
GREEN ENTREPRENEURSHIP AND PRO ENVIRONMENTAL BEHAVIOUR AMONG SMES IN NIGERIA

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ABSTRACT

This study examined the effect of green entrepreneurial on pro environmental behaviour among SMEs in Anambra State, Nigeria. The specific objectives are to determine the effect of green entrepreneurial initiatives, green entrepreneurial innovation, and green entrepreneurial marketing; on pro environmental behaviour among small and medium enterprises in Anambra State Nigeria. The study adopted a survey research approach, using questionnaire administration for data generation from a sample of 327 SMEs in Anambra State, Nigeria. The data were analyzed using descriptive and inferential statistics. The t-test and p-values from multiple regression analysis (statistical package for social science, version 25.0) was used for test of hypothesis. Findings showed that green entrepreneurial initiatives have a significant effect on pro environmental behaviour among SMEs; green entrepreneurial innovation has a significant effect on pro environmental behaviour among SMEs and green entrepreneurial marketing has a significant effect pro environmental behaviour among SMEs in Anambra State, Nigeria. The study concluded that green entrepreneurial practices (green entrepreneurial initiatives, green entrepreneurial innovation, and green entrepreneurial marketing) have a significant effect on pro environmental behaviour among SMEs. The study recommended, amongst others, that management of small and medium enterprises should continuously attend to green entrepreneurial initiatives as an enabler, as it will enhance their business understanding towards delivering innovative products that are eco-friendly through natural resources related activities and keep the firm in a better pro environmental behaviour position.

KEYWORDS: Green Entrepreneurial Initiatives, Green Entrepreneurial Innovation, and Green Entrepreneurial Marketing; On Pro Environmental Behaviour

INTRODUCTION

The continuous increase in environmental degradation and air and water pollution resulting from the activities of various types and sizes of businesses has recently become a source of concern. International agencies and other stakeholders continue to pressure firms to implement the necessary processes and operations to protect the environment and minimize adverse effects (Li et al., 2017; Abbas, 2020). In its sustainable development principles, the United Nations Global Compact emphasizes the importance of protecting and sustaining the environment to achieve the sustainable development goals. This constant pressure from various stakeholders to protect the climate has compelled companies to pursue eco-friendly initiatives, such as green innovation (GI), which contribute positively to environmental protection while developing a better image and competitive advantage (Hillestad et al., 2010; Novitasari et al., 2021). Environmental degradation is caused by the activities of a range of businesses, including small and medium-sized enterprises (SMEs). Despite their positive contribution to economic development through job creation and poverty relief, SMEs account for approximately 70% of all environmental damage (Hillary, 2004; Baeshen et al., 2021).

Over the years, the population growth across the globe increased the production and consumption of goods and services leading to the depletion of natural resources and causing severe damage to the environment. Some of the serious repercussions of environmental damage include global warming, increased environmental pollution, and decline in the flora and fauna. In recent decades, environmental concerns of climate change have been globally intensified as its disastrous consequences are now overwhelming and reported in almost every region in the world (Mitchalis et al., 2022). In response to the need for environmentally sustainable growth, firms face constant pressures to care about the natural environment by taking proactive measures against environmental degradation and natural resources depletion. In this context, green entrepreneurship is considered a critical factor for firms' operation. Such strategy can support the development of new products and services that offer environmental benefits (Ataman et al., 2018). These environmental benefits may include energy savings, reduced carbon dioxide emissions, water savings, improved recycling, and limitation of environmental pollution.

The interest of many concerned parties in green entrepreneurship has increased due to the trending issue of the need to preserve the earth's resources (Yin et al., 2022). It is strongly observed that green entrepreneurship practices bring better and more compelling competitive advantage for a firm through green entrepreneurial innovation (Soewarno et al., 2019). The idea of green entrepreneurship is based on business owners' ability to diversify ideas and implement new concepts where the environment and citizens are safe. Therefore, many firms intend to adopt green practices. However, a lack of readiness regarding competent workers, ideas, and creativity in production denies them from adopting green processes (Ebrahimi & Mirbargkar, 2017). Nevertheless, there are chances for firms with inquisitiveness and innovative capability to revert to green practices and surpass other competing products in the markets (Tola, 2019).

Green entrepreneurship is considered a supportive strategy that has ability to develop an innovative, competitive and sustainable posture for manufacturing small and medium enterprises. More and more firms are focusing on proactive approaches towards environmental protection by adopting green entrepreneurship (Mitchalis et al., 2022; Ataman et al., 2022). Meanwhile, various factors could affect the firm's sustainable performance, such as the approach firms take to operate in society, the technology adopted, the resources available, competent hands, and other variables (Chukwuka, 2018). Moreover, consumers' perceptions of the firm could significantly impact the firm's sustainability because activities

targeted at promoting the well-being of humanity and society in general, endear people of such firms (Fadeyi & Maresova, 2020; Oyekanmi, 2020). Organizations are now using various approaches and practices to shape the consumers' perception of their products and brands (Peng et al., 2018). For the green approach to saturate the economy for a positive effect, the importance of manufacturing SMEs and their essential role in national economic viability cannot be ignored (Pangarso et al., 2022). Rajkamal et al. (2022) noted that businesses that offer green products or services are important economic players with the ability to change society's direction as well as growth-incubating companies that foster innovation and environmental responsibility. Therefore, managers must drive a pro-environmental strategy aligned with the trending green approach as a pivot to their economic activities.

Statement of the Problem

Green entrepreneurship is being increasingly considered as the future of business all over the world. Different views on green entrepreneurs are characterized by undertaking new business opportunities and ventures that are usually risky. Green entrepreneurs also get their motivation intrinsically and their business activities positively affect the natural environment, enhance economic sustainability and deliberately focus on a more sustainable future SMEs. Nevertheless, concerns for strategies or practices imbibed to drive home these approaches of green entrepreneurship for sustainability by manufacturing small and medium enterprises in Nigeria and Anambra State in particular is still lacking dearth of empirical studies. Several studies (such as Yin et al., 2021; Yaseen et al., 2022; Achaku et al., 2022; amongst others) have examined green entrepreneurship practices in relation to performance and not sustainability SMEs; where a few has studied linking to sustainability (such as Hamza et al., 2021; Abubakar et al., 2022), there are still no such study with the variables capturing initiatives, recruitment and selection, inclination, innovation, and marketing; in a single study and as well in Anambra State, Nigeria. This study therefore seeks to examine the effect of green entrepreneurship and pro environmental behaviour among small and medium manufacturing enterprises in Anambra State, Nigeria.

Objectives of the Study

The broad objective of this study is to examine the effect of green entrepreneurship and pro environmental behaviour among small and medium manufacturing enterprises Anambra State, Nigeria. This specific study objective seeks to:

1. Determine the effect of green entrepreneurial initiatives on pro environmental behaviour among small and medium manufacturing enterprises in Anambra State, Nigeria.
2. Evaluate the effect of green entrepreneurial innovation on pro environmental behaviour among small and medium manufacturing enterprises in Anambra State, Nigeria.
3. Ascertain the effect of green entrepreneurial marketing on pro environmental behaviour among small and medium manufacturing enterprises in Anambra State, Nigeria

Research Questions

1. To what extent do green entrepreneurial initiatives affect pro environmental behaviour among small and medium manufacturing enterprises in Anambra State, Nigeria?
2. To what degree does green entrepreneurial innovation affect pro environmental behaviour among small and medium enterprises in Anambra State, Nigeria?
3. To what degree does green entrepreneurial marketing affect pro environmental behaviour among small and medium enterprises in Anambra State, Nigeria?

Hypotheses

Ho1: Green entrepreneurial initiatives have no significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria.

Ho2: Green entrepreneurial innovation has no significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria.

Ho3: Green entrepreneurial marketing has no significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria.

REVIEW OF RELATED LITERATURE

Conceptual Review

Green Entrepreneurship

The concept of green entrepreneur rises from environmental concerns such as global warming, pollutions, scarcity of natural resources, ozone layer depletion, climate change and other disasters caused by the disruption of the ecosystem. The term green entrepreneur is a combination of two words i.e. environment and entrepreneur (Sharma and Kushwaha, 2015). Green entrepreneurship is therefore seen as the application of creativity and innovation in the domestication of plants and animals by committing the required human and material resources assuming the associated measurable risks and receiving the rewards of monetary and personal satisfaction as well as independence in an environmentally friendly manner thereby leading to attainment of sustainability (Pejman and Seyed, 2017). Green entrepreneurship therefore means that entrepreneurs identify and practice entrepreneurial activities with the view to providing solutions to climate change, global warning as well as environment solution (Audu, 2022). Green entrepreneurs therefore serve as variable tools towards enhancing the socio-economic conditions of nations specifically Nigeria and Anambra State Nigeria in particular. This is due to the fact that green business practices create opportunities to cater for the dynamics of market, thus resulting to product design, process design, concept development and innovative marketing practices (Habib et al., 2020). Green entrepreneurship is measured by using the following indices: green entrepreneurial initiative, green entrepreneurial initiatives, green entrepreneurial recruitment and selection, green entrepreneurial inclination, green entrepreneurial orientation, green entrepreneurial jobs, ecological economy and carbon economy (Chukwuka and Eboh, 2018). These dimensions have been used by several studies including that of Ataman et al. (2018), Musa et al. (2021), Fapohunda et al. (2022); amongst others. This study adopts and utilizes the following as been peculiar for this study and in the study area; they are green entrepreneurial innovation, green entrepreneurial innovation, green entrepreneurial inclination, green entrepreneurial recruitment and selection, and green entrepreneurial marketing.

Green Entrepreneurial Initiatives: Green entrepreneurship initiative refers to an accumulation of natural resources related activities which requires application of innovative drive towards improved value creation for the immediate and strategic benefits of the clients (Shakeel, et al., 2019). Green entrepreneurial initiatives seek to raise awareness of environmental issues among decision makers and promote new projects that are environmentally friendly (Habib et al., 2020). Green entrepreneurial initiatives is the ability intended to help protect the environment in turning ideas into action through creativity, innovation, and risk taking, as well as the ability to plan and manage projects that protects natural resources (Hamzah et al., 2021).

Green Entrepreneurial Innovation: Green entrepreneurial innovation, also viewed as eco-innovation (environmentally friendly innovation green innovation or sustainable innovation), is often used to locate those innovations that bring about sustainable environment through ecological improvements (Olalekan et al., 2020). It consists of completely new or perhaps modified procedures, methods, and items that benefit the environment and additionally play a

role in environmental sustainability (Li et al., 2018). Seman et al. (2018) avers that bringing together green innovation practices is key to survival and maintenance of manufacturing companies in improving and sustaining their capabilities and performance.

Green Entrepreneurial Marketing: Green marketing is considered as a tool for monitoring, seeking and fulfilling consumer needs and desires in the context of environmental responsibility (Obafemi and Ihunwo, 2022). Green marketing practices entail a serial of organization functions, including environmentally friendly products and logistics, promotion and pricing and green consumption (Zhanglan, 2016).

Pro Environmental Behaviour

Pro-environmental behavior (PEB) refers to “behavior that harms the environment as little as possible, or even benefits the environment” (Steg & Vlek, 2009). The concept of pro-environmental behavior came into light from the works of various scholars on environmental problems in the 1960’s and can be said to be an individual’s voluntary behavior towards contributing to organizational sustainability which has always been an issue over the years compelling people to consider the effect of human activities on the ecological environment and reflect on the effect of their activities on the ecological environment (Omarova and Jo, 2022). Pro-environmental behavior refers to behaviors within the SMEs that are linked to environmental sustainability and promote environmental sustainability within the organization (Yujing, et al, 2019).

Felipe, (2014) define pro-environmental behavior as a behavior that deliberately focuses on the reductions of the negative influence of human actions on the natural world. In other for environmental sustainability to be successful in organizations, all members of the organization are required to display a positive behavioral change, believed to be a critical green resource requirement referred to as green behavior. Pro environmental behaviour as described by Wales (2013) is a process through which management of an organization keeps its business activities running. In the same vein, Diri (2021) averred that pro environmental behaviour is the achievement recorded by an organization in meeting its current needs without compromising its future needs. Genty, (2021) asserted that organizational pro environmental behaviour implies having in place the right leadership style, talents, global awareness/intuition and the action plan required in combating threats being faced by modern organizations. It shows for advising SMEs on environmental issues and climate change, it may be better to concentrate less on business cases and cost savings but pay more attention to other motivations that make managers or small business owners involved in environmental issues, especially arguments that are driven by environmental values (Diri 2021). This is an area where peer support among small business owners can be useful because managers or small business owners state that they trust the arguments put forward by other business partners, and those put forward by advocacy groups or advisory organizations

Small and Medium Enterprises

Small and medium-sized businesses can be judged on their effectiveness, profitability, productivity, market share, revenue, cost, and liquidity dynamics, as well as their achievement of goals, leadership style, employee behavior, and customer happiness (Zimon, 2018). A set of 14 indicators is used to evaluate the performance of small and medium-sized businesses, including public image, productivity, staff morale, earnings, sales, on-time order delivery, appropriate work capital, effectiveness in production operations, quality of products, achievement of targets, clientele, ease of supervision, cost reduction, and product diversification (Sheehan, 2014; Gopang et al., 2017). In addition, macroeconomic factors and

the internal environment (business characteristics and strategy) are significant drivers of small and medium-sized firm performance (Ipinnaiye et al., 2017).

Theoretical Framework

The study was anchored on Stakeholder theory. The stakeholder theory by Edward Freeman (1984), is a theory of organizational management and business ethics that accounts for multiple constituents impacted by business entities like employees, suppliers, local communities, creditors and others. The theory holds that anyone affected by the company and its workings is a stakeholder. Freeman notes that if you can get all your stakeholders to swim or row in the same direction, you have got a company with momentum and real power.

The tenet of this theory holds that managers' central duty is not just taking care of the shareholders of the business only; managers should also be impactful, effective and accountable to the internal (employees and shareholders) and external stakeholders (customers, suppliers, community, and non-government organizations) (Moneva and Pajares, 2018). This theory was adopted for this study because it exhaustively explains and illustrates the crux of this study. Thus, to achieve pro environmental behaviour by SMEs, SMEs must look internally and externally to understand how their activities impact on the environment, immediate communities and tailor their recruitment and selection practices towards ameliorating these effects by using strategies and policies for ensuring pro environmental behaviour by SMEs.

Empirical Review

Alshebami (2023) study aimed to explore the necessary antecedents contributing to developing innovative green products and services among small enterprises in Saudi Arabia. The study targeted a sample of 284 small entrepreneurs across various regions of Saudi Arabia. The responses were collected with a convenience sample through an online questionnaire. The data were analyzed using partial least squares structural equation modelling (PLS-SEM). The findings revealed that both green entrepreneurial self-efficacy (GESE) and green entrepreneurial orientation (GEO) have a positive relationship with green innovation (GI). The findings also reported that green innovation mediates the relationship between green entrepreneurial self- efficacy, green entrepreneurial orientation and economic performance (EP).

Alfandi and Bataineh (2023) study investigated the mediating influence of knowledge management on the link between Green entrepreneurial orientation and sustainable performance. A quantitative approach was adopted. Through a self-administered questionnaire, 108 questionnaires were collected from five-star employees in managerial positions. The gathered data was analyzed using structural equation modeling to assess the link between our research variables. According to the findings of structural equation modeling, Green entrepreneurial orientation has a beneficial impact on knowledge management and sustainable performance. Furthermore, the knowledge management has a favorable effect on the sustainable performance. The outcome also revealed that knowledge management partially mediates between Green entrepreneurial orientation and sustainable performance, suggesting that the favorable effects of Green entrepreneurial orientation on sustainable performance may be amplified by knowledge management's mediating action.

Obafemi and Ihunwo (2022) study examined the relationship between green market practices and business wellness in the Nigerian food and beverages firms in Rivers State. The target population of the study was 12 food and beverages firms with 60 respondents drawn from the management of the sampled firms. A self-administered structured questionnaire was used to collect primary data from the respondents, and data obtained were accordingly analyzed using Spearman Rank Order Correlation Coefficient Statistical Tool to test the hypotheses with the aid of SPSS version 20.0. Results revealed that there is positive and significant relationship between green marketing practices and business wellness of Nigerian food and

beverages firm; while innovativeness moderates the impact on green marketing practices and business wellness.

Abubakar et al. (2022) examined the strategic integration effect of green entrepreneurial innovation, green entrepreneurial behavior and information systems on sustainable business performance and competitiveness in Nigeria. The relationships between the constructs were discussed in terms of long term developments and post pandemic business trends. Data were collected from 221 owners/managers of small and medium sized enterprises in Kano using structured questionnaire, while structural equation modeling was used to analyze the data. All the hypotheses were supported, and the results revealed that there was significant influence of green entrepreneurial innovation, green entrepreneurial behavior and information systems on sustainable business performance and competitiveness.

Achaku et al. (2022) investigates the effect of green entrepreneurship on the performance of SMEs in North-Central Nigeria and the federal capital territory. A pre-test was conducted, and a descriptive cross-sectional questionnaire was used. The study examined 1,233 consenting randomly chosen respondents from six states and Abuja City in North-Central Nigeria. Simple linear regression was used to test the hypotheses. The findings demonstrated that green entrepreneurship can decrease the negative impacts of business activities on the environment and also ensure profitability. Moreover, green entrepreneurial innovative production and green entrepreneurial inclination significantly impact competitive edge ($\beta = 0.806$, $t\text{-value} = 49.648$, $P = 0.000 < 0.05$) and customer spending ($\beta = 0.976$, $t\text{-value} = 51.315$, $P = 0.000 < 0.05$), respectively. The study offers useful public information and experimental confirmation of environmental sustainability engaged in viable business activities.

Fapahunda et al. (2022) study examines the effect of green recruitment and selection practices on organizational sustainability in the Nigerian manufacturing sector with the objective of examining the effect of developing green job description on economic sustainability; examining the effect of usage of green information technology on environmental sustainability; and examining the effect of short-listing of applicants with environmental awareness on social sustainability. The study adopted a descriptive design in which questionnaires were administered for data collection. Data was collected from 155 and the hypotheses for the study were tested with regression and correlation analysis. Findings from the study illuminated that green recruitment and selection practices significantly affect organizational sustainability. The study concluded that since green recruitment and selection practices significantly affects organizational sustainability, then manufacturing firms must uphold and incorporate these practices into their corporate agenda to promoting their sustainability.

Bolaji et al. (2022) study investigated the impact of green supply chain management on organizational performance. This study is a conceptual review based on existing literatures in the area of green supply chain management. Efforts were made to examine the impact of reverse logistic, green procurement, green distribution as a component of GSCM on organizational performance in the area of manufacturing and logistics firms in Nigeria. Based on critical literature review conducted, the existing literature on the effects of green supply chain management practices on firm performance provides support for the idea that there is a positive relationship between GSCM practices and firm performance. They also enhance the understanding of how different types of GSCM practices are related to financial, operational and environmental performance in manufacturing and logistics. The empirical results suggest that while internal GSCM practices have the strongest effect on environmental performance, environmental collaboration with customers seems to be the most effective way to improve financial performance. In terms of operational performance, most findings were more mixed, suggesting that the operational performance of firms is more likely to be affected by firm characteristics than by the choices they make regarding their environmental collaboration.

Michalis et al. (2022) examines both the relationship between green innovation and green entrepreneurship and the mediating role of firm strategies in the relationship between green entrepreneurship, green innovation, and competitive advantage. A total of 225 managers responsible for the environmental strategy of medium and large-sized firms operating in Greece were used as a sample for the study. To measure the research variables, a structured questionnaire was used. The collected data were analyzed using descriptive and inductive statistics, including principal components analysis, correlation analysis, a multivariate generalized linear model, and a structural equations model. The empirical results indicate a positive influence of green entrepreneurship in green product innovation and green process innovation. Furthermore, the mediating role of firm strategies in the relationship between green entrepreneurship, green innovation, and competitive advantage is confirmed.

Yaseen et al. (2022) assess the effects of green marketing practices on competitive advantage and business performance in Malaysia. A quantitative approach was used to obtain data from a survey (questionnaire) consisting of 33 items with a five-point Likert scale. The unit of analysis is small and medium companies in Malaysia. The respondents in this paper are the managers of departments. Smart PLS 3.2.9 was used to analyze the results. The findings of the path analysis of partial least squares (PLS) support variables in their hypothesized direct relationships with business performance. The analysis results suggest that competitive advantage partially mediates the relationship between green marketing practices and business performance.

Ramayah et al. (2022) examined and tested an integrative, multi perspective framework towards green entrepreneurial inclination among University students in Malaysia. The main objective was to determine the significant predictive role of a range of University support, institutional support, family support, and acquaintances support for green entrepreneurial inclination. Cross sectional survey was directed through structured questionnaires among the University students. Partial least squares method adopted using the smart PLS 3.0 software to analyze the data from 1000 respondents. The findings reveal that perceived educational, business development, institutional support along with perceived family and acquaintances support play a significant role for green entrepreneurial inclination.

METHODOLOGY

This study utilized the survey research design, the study area is Anambra State, Nigeria. The population of the study was 1784 with a sample size of 327 generated scientifically using Yamen's Formula. The study made use of questionnaire with a validity and reliability index of .80. The model employed for this study is multiple regression analysis model which involves the independent variable (green entrepreneurship practices), and the dependent variable (firm sustainability). Descriptive and inferential statistics were used to analyze data to evaluating the effect among the variables. Inferential statistics that was used is regression analysis, to analyze data in order to determine the effect of green entrepreneurship practices on sustainability of manufacturing SMEs in Anambra State, Nigeria. The hypotheses formulated for this study were tested using t-statistics generated from the regression model. The level of significance for the study is 5%, for a two-tailed test. The decision rule was that we accept the null hypothesis if the critical/t-value (± 1.96) is greater than the calculated value, otherwise, we reject the null hypothesis. That is, using the student t-test (t-statistic), we say that a variable is statistically significant if t^* (t-calculated) is greater than the tabulated value of ± 1.96 under 95% (or 5%) confidence levels and it was statistically insignificant if the t^* is less than the tabulated value of ± 1.96 under 95% (or 5%) confidence levels.

Data Presentation and Analysis

This section presents the results and discussion, test of hypotheses and discussion of findings based on the objectives of the study, the corresponding research questions and hypotheses that guided the study. In order to have the 327 return rate of the questionnaire, an additional

10 % were added which totaled 360 questionnaires were distributed to respondents in the small and medium enterprises chosen for this study, out of which three hundred and twenty seven (327) were successfully filled and returned in analyzable form, recording a 100.0 % return rate.

Testing of Hypotheses

Three hypotheses were formulated for the study and the variables relating to the hypotheses were measured with multiple items which were consolidated through scale summation before using them to test the hypotheses. The hypotheses were tested using t and sig value in the coefficient of the regression result. The results are presented in the table below.

Coefficients of the Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	13.024	1.149		11.335	.000
	Green entrepreneurial initiatives	.014	.038	.011	2.361	.000
	Green entrepreneurial innovation	.089	.038	.148	2.322	.001
	Green entrepreneurial marketing	.573	.056	.391	10.218	.000

a. Dependent Variable: Pro Environmental Behaviour

Source: SPSS Version 23

Test of Hypothesis One

Ho: Green entrepreneurial initiatives has no significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria.

Hi: Green entrepreneurial initiatives has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria..

Green entrepreneurial initiatives recorded a t-statistics value of 2.361 with a probability value of 0.000 which is statistically significant at 0.05 level of significance. Therefore, the null hypothesis is rejected while the alternative hypothesis is accepted. Hence, Green entrepreneurial initiatives has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria..

Test of Hypothesis Two

Ho: Green entrepreneurial innovation has no significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria..

Hi: Green entrepreneurial innovation has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria..

Green entrepreneurial innovation recorded a t-statistics value of 2.322 with an alpha value of 0.001 which is statistically significant at 0.05 level of significance. We reject the null hypothesis and accept the alternative hypothesis. This implies that green entrepreneurial innovation has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria.

Test of Hypothesis Three

Ho: Green entrepreneurial marketing has no significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria..

Hi: Green entrepreneurial marketing has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria.

Green entrepreneurial marketing recorded a t-statistics value of 10.218 with a probability value of 0.000 which is statistically significant at 0.05 level of significance. We reject the null hypothesis and accept the alternative hypothesis. This implies that green entrepreneurial marketing has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria.

Discussion of Findings

In this section, we discussed the research findings based on the data analyzed and hypotheses tested. The discussion revolved around the objectives of the study as presented in section one.

The findings made in this present study were compared with empirical evidence made in other related previous studies, as to whether the present research findings support or refute the theoretical postulation reviewed in this study. The discussions of the findings were presented in tandem with the objectives this research set out to accomplish.

The analysis of hypothesis one shows that green entrepreneurial initiatives has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria. The findings of this investigation also agree with that of Alfandi and Bataineh (2023), Audu (2022), Hamza et al. (2021), Yin et al. (2021), IHEMEJE et al. (2020), Habib et al. (2020), Chukwuka and Eboh (2018) amongst others; who all avers that green entrepreneurship practice as an initiative is aimed at achieving eco-innovation that would enhance firms' competitive advantage, as ecological aspect of our environment has strategic contribution to economic long-term growth sustainability.

The analysis of hypothesis two shows that green entrepreneurial innovation has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria. The findings of this investigation also agree with that of Abubakar et al. (2022), Achaku et al. (2022), Nwankwo (2022), Michalis et al. (2021), Yin et al., (2021), Olalekan et al. (2020), Pejman and Seyed (2017) amongst others; that green entrepreneurial innovation has a significant effect on pro environmental behaviour among SMEs; who all aver that the focus of green innovation is the creation of environmentally friendly products and processes through creative means supported by its dynamic green abilities, can enhance and expand organizational capacities and maintain their competitiveness in a dynamic market.

The result of hypothesis three shows that green entrepreneurial marketing has a significant effect on pro environmental behaviour among SMEs in Anambra State. The findings of this investigation also agree with that of Obafemi and Ihunwo (2022), Nwankwo (2022), Bolaji et al. (2022), Yaseen et al. (2022), Maziri (2020), Habib et al. (2020), Cross (2019) amongst others; that green entrepreneurial marketing has a significant effect on pro environmental behaviour among SMEs who all aver that reaching customers' needs and expectation towards green products is a beneficial and sustainable approach, that considers the consumer concerns about promoting preservation and conservation of natural resources.

Summary of Findings

1. Green entrepreneurial initiatives have a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria. (t-statistics value of 2.361 with a probability value of 0.000)
2. Green entrepreneurial innovation has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria. (t-statistics value of 2.322 with an alpha value of 0.000)
3. Green entrepreneurial marketing has a significant effect on pro environmental behaviour among SMEs in Anambra State, Nigeria. (t-statistics value of 10.218 with a probability value of 0.000)

Conclusion

The study provided the basic knowledge and understanding of the dimensions of green entrepreneurial practices of green entrepreneurial initiatives, green entrepreneurial innovation, and green entrepreneurial marketing; on pro environmental behaviour among SMEs. Green entrepreneurial practices have been identified as an important/veritable factor that significantly influences the sustainability of manufacturing small and medium enterprises in Anambra State Nigeria. Consequently, this study concludes that green entrepreneurial practices (green entrepreneurial initiatives, green entrepreneurial innovation, and green entrepreneurial marketing) can be considered a veritable vehicle that has potentials for enhancing pro environmental behaviour among small and medium enterprises.

Recommendations

Sequel to the findings and conclusions above, the following recommendations are made:

1. Management of manufacturing small and medium enterprises should continuously attend to green entrepreneurial initiatives as an enabler, as it will enhance their business understanding towards delivering innovative products that are eco-friendly through natural resources related activities and keep the firm in a better sustained position.
2. Management of manufacturing small and medium enterprises should focus on green entrepreneurial innovation through the use of eco-friendly technologies that have no detrimental influence in environment; as this will help improve and enhance organizations responsiveness and boost their competitiveness.
3. Small and medium enterprises management should engender more concerns for green entrepreneurial marketing by considering consumers concerns about promoting preservation and conservation of natural resources in advertising and packaging; as this will enhance sustaining the enterprise.

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