

Green Entrepreneurial Intention of Young Generation: The Role of Gender

D.M.M. Sandeepani* and G.C. Samaraweera

*Department of Agricultural Economics, Faculty of Agriculture,
University of Ruhuna, Matara, Sri Lanka*

**madusha0906@gmail.com*

ABSTRACT

Green entrepreneurship has been identified as a possible means to bring pro-environmental transformation within the business sector. Accordingly, focusing on the awareness and intention of the young generation towards green entrepreneurship is a thoughtful attempt to foster sustainable future green business undertakings. As gender seems to play a key role, the study focuses on the role of gender in this process. The study used primary data obtained through an online questionnaire survey that was distributed to undergraduates following BSc. Agribusiness Management in the Faculty of Agriculture, University of Ruhuna, Sri Lanka, and the responses were collected from 174 undergraduates which were then processed. An independent samples t-test revealed that there was no significant gender difference in the level of awareness of the young generation towards green entrepreneurship. A significant gender difference was noted regarding the respondents' intention ($t(172)=-2.974, p=0.003$) and determination in initiating environmentally friendly businesses in future ($t(172)=-4.631, p=0.000$), having a professional goal to become green entrepreneurs ($t(137.6)=-3.301, p=0.001$), willingness to do anything to become a green entrepreneurs during their university lives ($t(151)=-2.903, p=0.004$), interest to recommend their colleagues to develop eco-friendly enterprises ($t(172)=-2.132, p=0.034$) and focusing on the ecological benefits of their future initiatives than the financial ones ($t(172)=-2.478, p=0.014$). Interestingly, male agribusiness students have more concern about becoming green entrepreneurs than their female counterparts. The findings provide new insights into university curricula particularly with respect to paying attention to the gendered nature of the concept. Implementing green business incubators and green entrepreneurship programs that focus on female students in order to increase female agropreneurship in the near future may be a possible means through which women entrepreneurs can be developed.

Keywords: Awareness, Intention, Gender, Green entrepreneurship, Young generation