

A Study on Environmental Concern, Attitude and Sustainability-Driven Entrepreneurial Intentions

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Abstract

The present research aims to examine the role of environmental concern (EC) in developing university students' Sustainability-driven entrepreneurial intention (SDEI). This investigation also analyses the influence of EC on Attitudes toward sustainable entrepreneurship (ASE) and the effect of ASE on SDEI. The study gathered cross-sectional data from MBA and B. Tech final-year students of HNB Garhwal University and Uttarakhand University of Uttarakhand, India. Convenience sampling was used to gather 158 responses in total. Further, correlation and bivariate regression were employed to test the proposed hypotheses with SPSS version 26. The outcomes revealed a statistically significant association between all the relationships; however, a very low positive correlation was discovered between EC and SDEI.

Moreover, the correlation between EC and ASE was also low positive. Only the correlation between ASE and the SDEI was highly positive. The study inferred that university students of Uttarakhand were aware of environmental issues and had concerns about them and their impact on human well-being but were hesitant to take entrepreneurial action. The research recommends an appreciable level of positive EC to establish students' strong attitudes and intentions for sustainable ventures.

Keywords: *Entrepreneurs, Higher Education Institutions, Students, Sustainability, sustainable entrepreneurship, TPB.*

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1. Introduction

In recent decades, the environment has suffered from the detrimental effects of rapid economic growth (Maichum et al., 2016). This growth also has unfavourable effects on societies' social and economic welfare. The world is experiencing adverse consequences, including climate change, ozone layer depletion, degradation of biodiversity, wealth inequality, and unequal access to opportunities. Consequently, the global community must embrace more environmentally sustainable approaches (Bouarar et al., 2022; Nordin & Hassan, 2019).

Entrepreneurship is significant for transforming and developing a more sustainable future in this evolving landscape. This signifies a profound shift in the role of entrepreneurship, extending beyond mere economic growth (Agu et al., 2021). Entrepreneurs now serve as catalysts of change in an ongoing journey of entrepreneurial transformation, with a mission to prevent environmental disaster (Gibbs, 2006) while harmonizing economic progress with environmental preservation (Setia & Nuringasih, 2022).

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A growing body of research advocates that entrepreneurs are key players in sustainable development (Sher et al., 2020; Waris et al., 2022). This has given rise to a new paradigm of entrepreneurship termed “Sustainable entrepreneurship” (SE) (Thelken & Jong, 2020). This innovative approach connects entrepreneurship with sustainable development. The founding pillars of “Sustainability” include the Environment, social welfare, and Economic activities, collectively recognized as the Triple Bottom Lines (Elkington, 1997).

Within the academic literature on entrepreneurship, SE has been defined as “green entrepreneurship” (Schaltegger, 2005), “sustainable development entrepreneurship” (Cohen & Winn, 2007; Dean & McMullen, 2007), “Sustainability-oriented entrepreneurship” (Vuorio et al., 2018), and “Sustainability-driven entrepreneurship” (Waris et al., 2022). Sustainability-driven entrepreneurship intends to protect the environment, conserve ecological biodiversity, mitigate the negative consequences of changing climate, and comply with societal and ecological standards (Waris et al., 2022).

Sustainable entrepreneurs are perceived as indispensable change agents in this transformation process by offering novel and creative market solutions for generating advantages for society, the environment, and the economy (Sher et al., 2020). Sustainable entrepreneurs identify neglected or unsuccessfully addressed problems in society (for instance, pollution or carbon emissions, waste generation) and create value for all by transforming these challenges into business opportunities (Schaltegger & Wagner, 2011). Hence, they play a predominant proactive task in environmental conservation.

However, the entrepreneurial actions of a person are inherently guided by intention. It is improbable for someone to establish a business and become an entrepreneur without some trigger and, most crucially, without intentionality (Bouarar et al., 2022). Entrepreneurial intention is perceived as a significant antecedent of entrepreneurial behaviour (Krueger, 1993). Conversely, studies have noted that entrepreneurial attitude is the most influential component in shaping an individual’s entrepreneurial intention (Waris et al., 2022). This suggests that one’s

entrepreneurial attitude influences one’s intent to commence a fresh business venture and, ultimately, the choice to launch a new firm (Bouarar et al., 2022).

Moreover, in sustainability, one’s attitude and intention are closely intertwined with concerns about environmental issues (Waris et al., 2022). This connection is particularly relevant today, where young adults are notably more socially and ecologically conscious than past generations (Vuorio, 2017). Consequently, they are more inclined to refrain from pursuing gains at the risk of jeopardizing the future (Hewlett et al., 2009). This inclination arises from possessing specific values guiding them towards sustainability (Khor & Mapunda, 2014).

It is worth noting that despite the expanding body of academic work on sustainable entrepreneurship, there still needs to be a significant gap in our comprehension of the variables that shape the attitudes and intents to engage in sustainable business among young people (Vuorio et al., 2018). Although some researchers (Jalilvand et al., 2018; Malesios et al., 2018) emphasized the prominence of sustainable entrepreneurial actions in the economic achievements of a business, more emphasis should be devoted to exploring the environmental dimension. Only a handful of researchers have empirically reported the effect of environmental (ecological) aspects on young adults’ participation in entrepreneurship endeavours, especially from the perspective of sustainability (Barba-Sánchez et al., 2022; González et al., 2022; Thelken & Jong, 2020; Waris et al., 2022).

Mainly from the perspective of a developing nation like India, scholars have yet to empirically confirm the link between environmental concerns, attitudes, and intent for sustainability-driven entrepreneurship. This research gap justifies this study in the backdrop of India. Studies focusing on entrepreneurial intention for SE needed to be more within the context of Uttarakhand, making this research work particularly significant and relevant. Uttarakhand, the 27th state of India, is widely known for its rich natural resources and diversity. There is no denying that its location falls into an environmentally sensitive region. Besides having a delicate ecosystem split between Kumaon and Garhwal regions, overly intensive infrastructure growth and development projects (e.g., hydroelectric

project, unplanned urbanization, all-weather road project) in Uttarakhand have significantly worsened sustainability problems and environmental deterioration.

To address these pressing problems, there is a need to channel efforts towards nurturing innovative entrepreneurship aligned with the 'Triple Bottom Line' among nascent entrepreneurs. With this objective in mind, the present study focuses on students who represent potential entrepreneurs enrolled in higher education institutions of Uttarakhand to assess the influence of concern for the environment on their intent for sustainable ventures. Therefore, the analysis goals of this investigation are to

1. Examine the effect of students' environmental concern (EC) on their Sustainability-driven entrepreneurial intention (SDEI),
2. Analyze the influence of EC on university students' attitudes toward sustainable entrepreneurship (ASE) and
3. Assess the effect of ASE on university students' SDEI.

Accordingly, this research assesses the perception of university students as young adults about SE. The outcomes of this research hold valuable theoretical and practical insights for researchers, educational institutions, policymakers, and other stakeholders interested in promoting SE.

2. Research Framework and Hypothesis Development

Human minds work in a complicated manner, and their understanding requires uncovering a complex web of numerous psychological processes. In this respect, an individual's intention is integral in predicting their behaviour. The intention is a mental state that effectively forecasts actions (Arru, 2020). According to Ajzen (1991), intention is a sign of what level of hard work someone is willing to exert to perform a specific conduct. Concerning entrepreneurship, the entrepreneurial intention is defined by Krueger (1993, P-7) as an "individual's commitment to start a new business". Hence, 'entrepreneurial intention' is a crucial indicator of entrepreneurial behaviour. To date, the theory of planned behaviour (TPB) is

among the best-known and reliably supported ideas in the research of entrepreneurial intent (Krueger et al., 2000; Liñán & Chen, 2009). Some of the significant factors that contribute to entrepreneurial intention are identified by Ajzen (1985) in the TPB. The behavioral-specific intention predicted using this theory reflects the interaction between the individuals and the community (Singh et al., 2022). As per this theory, the three primary determining factors of intention to partake in a particular activity, which translates into predicted behaviour, are Attitude, Social norms, and perception of behavioural control (Ajzen, 1985). Attitude is the most influential component of TPB, which can be defined as the anticipated likelihood of a conduct's good or bad consequences (Ajzen, 1991).

In addition, the environmental psychology literature argues that the environmental concern of an individual can also predict a person's attitudes and intentions for a particular behaviour. In a broad sense, environmental concern is a general expression of an individual regarding environmental protection and conservation. Determining whether individuals modify their behaviour to become more eco-friendly (Dunlap & Van Liere, 1978; Weigel & Weigel, 1978) is crucial. Moreover, some empirical evidence supports the notion that sustainable or environmental decision-making (i.e., the likelihood of more environmentally friendly behaviour) is affected by environmental concerns (Saari et al., 2021; Wongsachia et al., 2022). However, for this to happen, the individual must exhibit some concern. Moreover, several researchers proposed that adding more predictors to the planned behaviour theory should increase its explanation effectiveness (Ajzen, 1991; Paul et al., 2016). Hence, following this suggestion, this study uses the TPB and extends it by adding environmental concern as a contextual factor to predict the students' sustainable entrepreneurial intention.

2.1 Environmental concern (EC), Attitude, and Sustainability-driven entrepreneurial intention (SDEI)

The substantial changes happening in the ecosystem have heightened individuals' concerns related to the environment, which, on the other hand, influences their behaviour. Numerous works have explored the connection between EC, Attitude, and intent

for Sustainable behaviour in different contexts. The empirical research by Wongsachia et al. (2022), which explored the influence of customers' EC on their buying intention regarding green food in Thailand, suggested that environmentally conscious individuals have a favourable attitude toward the consumption of green food. Moreover, an investigation in Turkey revealed that environmental concerns significantly encourage the buying intention for green products, directly or indirectly, via environmental attitudes (Onurlubaş, 2019).

Sethi et al. (2018) revealed a strong favourable association between EC and attitude in their article. It also suggested that a favourable attitude toward green products determines consumers' inclination to buy them. Similarly, Maichum et al. (2016) explored Thailand's consumer intention for sustainable consumption of green goods. The findings concluded that attitudes, EC, and knowledge greatly influence customers' intentions to purchase green items. This shows that EC is a significant indicator of green behavioural intention. On the contrary, the findings of Qomariah & Prabawani (2020) indicated that EC and knowledge of consumers do not play any role in their green buying intention.

Furthermore, Saari et al. (2021) uncovered that behavioural intention for sustainable consumption is significantly shaped by EC, which has a substantial relationship with environmental risk perception and knowledge. A recent study also found that Chinese consumers' norms and behavioural intentions toward staying at green hotels are positively influenced by their EC (Yan & Chai, 2021). Likewise, in their research article, Ibrahim et al. (2021) uncovered that their EC directly and indirectly impacts Malaysia's students' intentions to prevent littering.

In addition, the association between EC and intention was also mediated by the attitude toward anti-littering. Along with the above, research in Taiwan suggested that the EC of a consumer influences their attitude toward the environment and intent to purchase sustainable electric vehicles (Dutta & Hwang, 2021). Similarly, their research (Li et al., 2021) verified that environmental concerns can influence residents' attitudes and the intent to utilize a shared electric bicycle.

Based on the above empirical research, we argued that individuals with deep concern for the environment display a strong attitude and urge for sustainable or environmentally friendly behaviours. In this regard, some researchers have suggested that the environmental concern of students can influence their intent toward sustainable ventures. Moreover, for university students, an investigation conducted by Waris et al. (2022) on their intention toward sustainable entrepreneurship discovered a substantial impact of students' EC on the development of favourable attitudes toward sustainable entrepreneurship. Similarly, a recent study also revealed that comprehension of environmental opportunities can encourage students' attitudes, which further influences their intent to establish a business with the objective of economic and environmental (Barba-Sánchez et al., 2022). Likewise, González et al. (2022) found that awareness of the environment significantly influences the entrepreneurial initiatives of young university students.

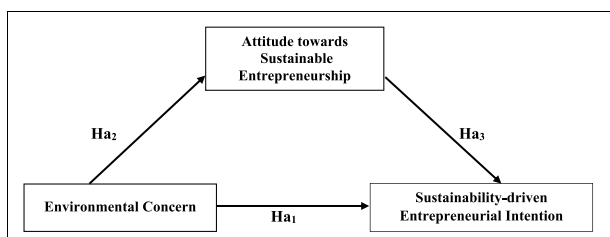
An investigation carried out by Bouarar et al. (2022) examined the green start-up intention among students and discovered that students' intent is highly shaped by their level of awareness of the environment coupled with a positive attitude, which encourages positive intention to create a green start-up. Similarly, Thomas et al. (2020) also suggested that awareness about environmental concerns (pollution) exhibits students' positive attitudes toward responsible environmental behaviour. Moreover, Setia Nuringsih (2022) investigated the effect of EC on the intention for environmental entrepreneurship. The researcher collected data from 120 students at Jakarta's Tarumanagara University. The outcomes uncovered that the presence of EC substantially impacts forming an attitude toward the environment and shaping students' interest in environmental entrepreneurship. This suggests a connection exists between students' EC, Attitude, and SDEI. Nevertheless, only limited investigations have looked at this link from the perspective of university students of Uttarakhand. Therefore, the underlying hypothesis is proposed to support the above theoretical argument:

Ha₁: Environmental concern is positively associated with sustainability-driven entrepreneurial intention.

Ha₂: Environmental concern is positively associated with Attitudes toward sustainable entrepreneurship.

Ha₃: Attitude toward sustainable entrepreneurship is positively associated with sustainability-driven entrepreneurial intention.

Figure 1 Research model of the study



Source: Authors

3. Method

3.1 Research Design and Participants

This research used a cross-sectional design, wherein the researcher gathers information from a significant number of individuals simultaneously. The study was conducted in two districts of the Garhwal region of Uttarakhand: Dehradun and Srinagar Garhwal. The rationale for selecting this region lies in its emergence as an educational hub in Uttarakhand, boasting a high concentration of higher education institutions in Dehradun and a central university in Srinagar. The sample selection followed a convenience sampling approach, enabling the researcher to draw samples exclusively from the population readily accessible within the chosen districts.

The study targeted final-year university students as the ideal sample since college students are considered closer to choosing a career. In addition, several studies (Barba-Sánchez et al., 2022; Vuorio et al., 2018) have empirically explored the entrepreneurial aspirations of university students. Thus, the study has a definite population in terms of university students. A total of two universities, HNB Garhwal University from Srinagar Garhwal and Uttaranchal University from Dehradun had been

chosen for the study. Both universities provide regular full-time undergraduate and postgraduate courses. The research focused explicitly on MBA and B.Tech students at these universities, as students in these courses are more inclined to embark on the entrepreneurial journey. Engineering graduates, in particular, are well-acquainted with industry practices and form the foundation of many technology-driven startup businesses. On the other hand, MBA graduates receive specialised training in managerial and business administration disciplines, which can be instrumental in launching innovative startups.

3.2 Survey instrument and Data collection

The survey instrument employed for this investigation was a questionnaire, which adopted previously developed scales for each construct from various sources. The questionnaire was split into two segments, wherein the initial portion deals with the respondents' backgrounds, and the second included variables-related items. A five-point Likert-type scale from 1 strongly disagree to 5 strongly agree was used to mark each item. The Scale of Environmental concern contains (6-items) adapted from the work of Sari et al. (2021) and Waris et al. (2022). Secondly, the scale of attitude toward sustainable entrepreneurship contains (5-items) chosen from the study of Sher et al. (2020). Moreover, lastly, the scale of sustainability-driven entrepreneurial intention comprises (6-items) taken from the research work of Sher et al. (2020) and Fatoki (2019).

The study gathered data during August and September 2022 at two selected universities in Uttarakhand via a questionnaire created using Google Forms. Moreover, various online platforms such as mail, Instagram, and WhatsApp applications were used for data collection. For this purpose, the respondents (MBA & B.Tech students) were contacted individually and in groups in the selected universities. They only had to tap on the appropriate response. At last, 158 responses were received, which form part of our final sample.

3.3 Data Screening and Statistical Procedure

Before any statistical analysis, the collected data were cleaned and screened for missing values. Since the "required" setting of the Google Form was used during data collection, nobody had any missing

responses. The collected data was first coded in Excel before being evaluated. Afterwards, the final data of 158 students proceeded to be analysed in the statistical software SPSS version 26. Besides, the descriptive statistics of SPSS were applied to analyse the sample data. The construct's reliability and validity were evaluated using Cronbach's alpha (Hair et al., 2017). Besides, the author tested the Pearson correlation, which is used to check the extent to which the constructs are interconnected. In other words, it determines how closely two variables are connected. Furthermore, bivariate regression was applied to ascertain the degree of association between the constructs.

4. Data Analysis And Interpretation

The authors conceptualized the study model using three constructs: 'Environmental concern' (EC), 'Attitude toward Sustainable Entrepreneurship' (ASE), and 'Sustainability-driven entrepreneurial intention' (SDEI). Moreover, we used the Pearson correlation to explore the relationship between the three variables. Then, the regression was run to estimate the intensity of the association between the two variables (i.e., EC effect on SDEI, ASE impact on SDEI, and EC influence on ASE).

4.1 Respondent's Demographic Statistics

The demographics cover gender, age, marital status, University, and course of study. Participants are mainly male (67.1%, and female, 32.9%); this does not indicate that males are more than females in both the courses universities, but rather shows that male participants have filled out the questionnaire more than females. The second demographic question asked about the participants' ages, and a large portion of them are between 18 and 23 years old, followed by 24-29, whereas no one is in the group of 30-35, which indicates that all the youth are ready to make their career decisions in interested fields. Another question was asked about their marital status; out of 158 students, all are unmarried, and no one is married. The next question asked was about the participant's university; out of 158 students, only 64 were from HNB Garhwal University, and 94 were from Uttaranchal University, which shows that Uttaranchal University students are more active and interested in these kinds of studies. The last question asked was about the participants' courses in which

they are enrolled. Of 158 students, 90 were enrolled in Management, and 68 were in Engineering. This shows that Management students are more actively participating in the survey than engineering students. Table 1 shows the percentage of each participant's profile.

Table 1. Participant's Demographic Profile

DEMOGRAPHIC INFO	ITEMS	FRE-QUEN-CY	PER-CENT-AGE
GENDER	Male	106	67.1%
	Female	52	32.9%
AGE	18-23	112	70.9%
	24-29	46	29.1%
	30-35	-	-
MARITAL STATUS	Married	-	-
	Unmarried	158	100%
UNIVERSITY	H.N.B. Garhwal University	64	40.5%
	Uttaranchal University	94	59.5%
COURSE	Management (MBA)	90	57%
	Engineering (B. Tech)	68	43%
	Total	158	100%

Source: Authors

4.2 Reliability Statistics

The internal consistency of the construct is measured by reliability. Any construct is identified as reliable if its alpha (α) value is more significant than .70 (Hair et al., 2017). Construct reliability and ascertain it using Cronbach's alpha. The result showed that the Environmental Concern (EC) with six items ($\alpha=.779$) and Attitude Toward Sustainable Entrepreneurship (ASE) with five items ($\alpha=.851$) were found reliable. Similarly, the Sustainability-driven Entrepreneurial Intention (SDEI) scale with six items was also reliable ($\alpha=.854$). The three constructs attained a Cronbach's alpha of .889, signifying excellent internal consistency. The findings of reliability are summarised in Table 2.

Table 2. Construct Reliability Statistics

CONSTRUCT	NO. OF ITEMS	CRONBACH'S ALPHA
ENVIRONMENTAL CONCERN (EC)	6	.779
ATTITUDE TOWARD SUSTAINABLE ENTREPRENEURSHIP (ASE)	5	.851
SUSTAINABILITY-DRIVEN ENTREPRENEURIAL INTENTION (SDEI)	6	.854
OVERALL	17	.889

Source: Authors

4.3 Correlation Analysis

In this study, we ran the Pearson product Correlation, and the outcomes revealed that the correlation between EC and SDEI was very low positive and statistically significant ($r=.268$, $P<0.005$). Hence H_{a1} was supported. This displays that a rise in EC would lead to a higher SDEI. EC and ASE were found to have a weakly positive and statistically significant correlation ($r=.451$, $P 0.001$). As a result, H_{a2} was supported. This reveals that an increase in EC would lead to a higher ASE. The correlation between ASE and SDEI was highly positive and statistically significant ($r=.717$, $P 0.001$). Hence, H_{a3} was supported. This demonstrates that an increased change in ASE would lead to a higher SDEI.

Table 3. Correlation

CORRELATIONS				
ENVIRONMENTAL CONCERN			Environ-mental Concern	Attitude Toward Sustainable Entrepreneurship
				Sustain-ability-driven Entrepreneurial Intention
	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	158		

ATTITUDE TOWARD SUSTAINABLE ENTREPRENEURSHIP	Pearson Correlation	.451	1	
	Sig. (2-tailed)	.000		
	N	158	158	
SUSTAINABILITY-DRIVEN ENTREPRENEURIAL INTENTION	Pearson Correlation	.268	.717	1
	Sig. (2-tailed)	.017	.000	
	N	158	158	158
**. CORRELATION IS SIGNIFICANT AT THE 0.01 LEVEL (2-TAILED).				
*. CORRELATION IS SIGNIFICANT AT THE 0.05 LEVEL (2-TAILED).				

Source: Authors

4.4 Regression Analysis

Regression analysis identifies the magnitude and direction of a linear relationship between two variables. With this, we measure how closely dependent and independent variables are related. Using the SPSS version 26, regression analysis was performed, and three tables were created: model summary, ANOVA, and Coefficient, where the researchers attempted to examine each hypothesis.

4.4.1 Environmental concern (EC) and Sustainability-driven entrepreneurial intention (SDEI)

The first and foremost hypothesis to be tested is whether EC affects SDEI. The dependent variable SDEI was regressed on predicting variable EC to test hypothesis H_{a1} . SDEI significantly predicted EC, $F(2.906) = 12.105$, $P < 0.005$, indicating that the EC can have an impact on SDEI ($b=.293$, $p < 0.005$). These results indicate the shallow positive effects of EC. Furthermore, the $R^2=.072$ indicates that the model explains 7.2% more than the variance in SDEI. The overview of results is presented in Tables 4, 5, and 6.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.268 ^a	.072	.066	.62894

a. Predictors: (Constant),
Environmental Concern
Source: Authors

Table 5 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
Regression		4.788	1	4.788	12.105	.001 ^b
Residual		61.708	156	.396		
Total		66.496	157			

a. Dependent Variable: Sustainability-driven Entrepreneurial Intention
b. Predictors: (Constant), Environmental Concern
Source: Authors

Table 6 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.906	.378		7.689	.000
Environmental Concern	.293	.084	.268	3.479	.001

a. Dependent Variable: Sustainability-driven Entrepreneurial Intention
Source: Authors

4.4.2 Environmental concern (EC) and Attitude towards Sustainable entrepreneurship(ASE)

The second hypothesis test is that EC influences the ASE. The dependent variable ASE was regressed on the predicting variable EC to test hypothesis Ha₂. The ASE significantly predicted EC $F(2.761) = 39.757$, $P < 0.001$, indicating that the ASE can have a significant impact on EC ($b = .394$, $p < 0.005$). These results point to the positive influence of ASE. Furthermore, the $R^2 = .203$ indicates that the model accounts for 20.3% of the variance in ASE. Table 7,8,9 shows the summary of the findings.

Table 7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.451 ^a	.203	.198	.53320

a. Predictors: (Constant),
Environmental Concern
Source: Authors

Table 8 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
Regression		11.303	1	11.303	39.757	.000 ^b
Residual		44.351	156	.284		
Total		55.654	157			

a. Dependent Variable: Attitude Toward Sustainable Entrepreneurship
b. Predictors: (Constant), Environmental Concern
Source: Authors

Table 9 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.761	.270		10.221	.000
Environmental Concern	.394	.062	.451	6.305	.001

a. Dependent Variable: Attitude Toward Sustainable Entrepreneurship
Source: Authors

4.4.3 Attitude toward Sustainable entrepreneurship (ASE) and Sustainability-driven entrepreneurial intention (SDEI)

The third hypothesis is that ASE impacts SDEI. The dependent variable SDEI was regressed on the predicting variable ASE to test hypothesis Ha₃. SDEI significantly predicted ASE, $F(1.111) = 165.009$, $P < 0.001$, indicating that the ASE can have an impact on SDEI ($b = .750$, $p < 0.005$). These results indicate the positive impact of ASE. Furthermore, the $R^2 = .514$ indicates that the model explains 51.5% of the variance in SDEI. The findings are reported in Tables

10,11 and 12. Furthermore, Table 13 gives the overall overview of findings from regression statistics.

Table 10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.717 ^a	.514	.511	.47616

a. Predictors: (Constant), Attitude Toward Sustainable Entrepreneurship
Source: Authors

Table 11 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
Regression		37.412	1	37.412	165.009	.000 ^b
Residual		35.370	156	.227		
Total		72.782	157			

a. Dependent Variable: Sustainability-driven Entrepreneurial Intention
b. Predictors: (Constant), Attitude Toward Sustainable Entrepreneurship
Source: Authors

Table 12 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.111	.249		4.469	.000
Environmental Concern	.750	.058	.717	12.846	.000

a. Dependent Variable: Sustainability-driven Entrepreneurial Intention
Source: Authors

Table 13 Overall Regression statistics

Hypothesis	Regression Weights	Beta Coefficient	R ²	F	p-value	Hypotheses Supported
Ha ₁	EC SDEI	.293	.072	12.105	.000	YES
Ha ₂	EC ASE	.394	.203	39.757	.000	YES
Ha ₃	ASE SDEI	.750	.514	165.5	.000	YES

Source: Authors

5. Discussion

The present research assessed the impact of environmental concerns (EC) on sustainability-driven entrepreneurial intentions (SDEI). For this purpose, the linkage between EC, attitude towards sustainable entrepreneurship (ASE), and SDEI has been investigated. The outcomes showed a statistically significant association among all the stated relationships; therefore, all the framed hypotheses have been accepted.

The regression analysis discovered a statistically significant connection between EC and SDEI, but their correlation was low. According to the results, EC has a weaker but positive relationship with SDEI. This supports recent research (Bouarar et al., 2022), which also found that awareness of environmental issues and students' green start-up intention have a shallow positive relationship. Our result suggested that although the connection was positive, the strength of this link was not robust. This implies that the EC of university students significantly influences their SDEI, but it is not strong enough to establish their intention for sustainable ventures for a better future. This indicates that students in the universities of Uttarakhand are not exposed to matters of environment and sustainable development in their curriculum. This also recommends that the appreciable level of push on students' awareness and concern for the environment might be able to shape their interest in Sustainable entrepreneurship. In this respect, González et al. (2022) also advocated that the environmental proactivity of young people encourages their intention for responsible entrepreneurship (sustainable entrepreneurship).

Secondly, the regression analysis disclosed that the connection between EC and ASE was statistically significant but also discovered a low positive correlation between the two. This outcome contradicts the work of Nguyen et al. (2019) but corroborates with the scholarly works of Waris et al. (2022) and Sher et al. (2020), confirming an association between EC and ASE. According to our findings, the EC of university students has a weak but positive relationship with ASE. Barba-Sánchez et al. (2022) also discovered that university students' Environmental awareness has an impact on their attitude, thus affirming that, as agents of change,

a greater level of environmental consciousness tends to promote an individual's proactive attitude in hopes of achieving simultaneously economic and environmental end goals. Although our results indicate a significantly weak influence of students' EC on the ASE, it is comparatively more substantial than the relationship of EC with SDEI. As a result, researchers suggest that increasing the EC of students may influence their sense of responsibility for the environment, which, in response, may improve their attitude toward sustainable ventures.

Lastly, the correlation between ASE and the SDEI was highly positive. In addition to this, the regression analysis discovered a statistically significant association between ASE and SDEI. Our results are corroborated by those of Wongsachia et al. (2022), Dutta & Hwang (2021), and Li et al. (2021), who also discovered a significant connection between attitude and intention in different contexts. According to our findings, ASE can substantially affect university students' SDEI; this also means that individuals with a positive attitude regarding sustainability display superior SDEI. As a result, it can be suggested that improving students' attitudes toward sustainability could be a viable approach to fostering their intention for sustainable entrepreneurship.

6. Conclusion

Youth is often seen as a driving fuel for a country's development. They have the potential to shift the economy from conventional to sustainable entrepreneurship. SE could serve as an amplifier for the effective achievement of SDGs. The current research examined the role of environmental concern (EC) in developing sustainability-driven entrepreneurial intention (SDEI) among MBA and B.Tech students enrolled in two universities in Uttarakhand. This study concluded that university students seem aware and concerned about the issues, influencing their attitude and SDEI. However, the relationship between environmental concern among students and their SDEI was not so promising, indicating that environmental concern barely contributes to SDEI. It can be concluded that university students of Uttarakhand were well-informed and concerned about environmental issues and their impact on human well-being. However, they were hesitant to take entrepreneurial action even when the

consequences were right around the corner. Thus, the study recommends that an Appreciable level of positive EC is necessary for establishing attitude and intent for sustainable venture for a better future.

Furthermore, with regard to university students' ASE, it was observed to be highly associated with their SDEI across all three relationships. These results corroborate Hewlett et al. (2009) contention that millennials are concerned about sustainability and are inclined to embrace sustainable business practices. This highlights that attitude is the utmost determining element in influencing intention for behaviour in sustainability.

7. Implications

There are several noteworthy theoretical implications of this research. The outcomes of this investigation add a fresh perspective to the current scholarly literature on sustainable entrepreneurship (SE) in respect of university students of Uttarakhand. By demonstrating a link between EC, ASE, and SDEI, the outcome of the research expands the prevailing body of literature on SE intention. Moreover, adding EC as a contextual factor in the model will expand the studies that have overlooked its linkage with EI. Further, the study found ASE (determinant of intention as per TPB) as the significant driver of EI in sustainability. Hence, this work supports the literature that suggests TPB determinants can be adapted for determining EI within the field of SE.

This research also proposes several recommendations to educational institutions, the government, and policymakers. Based on our research outcomes, we believe there is a need to enhance environmental consciousness and promote a sense of benevolence in starting a sustainable venture among potential entrepreneurs. In order to do so, support is needed from the education system or institutions for imparting knowledge and a sense of environmental responsibility among young people. As suggested by Setia and Nuringsih (2022), incorporating environmental information into entrepreneurial education fosters an ecologically friendly perspective, so in this way, entrepreneurial development modules can help individuals create green jobs and wealth. Likewise, multiple investigations have proven that individuals concerned about the environment are more likely to start a business that offers eco-

friendly products (Bouarar et al., 2022; Waris et al., 2022). Therefore, the upgradation of environmental education to increase awareness of environmental issues, together with entrepreneurship education, can help to develop responsible entrepreneurial behaviour among the young generation to minimize environmental problems sustainably. This not only serves as a potential source in the identification of business opportunities but also ensures that budding entrepreneurs integrate 'Triple bottom line' solutions within their business ventures, highlighting the importance of launching a sustainable venture and the associated benefits from it could also significantly stimulate their intention for sustainable entrepreneurship.

Moreover, to further improve the student's intent to create sustainable start-ups, the role of government is imperative. For encouraging SDEI in aspiring entrepreneurs, it is essential to promote a supportive environment (ease of access to finance, infrastructure, supportive legislation, etc.) well-conditioned to support purpose-driven entrepreneurship. Thus, the government and policymakers should work on providing a conducive ecosystem that can act as a motivating factor for stimulating youth's intentions for sustainable entrepreneurship.

8. Limitations And Future Scope

The study has some drawbacks, but each creates new areas for further investigation. First, the proposed model in the study only included a single antecedent of intention as per the TPB model. Future research can use the entire TPB model to increase the overall model's robustness. Second, because this sample data size was small and limited to only two courses (MBA and B.Tech), future studies can include a large sample and additional courses to generalize the results found in this study.

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