rotated Loading	% of Variance	Eigen value
Factor -1 – Green Incentives				
1	Low interest loan for green business	.915	25.117	5.023
2	Subsidies for green activities	.805		
3	Attractive incentives from government	.716		
4	Favourable taxation	.566		
Factor -2 – Green Entrepreneurial Motivation				
5	High demand for green products	.855	17.135	3.427
6	Inspiration from other green entrepreneur	.802		
7	Desire for higher earnings	.559		
Factor -3 – Ethical consumption and Green Entrepreneurial Skill				
8	People support green activities	.823	13.685	2.737
9	Green business planning skill	.761		
10	In novative skill in green entrepreneurship	.667		
11	Risk handling skill	.514		
Factor -4 – Green Entrepreneurial Opportunities				
12	Opportunities available to keep learning	.944	10.537	2.107
13	Wide range of opportunity	.739		
14	Direct contribution to companies success	.673		
Factor -5 – Technology and Training				
15	Know to handle green technology	.924	8.041	1.608
16	Access to information on green technology	.846		
17	Proper training in green management	.716		
Factor -6 – Green Finance				
18	Less paper work for green funding	.803	7.022	1.404
Factor -7 – Risk and Investment				
19	Accept challenges for starting and growing business	.871	5.391	1.07
20	Less capital for green practices	.533		

FINDINGS

Seven major factors influencing green entrepreneurship practices were identified through factor analysis.
Green Incentives emerged as the most influential factor, explaining 25.117% of the total variance.
Financial support such as low-interest loans, subsidies, tax benefits, and government incentives significantly encourages green entrepreneurship.
Market demand for green products and motivation for higher income strongly influence entrepreneurial decisions.
Entrepreneurial skills, innovation, risk management ability, and public support contribute substantially to successful green business practices.
Continuous learning opportunities and favourable business environments promote sustainable entrepreneurship.
Green technology knowledge and professional training enhance entrepreneurs' capability to implement environmentally friendly practices.
Easy access to green finance with minimal documentation encourages investment in green businesses.
Entrepreneurs who are willing to accept risks and require lower capital investment are more likely to establish green enterprises.
Overall, government support, entrepreneurial capability, finance, technology, and market opportunities collectively influence the adoption of green entrepreneurship practices in Kanyakumari District.

1.7 Suggestions

Based on the empirical findings, the following interventions are suggested to enhance the green entrepreneurial ecosystem:
The government should enhance financial incentives such as subsidies, tax concessions, and low-interest loans to encourage more entrepreneurs to establish green businesses.
Financial institutions should simplify loan procedures and documentation requirements for green enterprises.
Regular training programmes should be organized to improve entrepreneurs' knowledge of green technologies and sustainable business management.
Awareness campaigns should be conducted to increase consumer demand for environmentally friendly products.
Educational institutions and entrepreneurship development agencies should provide specialized courses on green entrepreneurship and innovation.
Policymakers should establish incubation centres and mentoring programmes to support aspiring green entrepreneurs.
Entrepreneurs should be encouraged to adopt innovative technologies that reduce environmental impact and improve business efficiency.
Collaboration between government agencies, financial institutions, and industry associations should be strengthened to promote green entrepreneurship.
More investment opportunities and financial assistance should be created for small and medium green enterprises.
Continuous skill development programs should be implemented to enhance entrepreneurial confidence in managing business risks and expanding sustainable enterprises.

CONCLUSION

Green entrepreneurship is increasingly recognized as a vital pathway for promoting sustainable economic growth while addressing environmental challenges. The present study identified the major factors influencing green entrepreneurship practices among entrepreneurs in Kanyakumari District through factor analysis. Seven underlying dimensions were extracted, namely Green Incentives, Green Entrepreneurial Motivation, Ethical Consumption and Green Entrepreneurial Skill, Green Entrepreneurial Opportunities, Technology and Training, Green Finance, and Risk and Investment. Among these, Green Incentives emerged as the most influential determinant, highlighting the importance of government subsidies, tax benefits, and affordable financial support in encouraging sustainable business initiatives. the study concludes that promoting green entrepreneurship requires a collaborative approach involving government agencies, financial institutions, educational organizations, and industry stakeholders. Strengthening policy incentives, improving access to finance and technology, providing entrepreneurship training, and creating a supportive business ecosystem will significantly enhance the growth of green enterprises. The findings provide valuable insights for policymakers, researchers, and entrepreneurs seeking to accelerate sustainable entrepreneurial development and contribute to environmental conservation and inclusive economic growth in Kanyakumari District.

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