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"Sustainable Entrepreneurship and Green Consumer Intentions: Evidence from Student Consumers"

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Abstract: The research aimed at examining the role of Entrepreneurial Green Marketing (EGM) on Students' intention of green product purchase, How Entrepreneurial green marketing affects students' Attitude and Perceived behavioral which led to students' green purchase intention was studied. Further Mediating role of Attitude (AT) and Perceived behavioral control (PBC) factors were also examined. Total 92 usable response from students aged between 18-24 years was analyzed using PLS-SEM (Structural Equation Model), Theoretical model developed using variables Attitude and Perceived behavioral control from Theory of Planned behavior given by (Ajzen , I.1991) and the new independent variable Entrepreneurial Green Marketing(EGM) included in the theoretical model to determine students' green purchase intention. First reliability and validity of data were analyzed and the data were found reliable as the Cornbach's alpha value are found more than threshold limit .07 in the next step structural model were analyzed, analysis resulted that Entrepreneurial Green Marketing positively affect students' attitude and perceived behavioral control, it was also found that students' green attitude and perceived behavioral control play significant mediating role between Entrepreneurial Green Marketing and Students' Green Purchase intention. This research opens the door for further research on this topic, taking more sample size in small cities as there is more need of awareness of such eco-friendly products.

Keywords- Entrepreneurial, Green Marketing, Perceived Behavioral Control, Intention, Purchase.

Introduction

Climate change is pressuring the environment, leading to more extreme weather events, food and water scarcity, and population displacement. It requires global collaboration and innovative thinking to respond its multiple effects on human life and ecosystems; there is need of actions to be implemented now. Green entrepreneurial marketing is an emerging area that integrates ecological sustainability into entrepreneurship activities, with focus on the marketing of green products and services. This approach is gaining importance as consumers are demanding more sustainable products and companies are realizing the need to align with green values in order to remain competitive. For green entrepreneurship, self-efficacy and orientation, considered to be the most impactful components leading companies toward greening their operations and increasing product greenness. Recent study) revealed that Green entrepreneurship is advantageous not only for environmental conservation but also for job creation and economic growth while addressing environmental degradation. Green Entrepreneurial Marketing can bring change in student's attitude towards green product purchase it can bring positive attitude for the purchase of green/eco friendly products. Green entrepreneurial marketing could enhance consumer perception of sustainable development leading to more positive attitude and behavior toward green alternatives. Consequently, companies that engage in green marketing activities are able to effectively create a greener community and promote sustainable consumer practices. Another study by (Lavuri, R. (2020). has

revealed that Entrepreneurial green marketing has positive impact on attitudes of consumers by raising consciousness and opinions related to green products. Media exposure and promotional advertisements greatly influence consumers' intentions to buy, encouraging a positive attitude toward environmentally friendly buying behaviors. Entrepreneurial green marketing focus on promoting green product production and sale and creation of Green Marketing strategies. Green entrepreneurship seeks to harmonize socio-economic demands with environmental possibilities, indicating that marketing strategies in this arena ought to emphasize the promotion of eco-friendly practices and products, thus aiding in achieving ecological and economic equilibrium in the area. Perceived behavioral control (PBC) refers to an individual's assessment of how easy or difficult it is to carry out a particular behavior. It is an element in the theory of planned behavior (TPB), which serves as a framework to anticipate human actions. Through Green Marketing activities the price can be determined in which consumer can buy in affordable price and also they can ensure availability of products so that consumer do not face any difficulty to find the products in the market. Green entrepreneurial marketing affects price setting by enabling elevated prices for eco-friendly products in markets with high demand, while encouraging reduced prices in markets with low demand to boost demand, thereby generating extra value based on environmental characteristics. After all, green marketing is an important factor that influences the availability of green products, by stimulating innovation, raising consumer awareness and promoting sustainable behaviour in firms. This convergence not only inspires the development of greener products but also brings promotional tactics into line with environmentally sustainable goals. The novel contribution of this study will be on determination of students' green purchase intention using independent variable Entrepreneurial Green Marketing effect on Attitude and Perceived behavioral control of students as there is very limited study on the Enpreprenural Green marketing effect on Perceived behavioral control so that this study will contribute to fulfill this gape. Also mediating role of students' Green Attitude and Perceived behavioral control between Entrepreneurial Green Marketing and Green Purchase intention will be analyzed.

With this regard we have constructed following research questions-

(1) How Entrepreneurial green marketing affects students' Attitude and Perceived behavioral? (2) How can perceived behavioral control plays mediating role between Entrepreneurial Green Marketing and green product purchase intention? (3) How can green Attitude (AT) mediate the role between Entrepreneurial Green Marketing (EGM) and green product purchase intention?

Objectives of the study

In line with the above gap, the present study pursues the following key objectives:

- To examine the effect of Entrepreneurial Green Marketing (EGM) on students' perceived behavioral control (PBC) regarding green product purchase.
- To analyze the impact of EGM on students' green attitude (AT) toward eco-friendly products.
- To investigate the mediating role of perceived behavioral control (PBC) in the relationship between EGM and students' green product purchase intention (GPI).
- To assess the mediating role of green attitude (AT) in the relationship between EGM and students' green product purchase intention (GPI).

Literature review

Entrepreneurial Green Marketing affect on Students' Perceived Behavioral Control

Perceived Behavioral Control (PBC), which is influenced by external factors including price, availability, access, and knowledge (Ajzen, 1991), denotes an individual's perception of the difficulty or ease of engaging in

a specific behavior and is the result of environmental facilitators or barriers. In the realm of green consumption, PBC is especially salient since green consumers are typically confronted with structural impediments including premium prices for green products, scarcity of supply, and indeterminacy concerning product efficiency.

A number of studies have highlighted the potential for green marketing strategies to reduce perceived barriers and increase consumers' perceived control over green purchase decisions (Young et al., 2010; Joshi & Rahman, 2015). Innovative and flexible approaches towards entrepreneurial green marketing (e.g. pro-active communication of sustainability) are of key importance to overcoming these barriers and thus to improving product access, pricing transparency and market knowledge (Schaltegger & Wagner, 2011)

Studies show that perceived behavioral control (PBC) was increased by interventions that emphasized how to afford, receive, and prepare healthy food (Yadav & Pathak, 2017). For example, Chen and Tung (2014) found that green marketing communication has a positive impact on consumers' perceived ease of buying green products, which in turn is an important factor that can strengthen PBC.

From the perspective of entrepreneurship, firms that adopt innovations in green marketing (e.g., eco-labeling, digital promotion, and localized green distribution) reduce information asymmetry and reinforce consumers' belief in their personal effectiveness to act green This claim is supported by recent studies. Entrepreneurial green initiatives in education significantly improve the students' belief in their ability to participate in sustainable consumption, Similarly, the green-pricing strategies of entrepreneurs are capable of enhancing consumers' perceived control by making a difference between affordability and an environmental good.

There is a strong influence of budget and availability of product on perception of students' perceived behavioral control. Past studies by Biswas and Roy (2015) suggest the same pattern among students in which they display considerable positive environmental concern but does not translate that concern into green purchasing because of perceived powerlessness. Entrepreneurial green marketing address the problem by offering green solutions that are affordable and by making information more accessible.

Recent studies in developing countries suggest that, as it offers an integrated approach by combining the innovativeness with the market-based issues-based approach, entrepreneurial green marketing is more efficacious in increasing PBC when compared to classical green marketing. However, the evidence on EGM as a direct antecedent of PBC is scarce, especially in the case of students in small cities, although interest is growing. The majority of previous research investigates PBC as a predictor rather than an outcome of marketing activities. To fill this gap in the literature, this study empirically investigates the effects of Entrepreneurial Green Marketing on the students' perceived behavioral control and thereby extends the findings of TPB-based green consumption research.

Green marketing has a considerable impact on consumer attitudes and subjective norms, which subsequently influence perceived behavioral control. Nevertheless, it fails to create a direct effect of green marketing on decisions regarding green purchases.

H1-Entrepreneurial Green Marketing (EGM) positively affects Students' Perceived behavioral control (PBC)

Entrepreneurial Green Marketing affects Students' green attitude

Green buying attitude, defined as an individual's positive or negative feelings towards the act of buying environmentally friendly products, has been found to be one of the most important predictors of green purchase intention (Ajzen, 1991; Vermeir & Verbeke, 2006). Green marketing strategies enhance the customers' environmental attitudes through increasing their knowledge, trust and perceived value thereby effectively determining the consumers' attitude toward environment

Green entrepreneurial marketing is distinct from traditional green marketing in terms of the emphasis on innovation, value proposition driven by sustainability, and active involvement and these elements particularly resonating with young customers (Schaltegger & Wagner, 2011; Dangelico, 2016). There are a number of studies such as Srivastava (2013), Lavuri (2020) validate the positive implication of entrepreneurial green marketing on consumer attitudes by integrating environmental responsibility with market-based communication.

A large body of research indicates that green advertising, eco-labelling has a positive effect on consumers' attitudes towards green products (Hartmann & Apaolaza-Ibáñez, 2012). Specifically, Chang (2011) showed that green marketing informs about the environmental friendliness of products which will have a significant positive influence on both the affective and the cognitive components of attitude for students. In universities, learners have a particular eye for fresh and emphatic green marketing messages. Yadav and Pathak (2017) revealed that involvement in Campus-based entrepreneurial sustainability programs significantly strengthen students 'positive attitudes towards green products. The latest research further supports the above findings; Ahmad and Zhang (2020) reported that students' consciousness enhanced though greater participation and perceived relevance. entrepreneurial green marketing plays a positive role in turning around negative attitudes, by countering concerns about greenwashing. (Chen and Chang, 2013) In addition, transparent communication and credible environmental claims build trust and decrease negative attitudes. Leonidou et al. (2011) argue that reliability and moral congruence in green entrepreneurial messages is essential to promoting positive consumer attitudes.

that Green marketing strategies exert a partial impact on consumer purchasing choices, indicating that successful application can favorably influence consumer attitude towards the products, thus increasing their readiness to select eco-friendly alternatives According to (Lavuri, R. 2020) Entrepreneurial green marketing has a favorable impact on consumer attitudes and perceptions regarding eco-friendly products, as demonstrated by substantial media coverage and advertising campaigns, which increase awareness and stimulate buying intentions among consumers, encouraging a preference for environmentally responsible options. It is noticed that consumers tend to have a positive perception and attitude towards green products and green marketing practices. Srivastava, M. (2013) Entrepreneurial green marketing would positively influence consumer attitudes by addressing their environmental concerns. Consumers want to see companies using sustainable practices in the manufacturing and packaging of products and are increasingly incorporating these values into their own purchasing decisions, which builds brand loyalty and preference. Based on these research we can formulate following hypothesis for our study: -

H2- Entrepreneurial Green Marketing (EGM) positively affects Students' Green Attitude (AT)

To study the mediating role of Perceived behavioral control (PBC) between Entrepreneurial Green Marketing (EGM) and students' green product purchase intention And mediating role of Green Attitude (AT) between Entrepreneurial Green Marketing (EGM) and students' green product purchase intention we formulate following hypothesis -

H3- Perceived behavioral control (PBC) Plays Positive significant role between Entrepreneurial Green Marketing (EGM) and students' green product purchase intention.

H4- Students' Green Attitude (AT) Plays Positive significant mediating role between Entrepreneurial Green Marketing (EGM) and students' green product purchase intention.

Theoretical Framework

Ajzen's (1991) Theory of Planned Behavior (TPB) serves as the core theoretical perspective upon which this study is based and suggests that students' green purchase intention (GPI) is influenced by three main determining factors, attitude toward the behavior (AT), subjective norms, and perceived behavioral control

(PBC). In green consumption settings, AT denotes that students hold positive Attitude about buying green products, PBC relates to their perceptions of the ease or difficulty of buying such items, and these constructs mediate the effect of exogenous constructs on actual intentions. This research builds on TPB by adding Entrepreneurial Green Marketing (EGM) the proactive conjunction of entrepreneurial orientation (e.g., innovativeness, risk-taking) and green marketing strategies (e.g., eco-friendly promotion, pricing, and distributing) as an exogenous factor that influences AT and PBC in the context of students.

TPB extensions with students as a samples provide strong support that external marketing stimuli (e.g., green marketing) are significant predictors of AT and PBC, which further influence GPI, especially in emerging countries, where environmental consciousness is rising but purchases have yet to catch up. By evaluating the EGM → AT → GPI and EGM → PBC → GPI routes with the PLS-SEM technique, this model responds to shortfalls within earlier TPB studies that have neglected the impact of entrepreneurial marketing on young consumer's greener decisions.

Conceptual Framework

In the Present Study The proposed conceptual model (Figure 1) hypothesizes direct effects of EGM on AT (H2) and PBC (H1), as well as mediating effects of AT (H4) and PBC (H3) on the EGM-GPI relationship.

The theoretical background of this study is based on the Theory of Planned Behavior (TPB) of Ajzen (1991), which is accepted as one of the best theoretical frameworks for describing and predicting human behavioral intention. According to TPB, an individual's behavioral intention is determined by three psychological antecedents: Attitude toward the behavior (AT), Subjective Norms (SN), and Perceived Behavioral Control (PBC). In green consumption decision-making, these factors account for how people develop intentions to buy green products.

Based on this theoretical background, the current research applies the TPB model and introduces EGM as a key external and exogenous factor that has an impact on students' psychological variables – Attitude (AT) and Perceived Behavioral Control (PBC) – and these variables later influence their Green Purchase Intention (GPI). Rather than considering marketing simply as a contextual variable, this logic views Entrepreneurial Green Marketing as an active and strategic influence on young consumers' internal cognitive and control beliefs.

Entrepreneurial Green Marketing includes a set of innovative and sustainable orientated marketing tools that entrepreneurs and companies can use to be more eco-sustainable, and so to engage in ecofriendly product promotion, transparent environmental communication, green pricing policies, enhanced product availability, and novel green labeling solutions. It is anticipated that such behaviors act as external triggers to shape students' perceptions of green products and their confidence in purchasing them.

In this context, Attitudes toward green products (AT) refers to a students overall positive or negative opinion of the act of buying green products. The beliefs of environmental friendliness, product usefulness, and social responsibility were enhanced when the students received authentic, novel, and value-based green marketing information. Resulting positive evaluations towards green in general. Hence, it is predicted that students' green attitudes will be positively influenced by the EGM.

The second mediator, Perceived Behavioral Control (PBC), is defined as students' estimation of the degree of ease or difficulty of buying green products. It represented the perceived cost, convenience, availability, and individual ability. Entrepreneurial Green Marketing efforts — including: reasonable green pricing, improved distribution channels, transparent product information, and digital access — mitigate perceived barriers and empower students' control of their green purchase decisions. Therefore, it would be anticipated that the EGM would substantially enhance perceived behavioral control.

In TPB, Attitude and Perceived Behavioral Control are also considered as direct antecedents of behavioral intention. In the present study, Green Purchase Intention (GPI) refers to whether the students are willing and ready to purchase green products for the future. A positive attitude toward motivational readiness and elevated perceived control toward feasibility are antecedents. When the two are enhanced, intention to buy is strengthened.

So the model expects that Entrepreneurial Green Marketing is an indirect but not direct determinant of green purchase intention via these psychological mediators. More specifically, EGM increases Attitude and PBC, and both of these constructs mediate the effect of EGM on Green Purchase Intention. Therefore, in the model, Attitude and PBC act as parallel mediators.

In contrast to a number of earlier TPB-based green consumption models that tend to consider only attitude and subjective norms, the current model places the focus on PBC as an outcome of marketing activities and as a mediating mechanism, which contributes to bridging an acknowledged research gap in green marketing and social entrepreneurship sustainability literature — particularly when framed with students within small-city emerging countries.

Accordingly, the conceptual model proposes the following directional relationships:

Entrepreneurial Green Marketing → Attitude

Entrepreneurial Green Marketing → Perceived Behavioral Control

Attitude → Green Purchase Intention

Perceived Behavioral Control → Green Purchase Intention

Entrepreneurial Green Marketing → Green Purchase Intention (indirectly through AT and PBC)

Thus, the conceptual framework integrates **entrepreneurial sustainability practices** with **behavioral intention theory**, creating a structured explanatory model that connects external green marketing actions with internal psychological drivers and final purchase intention outcomes among students.

Material and Methods

Research Design

This research follows a cross-sectional survey-based quantitative research design with a deductive nature, testing predicted outcomes from TPB theory applying PLS-SEM. Explanatory in nature, the design enables study of causal relationships among EGM, AT, PBC and GPI, and is well suited for behavioural intention models in consumer research. A single method, single-source approach was employed, reducing common method bias by procedural remedies.

Data Collection and Sampling

In this study both Primary and Secondary data were gathered; primary data were gathered through a self-administered questionnaire, and the secondary data were gathered through various prior studies, research papers, utilizing Google scholars. Quality papers were reviewed to gain a better understanding of the topic. An online self-administered questionnaire was distributed over two weeks to final year graduation students from a selected college affiliated with Pandit Ravishankar Shukla University in India, employing the judgmental sampling method. Our research used judgmental sampling as it is more efficient in terms of time and cost and allows for direct access to the specific population of interest. In this regard The college management sent the questionnaire to the students' official WhatsApp group, which is managed and maintained by the college management, as well as by email, and the students were instructed to complete the questionnaire. We received a 51% response rate

from students enrolled in graduation in the college. The data was further filtered, and all questionnaires with incomplete information were omitted. In this manner, we included 92 valid responses for further data analysis out of the 120 responses collected.

Sample and Sampling Technique

The study population consists of the undergraduate students of a college under the affiliation of Pandit Ravishankar Shukla University, Raipur, Chhattisgarh, India. Judgmental (non-probability) sampling technique was used for data collection, targeting on reachable individuals who are familiar with the marketing of green products through campus and digital channels, suitable for exploratory PLS-SEM study within particular demographic characteristics. 180 questionnaires were distributed, 120 questionnaires were returned (response rate 66.7%), and 92 questionnaires were considered valid after the removal of invalid ones (final effective rate 51%), the sample size was adequate for PLS-SEM application with 15 indicators.

Data sources

Anonymity and convenience sampling were maintained while distributing the questionnaire via the official WhatsApp group and email of students over the duration of two weeks.

Instruments of the study

The instrument consisted of two sections: (1) socio-demographic questions such as age, gender, education; and (2) 5 point Likert-scale items (1=Strongly Disagree to 5=Strongly Agree) for measuring the unobserved variables. The scales were modified from established sources: EGM (4 items, eg, 'Green products are innovatively marketed') from Lavuri (2020); AT (4 items) and GPI (4 items) from Ajzen (1991); PBC (3 items, eg, 'Green products are easily available/affordable') from TPB literature. The language was English, as the participants were educated; tested on a sample of 20 students to establish clarity (Cronbach's $\alpha > 0.80$).

Data Analysis Tool

Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4.0 was employed to test the following: (1) the measurement model (Cronbach's $\alpha > 0.70$, CR > 0.70, AVE > 0.50, convergent validity was determined using Fornell-Larcker criterion, HTMT < 0.90, VIF < 5, model fit: SRMR < 0.08, NFI > 0.80); (2) the structural model (bootstrapping, 1000 subsamples for the path coefficients, significance level set at $p < 0.05$, R2 > 0.20, mediation was assessed based on indirect effects). This approach, which is variance based, is appropriate for this study as it is prediction oriented, conducted with small sample size, and when data are non-normal, as commonly found in behavioral research.

Measurement of constructs

The survey was conducted in English and consisted two part as follows-

(1) Socio-Demographic questions and
(2) 15 items pertaining to latent variables such as EGM, AT and GPI. Each of the items were assessed using 5 point Likert scale (From 5= Strongly agree to 1= Strongly disagree)

Model specification and data analysis

Partial least squares-structural equation modeling was utilized for the analysis of data and testing of hypotheses. Initially, the reliability and validity of the dataset are assessed using Smart PLS version 4, followed by bootstrapping 1000 sub-samples to test the hypotheses.

Result

Measurement model evaluation

Table1 depicts the socio-demographic data which illustrates the gender, age, and education of the respondents along with its percentage. Figure1 presents the outer loading that defines an indicator's contribution to its designated construct. The value of outer loading must exceed 0. 07 to be considered valid. Cronbach's coefficient alpha was used to evaluate the reliability of the dataset, while composite reliability was applied to assess the internal consistency of the constructs. All constructs showed Cronbach's alpha values surpassing 0.700 and displayed no reliability concerns(Andersonetal.,2010). Table2 illustrates that each construct's Cronbach's alpha value exceeds the threshold value of 0. 700. Composite reliability (CR) ranges from 0. 771 to 0.906, which are above the 0.70 threshold value (Hair et al. 2014), signifying strong reliability among processes. Consequently, the survey instrument is valid in all areas of research design.

Table3 presents The variance inflation factor (VIF) for each item varies from 1. 459 to 4. 713, which remains below the threshold value of 5. 0, signifying that the structural model shows no multicollinearity and no negative effects among items or predictors. Consequently, each construct is statistically distinct and illustrates that discriminate validity is sufficient. All the diagonal values in Table4 align with the row and column values, demonstrating that discriminate validity is sufficient. Table5 displays an SRMR value of less than 0. 08 and an NFI value exceeding 0. 08, which meet the threshold limit for model fitness, showcasing the effectiveness of the theoretical model.

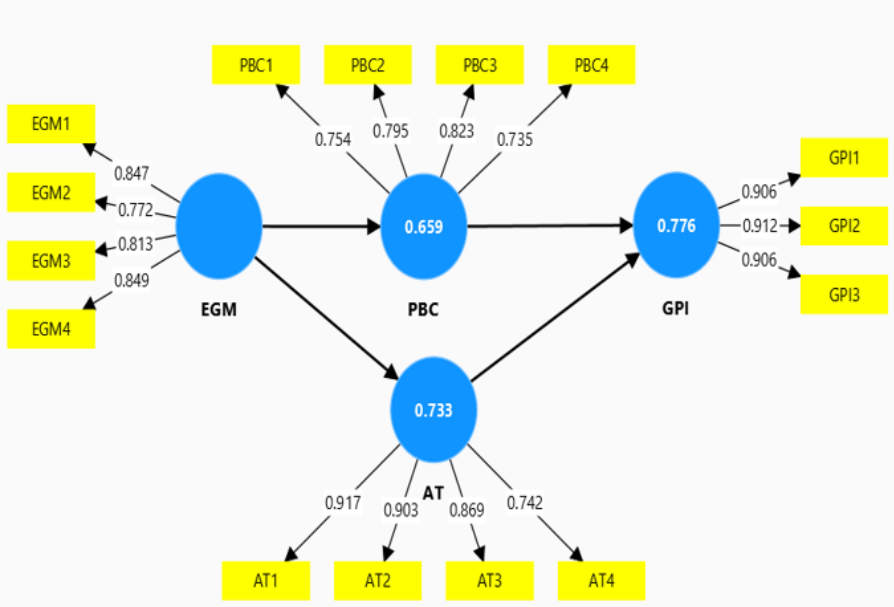

Figure 1. Proposed a new conceptual model

Table1: Socio-demographic data

Characteristics			Frequency	Percentage
Gender				
	Male		42	46
	Female		50	54

	other		0	0
Age				
	18-21years		65	71
	22-24years		27	29
Education				
	Doing UG Course final year		92	100
Total Respondents			92	100

Of the 92 participants, 46% were male (42 participants) and 54% were female (50 participants). None of the respondents chose other gender. This suggests that the sample mainly consisted of females, implying a relatively balanced gender representation. 71% of the respondents were between 18 and 21 years old (65 respondents), while 29% were between 22 and 24 (27 respondents). This indicates that the majority of the participants were in the lower age bracket, most likely college-age students. All the participants (100%) were in their final year of undergraduate (UG) studies. This ensures uniformity of educational level among participants. In act, the sample size was 92 respondents (100%). The data reveal a young, female, and educationally homogeneous population, which is not surprising for a student-based sample.

Table2: The evaluation of the measurement model (reliability, validity)

	Cronbach's alpha	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Average variance extracted (AVE)**
AT	0.881	0.889	0.919	0.741
GM	0.838	0.839	0.892	0.674
GPI	0.894	0.896	0.934	0.824
pbc	0.781	0.782	0.859	0.605

Interpretation -

It can be ssen in Table2 that Cronbach's alpha was above 0.70 for all constructs, which shows good internal consistency among the items of each construct. In particular, AT (0.881), GM (0.838), and GPI (0.894), PBC (0.781). Correspondingly, all the construct's composite reliability values are above 0.80, which testifies to the good reliability of the model. This indicates consistent measure of the latent variables they represent taken as a group. The AVE values for all constructs are higher than the maximum AVE threshold (0.50) between items in constructs ranged from 0.605 (PBC) to 0.824 (GPI). This means more than half of the variance in the indicators is explained by the construct, and the construct validly explains its indicators. The measurement model demonstrated that, overall, the reliability and validity were satisfactory. All constructs satisfied the normal

psychometric requirements: Cronbach's alpha > 0.70 Composite reliability > 0.70 AVE > 0.50 Therefore, the data are appropriate for additional analysis, including testing of hypotheses using SEM or PLS-SEM

Table3: Variance inflation factor(VIF)

	VIF
AT1	3.445
AT2	3.137
AT3	2.696
AT4	1.689
GP1	2.221
GP2	1.65
GP3	1.898
GP4	2.364
GPI1	2.569
GPI2	2.699
GPI3	2.759
PBC1	1.475
PBC2	1.897
PBC3	1.958
PBC4	1.38

Table4: The findings of discriminant validity, Fornell-Lacker, and HTMTcriterion.

Heterotrait Monotrait Ratio (HTMT)

	AT	GM	GPI	pbc
GM	0.997			
GPI	0.924	1.035		
pbc	0.76	0.999	0.907	

Fornell - Larcker Criterion(FLC)

	AT	GM	GPI	pbc
AT	0.861			
GM	0.856	0.821		
GPI	0.825	0.897	0.908	
PBC	0.63	0.812	0.76	0.778

Table5: Model fitness

	Saturated model	Estimated model
SRMR	0.7	0.673
d_ULS	0.814	0.928
d_G	0.889	0.963
Chi-square	263.327	286.538
NFI	0.082	0.088

Structural path model to examine hypothesized relationships

The structural model represents the subsequent phase for hypothesis testing, Figure 2. Table 6. 1 displays Path Coefficients- Mean, STDV, T value, P value. The hypothesis of the theoretical model is accepted if the P value falls between 0. 00 and 0. 05. Table 6.2 shows the R2 and Adjusted R2 value, where a value of R2 exceeding 20% is deemed significant for consumer behavior studies; in this research, all values for R square and R square adjusted exceed 20% or. 20.

H1. : **EGM -> PBC**

Entrepreneurial Green Marketing (EGM) positively affects Students' Perceived behavioral control (PBC)as the P value is 0. 00.

H2. : **EGM -> AT**

Entrepreneurial Green Marketing (EGM) positively affects Students' Green Attitude (AT)as the P value is 0. 00.

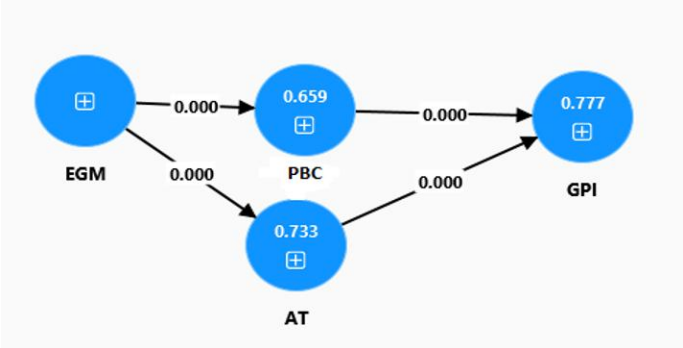

Figure2: Hypothesis testing Theoretical Model

Testing for mediation: indirect and total effects

Table 7 Displays the Outcomes of the mediating analysis Specific Indirect Effect H3. : **EGM -> PBC-> GPI** Perceived behavioral control demonstrates a positive and significant mediating influence on the connection between Entrepreneurial Green Marketing (EGM) and green product purchase intention (GPI) since the P value is below the threshold limit of 0. 00. and, H4. : **EGM -> AT -> GPI** Green attitude also shows positive and significant mediating influence on the connection between Entrepreneurial Green Marketing (EGM) and green product purchase intention (GPI) as the P value is below the threshold limit of 0.00

Table6

Table 6.1: Path Coefficients- Mean, STDV, T value, P value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
AT -> GPI	0.573	0.568	0.095	6.032	0
EGM -> AT	0.856	0.839	0.063	13.579	0
EGM -> pbc	0.812	0.801	0.076	10.653	0
pbc -> GPI	0.399	0.401	0.094	4.232	0

Table6.2: R^2 Table

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
AT	0.733	0.707	0.103	7.102	0

GPI	0.777	0.766	0.084	9.252	0
pbc	0.659	0.648	0.117	5.646	0

Table 6.2.1: R^2 Adjusted Table

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
AT	0.728	0.703	0.105	6.946	0
GPI	0.769	0.758	0.087	8.867	0
pbc	0.653	0.642	0.119	5.508	0

Table7: Results of the mediating investigation Specific Indirect Effect

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
EGM -> AT -> GPI	0.491	0.479	0.099	4.968	0
EGM -> PBC-> GPI	0.324	0.322	0.086	3.778	0

Discussion of Findings

Interpretation of Results

Based on the Theory of Planned Behavior (TPB), this study explores the importance of Entrepreneurial Green Marketing (EGM) in students' green purchase intention (GPI) with green attitude (AT) and perceived behavioral control (PBC) as mediators. The results of PLS-SEM confirm with high certainty the hypothesized theoretical model.

The results of the PLS-SEM structural model are in favor of the extended TPB framework and reveal a number of interesting findings from an interpretation point of view beyond the statistic significance. The model has strong explanatory power and the directions of effects across all hypothesized paths are consistent, suggesting that EGM is structurally significant in influencing students' green purchase intention through psychological mediators.

Among the results, the strong impact of Entrepreneurial Green Marketing on Green Attitude is the most phenomenal result with a path coefficient of $\beta = 0.856$ ($T = 13.579$, $p < 0.001$. This value suggests that EGM

accounts for a large variation in students' attitudinal evaluation of green products. The associated value of R^2 for Attitude is 0.733, which indicates that EGM accounts for about 73.3% of the variance in students' green attitude in isolation. This is very high for behavioral research and indicates that sustainable-focused entrepreneurial marketing messages are very powerful for the student segment. It therefore might be concluded that students embrace the green marketing signals to a significant degree when depicted in terms of innovation, responsibility and environmental benefit.

Likewise, EGM also has a strong and significant effect on PBC with $\beta = 0.812$, $T = 10.653$, $p < 0.001$, and R2 for PBC = 0.659. It can be said that 66% of the variation in perceived behavioural control is accounted by eco-entrepreneurial marketing practices. This is consistent with the interpretation that a perceived constraint to green purchasing is not just an immutable market constraint but is to some extent influenced by the way in which products are marketed, priced, explained and positioned. One important reflection here is that marketing communication may psychologically reduce the perception of barriers, by enhancing the clarity, perceived affordability and perceived availability. Regarding the intention formation process, both significant mediators positively affected Green Purchase Intention with one strong β value. Attitude → GPI is significant with $\beta = 0.573$, $T = 6.032$, $p < 0.001$, as well as PBC → GPI ($\beta = 0.399$, $T = 4.232$, $p < 0.001$). These findings suggest that attitudinal motivation has a relatively stronger influence on direct and indirect outcomes than perceived control, although both routes are significantly common. The R2 for Green Purchase Intention = 0.777 (Adjusted R2 = 0.769) which shows that the model accounts for 77% of variance in the students' green purchase intention which demonstrates a strong prediction for a behavioural intention model. Thus, it indicates that the integration of the TPB mediators into the EGM results in a considerable improvement in explanatory power compared to the TPB-only models.

The mediation analysis also reveals a more nuanced internal mechanism of influence. The indirect effect via Attitude (EGM → AT → GPI) is $\beta = 0.491$, $T = 4.968$, $p < 0.001$, and the indirect effect via PBC (EGM → PBC → GPI) is $\beta = 0.324$, $T = 3.778$, $p < 0.001$. The stronger indirect effect via attitude implies that evaluative belief formation is the primary transmission route, with perceived control also serving as a decent secondary route. The numerical pattern is consistent with a dual-mechanism account whereby entrepreneurial green marketing enhances positive value judgment as well as perceived feasibilit — each of which feeds into intention formation.

In view of these magnitudes, one might reasonably extrapolate that students are more sensitive to signal of meaning and value than to signal of instrumentality, though instrumental feasibility is still required. The stronger attitudinal pathway (0.491 indirect effect) versus the control pathway (0.324 indirect effect) implies that green marketing narratives that appeal to one's identity, ethics and social responsibility could potentially have a greater effect on behavioral intention than those emphasizing convenience or price - although the latter continues to play a critical enabling role.

A further data-based outcome is found in the quality of the measurement indicators. All constructs met the reliability criteria (Cronbach's α=0.781-0.894, Composite Reliability = up to 0.934, AVE = up to 0.824), and multicollinearity tests showed VIF values of 1.38-3.445, well below the critical value. This suggests that the observed structural strength is not likely to be due to measurement error or overlapping predictors. Hence, the structural relationships are interpretable with more confidence.

Contextually, since the sample is made up of 92 final year students, the strength of coefficients reflect a demographic that is cognitively open, value-sensitive, and identity-forming. It may be speculated that student populations particularly those exposed to sustainability discourse are more elastic in their attitudes and perceived control beliefs, making them especially responsive to entrepreneurial green marketing interventions.

Another speculation that can be drawn from the high R^2 values is that green purchase intention in youth segments may be more modellable and susceptible for intervening than commonly thought. The intention does not seem to be a matter of randomness or simply preference, but it seems to be strongly shaped by certain psychological and marketing related factors. This confirms the strategic perspective that focused entrepreneurial green marketing may serve as an agent of behavior change rather than an information vehicle.

Overall, the numerical findings indicate that EGM is a high-leverage upstream driver, Attitude is the key motivational mediator, and PBC is a practical-enablement mediator. Collectively, they represent a statistically robust and theoretically consistent behavioral process that accounts for students' green purchase intention.

Theoretical Implications

Theoretical Implications This research has several theoretical contributions. First, the Theory of Planned Behavior (TPB) is extended by including Entrepreneurial Green Marketing as an external factor that directly affects both attitude and perceived behavioral control. This combination contextualizes TPB by highlighting the effect of entrepreneurial and marketing based environmental cues on behavioral intention.

Second, this research contributes with evidence on perceived behavioral control as a significant mediating factor, filling a research gap as PBC has been less scrutinized in green marketing studies in comparison to attitude. The predictive power of the model reveals that consumers' perceived convenience and practicality in green purchasing is as critical as their positive attitude.

Practical Implications

These results have strong practical implications for entrepreneurs and marketers, as well as for education institutions and governments. The results imply that green entrepreneurs and marketers can improve students' attitudes and perceived control as well as increase green purchase intention by communicating innovative green promotional themes and presenting transparent eco-labeling, competitive prices, and product availability.

It's good if the marketing campaigns also talk about how to overcome the perception barriers of high prices and little availability. In the context of higher education, sustainability-targeted marketing awareness campaigns and green entrepreneurship workshops, as well as imposition of a green activism context through eco-clubs and/ or student organizations have the potential to further promote students' environmental orientation and empower them to make green buying decisions. To policymakers, the results point to the importance of enabling green entrepreneurship opportunities by means of incentives, awareness raising campaigns targeted at students and an arm to increase the availability of eco products in small towns. Such interventions have the potential to boost perceived behavioural control and enhance sustainable consumption among young people.

Conclusion

This research investigated the impact of the Entrepreneurial Green Marketing (EGM) on students' intention to purchase green products (GPI) with the incorporation of green attitude (AT) and perceived behavioral control (PBC) based on Theory of Planned Behavior (TPB). By applying PLS-SEM to data obtained from university students from a small city in India, this research substantiates theoretical claims that entrepreneurial green marketing practices lead to pro-environmental purchase intentions in youth consumers. All the objectives of the research were fulfilled. First, this is the first study to examine the effect of Entrepreneurial Green Marketing on students' perceived behavioural control, thus bridging an important gap in the extant green marketing research. Second, findings reaffirmed a substantial influence of EGM on students' green attitude which supports that marketing-oriented sustainability communication contributes to driving favorable environmental attribute evaluations. Third, the research confirmed the mediating effect of perceived behavioural control between EGM and green purchase intention. Lastly, it also confirmed the significant mediating effect of green attitude, and in so doing, validated that both the TPB based constructs serve as

important transmission mechanisms through which entrepreneurial green marketing is linked to purchase intention.

Limitations of the Study

Despite its theoretical and practical contributions, the present study has certain limitations that should be acknowledged while interpreting the findings. In terms of methodology, this research was designed as a cross-sectional study and thus the causal inferences among the variables cannot be drawn. Although the hypothesized relationships were based on theory and empirically tested with use of PLS-SEM, changes in students' attitudes, perceived behavioral control, and purchase intentions cannot be tracked over time. In addition, PLS-SEM is an ideal approach for prediction-oriented models and small samples, but it does not enable us to perform exact model fit assessment as covariance-based SEM, which may result in limited model generalizability. The participants were 92 bachelor level students of final year from a single college affiliated to one University of Chhattisgarh and were selected on judgmental (non-probability) basis. Although this method was adequate for exploratory purposes, it reduces the generalizability of the results. The findings might not be generalized to students of other streams, from other universities, other metropolitan cities or from other age groups. In addition, the small sample size may have limited the power of the study and the number of variables that could be included in the analysis. With respect to data limitations, this study used only self-report questionnaire data, which may be influenced by common method bias, social desirability bias and response subjectivity, even though procedural remedies were applied. The green purchase intention was measured by behavioural intention rather than actual buying behaviour, which is not necessarily synchronic with real consumption activities. In addition, a one-shot data collection can't capture variations in green purchasing behavior under different situational/economic contexts.

Areas for Future Research

Considering the limitations and findings of the study, the following are proposed for future research. Longitudinal studies are needed to track students' green beliefs, perceived behavioral control, and purchase intentions over time allowing for stronger causal evidence. To increase the generalizability, larger and more heterogeneous samples including different universities, disciplines and regions should be recruited using probability sampling. In future models, additional TPB components and variables (e.g., subjective norms, environmental concern, green trust, and price sensitivity) may also be introduced. The direct impact of the entrepreneurial green marketing on actual purchasing behavior should be analyzed and the present study should be extended to cross-cultural comparisons by employing mixed-method approach to produce more generalized theoretical and practical implications.

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