

Sustainable Green Entrepreneurship in Emerging Markets: The Role of Green Product Innovation

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1. ABSTRACTS: Green product entrepreneurship is gaining prominence as a sustainable solution to environmental challenges in emerging economies. This study explores the key drivers and barriers influencing the development and growth of green entrepreneurship, with a particular focus on green finance, economic policies, market strategies, technologies, and socio-cultural factors. It aims to identify how these elements promote or hinder green product-based ventures and assesses their overall impact on environmental, social, and economic sustainability. The research also examines the interplay between drivers and barriers, evaluating how their convergence affects the scalability and long-term success of green entrepreneurship initiatives. Hypothesis testing reveals a positive relationship between the drivers and barriers, affirming their joint influence on green entrepreneurship. However, findings also indicate that institutional support systems expected to facilitate this transition are not responding adequately. Based on the insights, the study offers strategic recommendations for policymakers, institutions, and entrepreneurs to foster a more supportive ecosystem for sustainable green entrepreneurship.

2. KEYWORDS: Green Product, Entrepreneurship, environmental sustainability, Barriers

3. Introduction: The escalating concerns over environmental degradation, climate change, and resource scarcity have drawn unprecedented attention to sustainable development worldwide. In this context, **Green Product Entrepreneurship**—the creation and commercialization of products that minimize environmental impacts and promote sustainability—has emerged as a critical pathway for addressing ecological challenges while fostering economic growth. This movement is particularly significant in emerging economies, where rapid industrialization, urbanization, and population growth simultaneously present opportunities and threats to environmental preservation.

Emerging economies, characterized by their dynamic markets and evolving regulatory landscapes, are uniquely positioned to shape the future of green entrepreneurship. The urgent need to balance economic advancement with environmental responsibility encourages innovative business models, technological adoption, and the rise of environmentally conscious consumer segments. However, the journey toward building successful green product enterprises is complex, marked by a unique set of drivers and barriers. Critical drivers include government policy incentives, shifting consumer preferences toward sustainability, access to green technologies, and global value chain integration. Conversely, entrepreneurs encounter formidable barriers such as limited financial resources, inadequate institutional support, supply chain constraints, and ambiguous regulations.

This research paper endeavours to explore the multifaceted landscape of green product entrepreneurship within emerging economies. Specifically, it aims to identify and analyse the main drivers propelling sustainable entrepreneurship, uncover the principal barriers impeding progress, and assess the broader sustainability impacts of green product ventures. By synthesizing existing literature, case studies, and empirical data, the study seeks to provide actionable insights for policymakers, business leaders, and aspiring entrepreneurs.

Understanding these dynamics is vital, as the decisions made by entrepreneurs and stakeholders in emerging economies will play a pivotal role in shaping global pathways toward a more sustainable future. Against this backdrop, the following sections of the paper will systematically examine the prevailing factors influencing green entrepreneurship, evaluate their implications for sustainable development, and offer recommendations to accelerate the transition to a greener economy.

4. REVIEWS OF LITERATURE:

	Authors(S)	Title	Research Methods	Outcome/Findings
1	Kamal Krishna and Sanya Bhasin(2025)	Financing green startups in developing markets: A systematic review of structural and perceptual gaps	This study reviews 30 peer-reviewed papers (2015–2025) to examine barriers to capital access for green businesses, revealing that green start-ups face multidimensional financial challenges	The focused areas included green entrepreneurship, green startups, green finance, sustainable development, impact investment, and the financing hurdles faced by startups. The result indicated that green entrepreneurship lies at the intersection of economic innovation and ecological responsibility, offering sustainable pathways to development
2	Thomas Neumann (2022)	Impact of green entrepreneurship on sustainable development: An ex-post empirical analysis	A global large-scale database on green entrepreneurship, such as the Global Entrepreneurship Monitor, enables econometric analyses using correlation and multicollinearity tests	This study focused on green entrepreneurship, environmental orientation, start-up impact assessment, and sustainability. Recent empirical evidence highlights a positive link between green entrepreneurial activity and all three pillars of sustainable development.
3	Parminder Kaur and Dr. Surinder Kaur (2023)	Green entrepreneurship in India: A study of select green businesses	The study is based on secondary sources, including research papers, books, and review articles, drawing insights from existing literature	This study explores green entrepreneurship, ecopreneurship, green innovations, sustainable development, environmental entrepreneurship, and green behavior. The findings indicate that green entrepreneurs are motivated by environmental, social, and economic objectives. However, they face significant barriers such as limited knowledge of green technologies, high initial investment costs, inadequate funding, and difficulties in accessing markets due to elevated expenses.
4	Shoaib Abdul Basit, Behrooz Gharleghi (202)	Review of enablers and barriers of sustainable business practices in SMEs	This study follows the systematic literature review approach	This study focused on Digital transformation, Sustainability Result was exploring the theoretical and empirical research which highlight the barriers and enablers for sustainable business practices in SMEs, we uncovered that there are some internal and external factors that play a significant role in SMEs taking sustainability initiatives and working towards to use of new technology.
5	Rohit Agrawal & Ashutosh Samadhiya	Entrepreneurial barriers in achieving sustainable business and cultivation of innovation: a resource-based view theory perspective	The present research uses grey-causal modelling (GSC) to analyse the barriers against successful entrepreneurship	The study aims to highlight the barriers faced by the entrepreneurs toward achieving sustainability in business and innovation cultivation by offering solutions for academicians, practitioners and policymakers The paper highlights the importance of resource gathering and nurturing as a method to combat scarcity. This research further identifies that financial limitations, regulatory obstacles, challenges to sourcing qualified labour, poor infrastructure and technology, limited mentorship opportunities
6	Baladjida Parfait Bajeena, Es	Green entrepreneurship : Opportunities	The study area for green entrepreneurship is justified by its dynamic urban environment	This study focuses on green entrepreneurship, sustainable development, green policy, clean environment, and cleaner production. It explores

	sossinam Ali (2024)	and challenges for the transition to a circular economy in Togo, West Africa	and the environmental challenges it faces. Located in the extreme southwest of Togo, Greater Lomé serves as the country's nerve centre.	the growing environmental challenges and the increasing pressure on natural resources, highlighting the transition to a circular economy as a crucial alternative. This transition offers both environmental and economic benefits, creating strategic opportunities to reorient business practices toward greater sustainability.
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5. RESEARCH GAP

- Some of the reviews focus on identifying the causes and challenges of green product entrepreneurship and eco-friendly products that contribute to environmental issues; however, they do not provide solutions related to green product entrepreneurship. Furthermore, the relationship between the drivers and barriers of entrepreneurship and their impact on sustainability has not been adequately discussed. But This study explores the intricate financial ecosystem shaping green product entrepreneurship in emerging economies. It identifies the financial drivers and barriers influencing entrepreneurial decisions and assesses the sustainability impact of such ventures. Through literature analysis and case studies, the study highlights policy recommendations to strengthen green entrepreneurship for sustainable development.
- Some studies have focused on the promotion of green productivity and the large-scale benefits of green technologies. However, these studies have not adequately addressed the importance and challenges of green product entrepreneurship, particularly in relation to green finance, green economic policy, green market strategies, green technologies, and social and cultural beliefs. But This study investigates the role of policy and regulatory frameworks in shaping the landscape of green product entrepreneurship in emerging economies. It examines how specific policy drivers incentivize eco-innovation, identifies key regulatory barriers, and evaluates the overall sustainability impact of policy-driven entrepreneurship. The findings aim to guide governments, institutions, and entrepreneurs toward creating a more enabling environment for sustainable innovation
- Several studies have not considered the evaluation of green product entrepreneurship in emerging economies in the context of sustainable development. Key aspects such as green product consumption patterns in society, entrepreneurs' contributions to addressing environmental problems, green market dynamics, and the impacts of green technologies have not been adequately studied. But This study explores how market dynamics influence green product entrepreneurship in emerging economies. It analyses the market drivers that create opportunities for eco-friendly ventures, examines the barriers that hinder market access and expansion, and evaluates the resulting sustainability impact. The findings provide strategic insights for entrepreneurs, investors, and policymakers striving to build resilient green markets.
- This study investigates the role of technology in facilitating or hindering green product entrepreneurship in emerging economies. It identifies key technological drivers that enable eco-innovation, explores critical technological barriers, and evaluates the sustainability impact of technology-driven green ventures. The findings aim to guide stakeholders in leveraging innovation to address environmental challenges while fostering inclusive economic growth.
- This study examines the social and cultural dimensions influencing green product entrepreneurship in emerging economies. It investigates how societal norms, values, and community dynamics can act as both drivers and barriers, shaping the adoption and success of environmentally sustainable ventures. The study also evaluates how socially and culturally rooted entrepreneurship contributes to broader sustainability goals.
- Several studies have focused on environmental policies, entrepreneurship ideologies, and concepts related to green products, but have not evaluated the implementation strategies of green entrepreneurship policies at the micro level. There is a need to establish a clear linkage between the drivers and barriers of green finance, green economic policy, green market strategies, green technologies, social and cultural beliefs about green products, and knowledge—all of which play a crucial role in promoting green entrepreneurship for sustainability. But This study explores the knowledge and skill dimensions influencing green product entrepreneurship in emerging economies. It analyzes how education, technical expertise, and entrepreneurial competencies serve as key drivers, while also identifying skill-related barriers that hinder growth and innovation. The paper further examines the sustainability impact of equipping entrepreneurs with the right capabilities to drive eco-innovation and inclusive development.

6. OBJECTIVES:

- To identify and analyze the key drivers that influence the development and promotion of green product entrepreneurship in emerging economies.
- To examine the major barriers hindering the growth and sustainability of green product-based entrepreneurial ventures.
- To evaluate the role of green finance, green economic policies, market strategies, technologies, and socio-cultural factors in shaping green entrepreneurship.
- To assess the sustainability impact of green product entrepreneurship on environmental, social, and economic dimensions in emerging markets.
- To explore the linkage between drivers and barriers and their combined effect on the success and scalability of green entrepreneurship initiatives.

7. HYPOTHESIS TESTING:

H0: There is no positive interplay between the drivers and barriers of green finance, policy, market strategies, technology, socio-cultural beliefs, and knowledge—all of which are currently hindering the growth of green entrepreneurship for sustainability. Moreover, non-green practices have not facilitated the transition toward green entrepreneurship, as they fail to effectively highlight its environmental benefits or demonstrate its potential to be both economically viable and profitable.

H1: There is a positive interplay between the drivers and barriers of green finance, policy, market strategies, technology, socio-cultural beliefs, and knowledge—all of which influence the growth of green entrepreneurship for sustainability. Non-green practices, in some cases, have contributed to the shift toward green entrepreneurship by highlighting its environmental benefits and demonstrating its potential to be both economically viable and profitable.

8. RESEARCH METHODOLOGY:

The research methodology provides a structured direction for investigating specific solutions to identified problems. It helps in defining subject-oriented research issues and outlines the process of inquiry used to discover solutions. This process involves the application of various analytical methods and statistical tools to derive meaningful results. Following a comprehensive literature review, the research methodology is used to identify research gaps, establish the importance of the study, justify its relevance, and define the objectives and hypotheses. The current research focuses on "Green Product Entrepreneurship in Emerging Economies: A Study on Drivers, Barriers, and Sustainability Impact" with specific reference to Karnataka State. Additionally, the study aims to assess whether there is a positive relationship between the drivers and barriers of green finance, green economic policy, green market strategies, green technologies, social and cultural beliefs about green products, and knowledge—all of which contribute to promoting green entrepreneurship for sustainability. However, the study also observes that the institutions expected to meet the complementary needs for promoting green product entrepreneurship are not responding adequately, which highlights a critical area requiring further attention and intervention.

9. ANALYSIS AND INTERPRETATION:

This study examines the sustainability impact of green product entrepreneurship by analyzing the interplay between key **drivers and barriers**. Green entrepreneurship plays a pivotal role in promoting eco-friendly innovation and sustainable development, but it faces multiple challenges that can hinder its effectiveness and scalability. The research identifies and analyzes the following **barriers**:

1. **Financial Issues** – Limited access to funding, high initial investment costs, and uncertain returns on green products can discourage entrepreneurs.
2. **Policy & Regulatory Issues** – Inadequate or unclear policies, lack of incentives, and regulatory hurdles often create an unfavourable environment for green innovation.
3. **Market Issues** – Low consumer awareness, limited demand, and market entry challenges reduce the commercial viability of green products.

4. **Technological Issues** – Access to green technology, high R&D costs, and lack of infrastructure hinder production and innovation.
5. **Social & Cultural Issues** – Resistance to change, lack of environmental consciousness, and societal norms can slow down the adoption of green practices.
6. **Knowledge and Skill Issues** – Deficiency in technical knowledge, entrepreneurial skills, and sustainability awareness among entrepreneurs weakens the capacity for green innovation.

Despite these barriers, several **drivers** such as environmental concern, consumer demand for sustainable products, support from green policies, and technological advancement act as enablers of green entrepreneurship. The study explores how addressing these barriers through supportive financial instruments, effective policy-making, capacity building, and public awareness can enhance the sustainability impact of green product entrepreneurship

Table 1.1: GREEN PRODUCT ENTREPRENEURSHIP SUSTAINABILITY IMPACT BETWEEN DRIVERS & BARRIERS

GREEN PRODUCT ENTREPRENEURSHIP SUSTAINABILITY IMPACT BETWEEN DRIVERS		GREEN PRODUCT ENTREPRENEURSHIP: DRIVERS			
		Yes	No	Total	Per cent
GREEN PRODUCT ENTREPRENEURSHIP: BARRIERS	Hindering the Access to Green Finance and High initial investment required. It's Impact on Investors	53	26	79	19.8
	Efficient Environmental Regulations and Standards required. and green entrepreneurs Policy Awareness of Among Entrepreneurs essential	41	14	55	13.8
	Digital Platforms, Growing Consumer Awareness & develop the Mainstream Markets for green products essential	74	22	96	24.0
	Easy Access to Green Technologies essential for entrepreneurs and improve the Manufacturing Capabilities of the green products	59	13	72	18.0
	Environmental Awareness, Eco-Conscious Communities, & Resistance to change the Social & Cultural beliefs	42	19	61	15.3
	Entrepreneurship and Business Management Training, Access to Knowledge Networks and Peer Learning Platforms required	23	14	37	9.3
Total		292	108	400	100
	Pearson Chi-Square	H ₀ accepted and H ₁ Rejected, null hypothesis is true and alternative hypothesis not true			
Value	7.939 ^a				
Df.	5				
Sign.	0.160				
Source: Primary data SPSS Output					

9.1. Financial Issus for green product entrepreneurship sustainability impact between drivers & barriers:
Table 1.11 shows that **19.8%** (79 out of 400) of respondents reported an **increase in green financing and investment**. However, among them, **67.1%** (53 out of 79) expressed dissatisfaction with the current usage of green finance and investment mechanisms. Despite their dissatisfaction, they are fully aware of the challenges associated with green production and green entrepreneurship, and they are willing to engage in green product development. However, their discomfort with accessing and utilizing green financing has become a significant barrier to actual implementation. On the other hand, **33.9%** (26 out of 79) of respondents indicated a lack of awareness regarding the issues associated with green financing and investment. As a result, they showed limited interest in pursuing green entrepreneurship activities. Limited access to green financing, combined with discomfort and high initial investment requirements, has negatively impacted the adoption of green production practices. Conversely, improving access to green finance and increasing comfort with financial mechanisms could enhance the implementation of green entrepreneurship initiatives. Therefore, policy-makers must support green entrepreneurial activities by addressing the financial barriers—particularly the lack

of access to green finance and the burden of high initial investment costs—as these factors significantly influence investor confidence and the long-term goals of sustainable development. This analysis highlights that sustainable economic development through green entrepreneurship is driven by factors such as access to green finance and impact investors, government subsidies and incentives, corporate sustainability demands, consumer awareness and green premiums, and international development programs. However, these drivers are counterbalanced by barriers such as high initial investments, limited access to green funding, longer payback periods, lack of incentives, and higher operational costs. These barriers tend to slow down the pace of sustainable economic growth through green entrepreneurship. Therefore, it is essential to establish a well-structured system where both drivers and barriers are addressed complementarily, enabling green entrepreneurship to effectively contribute to sustainable economic development.

9.2. Policy & Regulatory Issues for green product entrepreneurship sustainability impact between drivers & barriers: Table 1.1 indicates that 13.8% (55 out of 400) of respondents emphasized the need for efficient environmental regulations and standards, along with the importance of policy awareness among green entrepreneurs. Among them, 74.5% (41 out of 55) expressed dissatisfaction with the current environmental regulations and standards, citing inconvenience and lack of clarity. However, despite these concerns, they acknowledged the importance of green products and showed readiness to adopt green entrepreneurship practices. Unfavourable environmental regulations and standards were identified as discouraging factors that hinder the implementation of green production for sustainability. The remaining 25.5% (14 out of 55) of respondents were not aware of the relevance of environmental regulations and standards for green entrepreneurship, which reflects their lower interest in adopting green production mechanisms and processes.

This analysis underscores that sustainable economic development through green entrepreneurship is propelled by key drivers such as well-defined environmental regulations and standards, government incentives and subsidies, national sustainability missions and action plans, ease of doing green business policies, and international policy influence. However, these drivers are often counteracted by significant barriers, including inconsistent regulations, lack of enforcement, bureaucratic hurdles, limited governmental support, and low policy awareness among entrepreneurs. These barriers collectively hinder the growth and impact of green entrepreneurship on sustainable economic development. Hence, it is imperative to develop a comprehensive and balanced policy framework that addresses both drivers and barriers, thereby enabling green entrepreneurship to play a transformative role in advancing sustainable development goals.

9.3. Market Issues for green product entrepreneurship sustainability impact between drivers & barriers: Table 1.1 reveals that 24.8% (96 out of 400) of respondents emphasized the importance of digital platforms, growing consumer awareness, and the development of mainstream markets for green products. Among these, 77.08% (74 out of 96) expressed dissatisfaction with current market conditions related to green product entrepreneurship. Despite their concerns, they are aware of the market-related challenges and show a willingness to adopt green entrepreneurship practices. However, inadequate information and limited awareness have restricted their ability to engage effectively in sustainable green business activities. The remaining 22.9% (22 out of 96) of respondents are unaware of the market-related issues in green entrepreneurship and, therefore, show limited interest in adopting green entrepreneurship practices. This indicates the need to build robust market mechanisms and strategic frameworks to enhance market access, improve awareness, and promote the benefits of green product entrepreneurship for sustainable development.

This analysis highlights that sustainable economic development through green entrepreneurship is driven by key enablers such as growing consumer awareness and eco-consciousness, rising corporate sustainability and ESG (Environmental, Social, and Governance) demands, globalization and export potential, the expansion of digital platforms and green marketing, and the emergence of green procurement policies in both public and private sectors. However, these drivers are frequently challenged by substantial barriers, including low consumer awareness, higher product costs, difficulties in market entry, limited access to mainstream markets, competition from established non-green businesses, and the absence of standardized eco-labels or certifications. These constraints collectively impede the growth and effectiveness of green entrepreneurship in contributing to sustainable economic development. Therefore, it is essential to formulate a comprehensive and balanced policy framework that simultaneously strengthens the drivers and mitigates the barriers, thereby empowering green entrepreneurship to play a transformative role in achieving sustainable development goals.

9.4. Technological Issues for green product entrepreneurship sustainability impact between drivers & barriers: Table 1.1 indicates that 18% (72 out of 400) of respondents emphasized the importance of easy access to green technologies as essential for entrepreneurs to enhance the manufacturing capabilities of green products. Among these, 81.9% (59 out of 72) expressed dissatisfaction with the current state of green product entrepreneurship. However, despite their dissatisfaction, they are aware of the challenges and issues related to green technologies and show a strong willingness to adopt green entrepreneurship practices. Their awareness of the limited environmental benefits of non-green products has further motivated them to pursue green product entrepreneurship. Conversely, the remaining 18.1% (13 out of 72) of respondents lacked awareness regarding the importance of green products and their environmental benefits, resulting in lower interest in adopting green entrepreneurship practices.

This analysis highlights that sustainable economic development through green entrepreneurship is significantly influenced by technological drivers such as access to green technologies, digital platforms and tools, open innovation and technological collaborations, government and private R&D initiatives, and automation and efficiency-enhancing tools. However, these positive drivers are counterbalanced by technological barriers including limited access to clean technology, lack of technical expertise, infrastructure gaps, low manufacturing capabilities, high costs associated with green technologies, and inadequate support for green innovation. These barriers tend to slow down the pace of sustainable economic growth through green entrepreneurship. Therefore, it is crucial to establish an integrated and supportive framework that simultaneously strengthens the drivers and addresses the barriers, thereby enabling green entrepreneurship to effectively contribute to sustainable economic development

9.5. Social & Cultural Issues for green product entrepreneurship sustainability impact between drivers & barriers:

Table 1.1 reveals that 15.3% (61 out of 400) of respondents expressed their views regarding environmental awareness, the role of eco-conscious communities, and resistance to changes in social and cultural beliefs related to green product adoption. Among them, 68.9% (41 out of 61) reported dissatisfaction due to a lack of trust and prevailing socio-cultural beliefs that hinder the acceptance of green products. Nevertheless, they are aware of the negative impacts associated with the use of non-green products and have shown readiness to adopt green entrepreneurship practices. The lack of trust and deep-rooted social and cultural attitudes has discouraged many from transitioning away from non-green products. The remaining 31.1% (19 out of 61) of respondents were unaware of the benefits of green products and, therefore, displayed limited interest in adopting green entrepreneurship practices. Overall, the lack of trust shaped by social and cultural beliefs is closely linked to perceptions of product efficiency, quality, and affordability. Strengthening trust through improved quality and accessibility of green products at reasonable prices can help promote wider acceptance and adoption of eco-friendly practices.

This analysis highlights that sustainable economic development through green entrepreneurship is positively influenced by socio-cultural drivers such as environmental awareness and eco-conscious communities, traditional knowledge and indigenous practices, community-based and cooperative models, and religious and ethical beliefs that support nature conservation. However, these drivers are counterbalanced by socio-cultural barriers including resistance to change, deeply rooted cultural beliefs, limited environmental consciousness, peer and community pressure, misconceptions about sustainability, and the perception of green products as luxury items. These barriers tend to slow down the pace of sustainable economic growth through green entrepreneurship. Therefore, it is essential to develop an integrated framework that simultaneously strengthens the socio-cultural drivers and addresses the barriers, enabling green entrepreneurship to effectively contribute to sustainable development.

9.6. Knowledge and Skill Issues for green product entrepreneurship to sustainability impact between drivers & barriers:

Table 1.1 indicates that 9.3% (37 out of 400) of respondents emphasized the need for entrepreneurship and business management training, access to knowledge networks, and peer learning platforms. Among these, 62.2% (23 out of 37) expressed dissatisfaction with non-green products. However, they demonstrated awareness of the negative impacts associated with the use of non-green products and showed a willingness to adopt green product entrepreneurship practices. Their responses suggest that a lack of knowledge and skills has discouraged the transition to green entrepreneurship despite growing concerns over the sustainability of non-green alternatives. The remaining 37.8% (14

out of 37) of respondents were not aware of the environmental drawbacks of non-green products or the benefits of green products, which explains their limited interest in adopting green entrepreneurship practices.

This analysis highlights that sustainable economic development through green entrepreneurship is positively influenced by knowledge and skill-related drivers. These include access to entrepreneurial training, skill development initiatives, and knowledge-sharing platforms that empower individuals to engage in green business practices. However, these drivers are often counteracted by significant barriers such as the lack of targeted training programs, limited research and development support, absence of an entrepreneurial mindset, inadequate environmental and sustainability education, restricted access to green entrepreneurship training, and weak business and financial literacy. These barriers collectively hinder the pace of sustainable economic progress through green entrepreneurship. Therefore, it is essential to establish a robust and integrated framework that simultaneously strengthens the drivers and addresses the barriers, enabling green entrepreneurship to effectively contribute to sustainable economic development.

10. HYPOTHESIS TESTING:

H0: There is no positive interplay between the drivers and barriers of green finance, policy, market strategies, technology, socio-cultural beliefs, and knowledge—all of which are currently hindering the growth of green entrepreneurship for sustainability. Moreover, non-green practices have not facilitated the transition toward green entrepreneurship, as they fail to effectively highlight its environmental benefits or demonstrate its potential to be both economically viable and profitable.

H1: There is a positive interplay between the drivers and barriers of green finance, policy, market strategies, technology, socio-cultural beliefs, and knowledge—all of which influence the growth of green entrepreneurship for sustainability. Non-green practices, in some cases, have contributed to the shift toward green entrepreneurship by highlighting its environmental benefits and demonstrating its potential to be both economically viable and profitable.

So, hypothesis considers the positive relationship the drivers and barriers of green finance, green economic policy, green market strategies, green technologies, social and cultural beliefs about green products, and knowledge has affordable compared to some uncomfortable or discouraging factors of usages of Non-green products. Significant value (0.00per cent) has expected count less than 0.001. The minimum expected count is 9.99. That means 99.9 per cent of respondents have accepted the alternative (H_1) otherwise rejected the null(H_0) hypothesis, accepted the alternative (H_1) hypothesis (0.000<0.001) otherwise rejected. and null (H_0) hypothesis (0.000>0.001) have accepted otherwise rejected, it means that, suppose null (H_0) hypothesis have accepted hence alternative (H_1) hypothesis rejected or null (H_0) hypothesis have rejected hence alternative(H_1) hypothesis accepted. In this case, Asymptotic Significance (2-sided) is more than 0.001(0.160>0.001) as more than 99.9 per cent of respondents are accepted null (H_0) hypothesis and rejected the alternative (H_1) hypothesis so the statement of null (H_0) hypothesis are true and alternative (H_1) hypothesis are not true according to respondents.

There is no positive interplay between the drivers and barriers of green finance, policy, market strategies, technology, socio-cultural beliefs, and knowledge—all of which are currently hindering the growth of green entrepreneurship for sustainability. Moreover, non-green practices have not facilitated the transition toward green entrepreneurship, as they fail to effectively highlight its environmental benefits or demonstrate its potential to be both economically viable and profitable.

11. FINDINGS:

1. The study reveals a complex relationship between drivers and barriers across six domains: finance, policy, market, technology, socio-cultural factors, and knowledge
2. Green entrepreneurship is positively influenced by key drivers including green finance, policy support, market mechanisms, green technologies, cultural awareness, and skills development. However, these drivers are often offset by barriers such as financial inaccessibility, regulatory gaps, market entry limitations, technological constraints, cultural resistance, and lack of training.
3. The interplay between drivers and barriers significantly impacts the pace of sustainable development. While there is interest and willingness to adopt green entrepreneurship practices, structural challenges and awareness gaps remain critical hurdles.

4. The hypothesis testing concludes that there is no significant positive interplay between the drivers and barriers. The results (Asymptotic Significance = 0.160 > 0.001) lead to the acceptance of the null hypothesis (H_0) and rejection of the alternative hypothesis (H_1). This indicates that, according to respondents, the current alignment of drivers and barriers does not support the effective growth of green entrepreneurship for sustainability.
5. To foster green entrepreneurship, there is a pressing need to develop comprehensive, integrated frameworks that reduce financial, regulatory, technological, and knowledge-related constraints, while simultaneously strengthening market access, policy clarity, and eco-cultural awareness
6. While there are strong motivational drivers supporting green entrepreneurship, they are significantly hindered by practical and structural barriers—especially limited awareness, regulatory inefficiencies, high costs, and lack of support systems.

CONCLUSION: There is no significant positive interplay between the identified drivers and barriers; thus, current conditions are hindering the growth of green entrepreneurship. Moreover, non-green practices have not meaningfully contributed to the shift toward sustainable, profitable green entrepreneurship. For effective transition, barriers must be actively addressed and drivers strategically strengthened.

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