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A Study on Green Entrepreneurship and Electronic Word of Mouth: Special Reference with Kanchipuram District

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Abstract - **According to the literature, green products made in an environmentally friendly way are receiving more attention in the current context. Why are people so interested in these products, because of environmental interests such as conserving water, protecting natural resources, and health consciousness. Green entrepreneurs use this opportunity well. The current study tries to examine how electronic word of mouth influences green entrepreneurs and leads to green product purchasing associations, concurrently, Additionally, the study looks into the indirect link through the attitude towards environmental concern, environmental knowledge, and environmental consciousness. 235 customers participated in the survey as responders. In this study, women make up the majority of respondents. The respondents ranged in age from under 25 to over 55. To assess e-word-of-mouth influence, five indicators and to assess attitude towards environmental concern, environmental knowledge, and environmental consciousness eight indicators have been used. Frequency of Purchase of Green Products Respondents were asked to consider and provide specifics regarding the purchases of Green products in the previous months. The willingness to acquire Green goods is assessed by thinking about and specifying the possibility of purchasing Green products. An analysis indicates that e-word of mouth directly influences Green products which helps green entrepreneurs, and also indirectly through the attitude towards environmental concern, environmental knowledge, and environmental consciousness.**

Keywords: **Purchasing Frequency, Willingness to Buy, E-WOM, Green Products, Environmental Concern, Environmental Knowledge and Environmental Consciousness**

I. INTRODUCTION

In the current situation, various examinations have managed the rising consumer prominence for green products. Across the board because of environmental interests, one of the causes is why these products are looked at. Green product sellers, often known as "green entrepreneurs," make good use of these opportunities. They offer green items not just in physical storefronts but also mostly online, building awareness through online word-of-mouth. A green product has the qualities that will protect the environment (Dash, 2000). The number of people using green products worldwide is rising. By preferring green products to safeguard from pollution, and to protect the diversity of plant and animal life. In this regard, there is a shared responsibility to find and implement New environmentally friendly technology or goods to prevent environmental concerns such as air, water, land, space, and sound pollution, as well as global warming, as well as the effects on health and other natural disasters (Stevovic et al., 2023). Green products will be those that, throughout production, use, or disposal, have no negative environmental effects (Hojnik et al., 2019). When used, some of these green items help conserve energy, minimize carbon footprint or greenhouse gas emissions, and do not cause significant toxicity or damage to the environment (Dunlap & Jones, 2002). Green items may be readily biodegraded, recycled, refilled, or composted. Hence, they do not damage the environment. Concerning the purchase of green products three concepts are pointed out in the literature purchasing motives of green products: on the one hand, environmental concern, environmental knowledge, and environmental consciousness, (identified with products); and, on the other hand, e-word of mouth (related to consumer preference) (Göçer & Sevil Oflaç, 2017). The initial notion of environmental concern pertains to the public's receptiveness, capacity, and involvement in matters related to the environment (Gambro & Switzky, 1996). A green buyer is someone who avoids products that have the potential to harm the environment. Individual environmental care increases both intention and purchase behavior, hence individual environmental worry is a fantastic incentive to buy (Etikan et

al., 2016). Similarly, environmental concern had a significant influence on the design of green packaged commodities, and rising individual environmental awareness prompted customers to purchase environmentally friendly goods, apps, and cars. Previous research has shown that people who are aware of environmental issues typically adopt ecologically favorable practices (Eagly & Chaiken, 1993). The amount of information about a product influences customers' choice of product, and a huge number of consumers display their enhanced understanding of various environmental problems, desire for green products, and willingness to pay a premium for them (Yemunarane et al., 2024; Lee, 2011). This indicates that people with high environmental knowledge have favorable attitudes about purchasing environmentally friendly products (Obeidat & Yaqbeh, 2023). Additionally, those who use digital media more frequently are more concerned with environmental issues and possess adequate knowledge of eco-friendly items. Many literatures have highlighted that environmental consciousness refers to an individual's views and attitudes about their consumption habits. People who are environmentally concerned have similar ideals. People who care about the environment and employ renewable resources (Llopiz-Guerra et al., 2024). Humans who can act in the interests of nature and prioritize others above themselves. Growing environmental consciousness displays one's concerns about environmental issues, which has a significant impact on purchasing decisions (Schober et al., 2018; Porter & Linde, 1995; Minazzi & Minazzi, 2015; Zehra Rizvi et al., 2012). Lastly, interactions across digital media impact purchase decisions both directly (by pushing buyers to respond to peers) and implicitly (by the amount of time spent pondering and analyzing a product). Electronic word-of-mouth, commonly known as eWOM, encompasses both positive and negative comments made by potential, current, or past customers about a product or company. These comments are shared with a wide audience through the Internet, reaching various individuals and institutions. The term "environmental concern" pertains to the public's level of responsiveness, ability, and involvement in matters related to the environment or e-WOM. Furthermore, digital media experiences are linked positively to raising the growing environmental issues and product attitudes (Sunarto et al., 2023). In this study, the examination of attitude towards environmental concern, knowledge, and consciousness by the buyers when they buy green products, is posed. Because these items are meant to offer the qualities that the "seekers" of green products desire, this reality causes people to have a stronger propensity for eco-friendly products. To the best of our insight, this relationship has not been investigated yet in the literature.

II. OBJECTIVES

- To examine the relationship between the e-word of mouth and the purchase of green products.
- To examine the attitude of consumers towards environmental concern, environmental knowledge, and environmental consciousness in the purchase of green products (Hennig-Thurau et al., 2004).
- To examine the relationship between these variables (environmental concern, knowledge, and consciousness) and
- The mediating effect of environmental concern, knowledge, and consciousness in the relationship between e-word of mouth and the purchase of green products.

III. REVIEW OF LITERATURE

The word "green entrepreneurship" is very new, having just been popular in the 1990s, along with other terms like "ecopreneurship," "environmental entrepreneurship," and "green entrepreneurship," among others. The term "green entrepreneurship" differs from traditional entrepreneurship in that it is a compound phrase consisting of the terms "green" and "entrepreneurship/entrepreneur."

Buttle, (1998) Word of Mouth has a greater impact on customer decisions than other marketer-controlled sources of information. Customer's knowledge, expectations, perceptions, attitudes, behavioral intentions, and behavior are all impacted by word of mouth.

Hennig-Thurau et al., (2004) Electronic WOM can be defined as positive or negative views expressed by potential, actual, or former customers about a product or company, which is accessible to people and institutions via the Internet. It can be shared through various forms such as posting reviews on blogs or commercial review websites, consumer opinions sent by emails, and posts on social networks (Kang et al., 2017; Kothari, 2004).

Godes & Mazylin, (2002) examined the use of online chats to research word-of-mouth communication by examining discussions on Usenet, a collection of many newsgroups covering a wide range of topics. It was discovered that online talks can provide a practical way to gauge word-of-mouth.

Litvin et al., (2008) studied eWOM in the hospitality and tourism industry and think that eWOM or user-generated content is the new form of dissemination of messages on the internet that can serve informational needs by offering experiential information that is detailed and without any commercial interests.

Minazzi & Minazzi, (2015) in his book titled ‘Social Media Marketing in Tourism and Hospitality’ has compared the two forms of WOM. Consider the message's nature as the primary aspect. The conventional idea of word-of-mouth marketing is widely recognized to be oral and addressed to a specific person, eWOM is indirect, generally a written message that is visual because most customers publish their opinions on the web 23 without addressing a specific known person (Buttle, 1998).

Porter & Linde, (1995) Environmental standards can be appropriately developed via innovation, lowering the overall cost of a product or increasing the value of a company, making it more competitive. Reducing the negative effects on

the environment comes at the cost of enabling businesses to use labor, energy, and raw resources more profitably.

Zhang & Xie, (2022) The effect of consumer ecological concerns on the yield precincts of manufacturing enterprises Customers that are environmentally concerned might cover a strong requirement for ecological items and are prepared to pay an extra cost for them. The results show that Environmental concerns among consumers can positively affect the profit margins of low energy-intensity businesses, while simultaneously having a detrimental effect on the profit margins of high energy-intensity companies.

Göçer & Sevil Oflaç, (2017) In Turkey, younger customers purchased eco-labeled things. The findings indicated that there had been agreements on environmental issues. Younger customers participated in green marketing and were familiar with environmentally friendly items (Godes & Mayzlin, 2002). Furthermore, there were no improvements in the degree of knowledge of environmentally friendly products and Green marketing strategies in terms of demographics (Litvin et al., 2008; Malhotra, 2010; Memon et al., 2018).

Hojnik et al., (2019) This study's goal was to investigate the connection between environmental concerns and consumer purchasing intentions by examining the link between customers' perception of environmental responsibility and their familiarity and awareness of eco-products is mediated by their perception of the two. To evaluate the suggested conceptual model, the authors used structural equation modeling according to a survey of 705 Slovenian customers.

Gambro & Switzky, (1996) argued that gender plays a role in acquiring environmental knowledge in this survey, 29.2% of female high school students had a good understanding of energy and pollution issues, compared to nearly 44% of male students.

Kang et al., (2017) assessed a customer's knowledge about ecologically friendly products even though customers could acquire all the information on eco-products, it was revealed that many businesses did not adopt or update their green marketing strategy plan. When gender, age, and wealth were all taken into account, the study found no influence on awareness.

Dunlap & Jones, (2002) Although they can be characterized and organized similarly to other categories of attitudes, environmental attitudes are not essentially distinct from them. Put another way, although opinions on different environmental topics may vary in certain ways, they all eventually contribute to a common, broad environmental mindset known as environmental concern.

Zehra Rizvi et al., (2012) Environmental challenges related to the Knowledge Industry, from conceptualization through transmission of knowledge to end users from accessible sources. Although the scale of the business and its impact on the environment is relatively significant, precise and reliable statistics about environmental concerns linked with the Knowledge Industry are accessible.

Eagly & Chaiken, (1993) "A psychological predisposition shown by judging a given thing with some degree of favor or hate" is how attitude is defined (p. 1). We consider an attitude to be a mental state that encompasses an individual's level of acceptance or rejection of the object of attitude. Put differently, an individual's attitude signifies their inclination to behave either positively or negatively towards the object of their attitude.

Dash, (2000) found a favorable and substantial association between environmental attitude and environmental awareness among rural and urban women at the 1% level. It was also noticed that the relationship was significantly favorable for aspects such as nature balance, pollution, and environmental sanitation for urban women, and conservation and nature balance for rural women.

Lee, (2011) research looks at the links between environmental consciousness, willingness to pay extra for environmentally friendly fashion goods, and college students' purchasing behavior. It also investigates the consequences of participation, which is regarded as one of the most essential qualities in clothing purchase behavior. Green products are prized by customers who are willing to pay extra for them because they care about the environment.

IV. THE PRESENT STUDY

It is suggested in this literature-based research that e-word of mouth is related to the purchasing of green products, both directly and indirectly through a greater concern for the development of these products in the minimizing of environmental impacts, through reducing waste and maximizing resource efficiency, be recycled, reused and is biodegradable. We therefore propose that environmental concern, knowledge, and consciousness mediate the relationship between e-word of mouth and the frequency and willingness to purchase green products (figure 1).

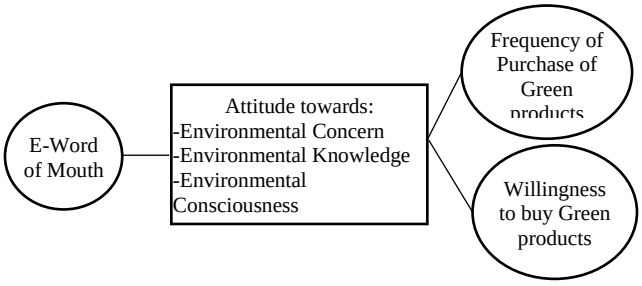

Fig. 1 Conceptual Framework

V. METHODOLOGY

The study used a non-probability sampling technique. The convenience sampling method is used to select the sample. An electronic questionnaire was distributed to 300 respondents in the Kanchipuram district, Tamilnadu, but 235 fully completed responses only received. Hence the research

consists of a sample of 235 consumers. The age range of the respondents of this research was below 25 years to above 55 years. The majority of the respondents were women.

VI. Measurement

The scale used for e-word of mouth, which contains five indicators, is used to measure e-word of mouth with a five-point Likert scale, with 5 (strongly agree) to 1 (strongly disagree). Eight indicators were adopted to measure environmental concern, knowledge, and consciousness, on a five-point Likert scale of (strongly agree) to 1 (strongly disagree) (Table I & figure 2).

The frequency of purchase of green products is measured by using 'How often you had purchased them in the earlier months', respondents were asked to think and indicate on a scale of 5(very often) to 1(rarely). To measure the willingness to purchase green products, respondents were asked to indicate their willingness to buy the product on a scale of 5(very high) to 1(very low). The correlation analysis shown in Table II of this research, the analysis shows a positive and significant relationship among the indicators.

VII. Result Analysis

TABLE I DESCRIPTIVE STATISTICS FOR THE QUESTIONS OF EACH VARIABLE

Descriptive Statistics for Electronic Word of Mouth				
Variables	Median	Mode	Mean	S.D
I constantly browse over other customers' internet product reviews to find which items leave positive effects on others.	4.00	4	4.03	.627
To ensure I purchase the correct thing, I often study internet product reviews from other customers.	4.00	4	4.21	.556
I frequently gather information from online consumers' product reviews before I buy a certain product	3.00	3	3.46	.947
When I purchase a good or brand, I worry about my choice if I neglect to examine consumer internet product reviews.	4.00	4	3.61	.803
I will say positive things about the products in digital media.	4.00	4	4.28	.653
Descriptive Statistics for Factors related to environmental concern, environmental knowledge, and environmental consciousness				
The condition of the earth's ecology and what it will signify for the next generations greatly concern me.	4.00	4	3.59	.854
Mankind is severely abusing the environment.	4.00	4	3.65	.968
Humans must live in harmony with nature to survive.	4.00	4	3.36	1.159
I think the environment is getting worse.	4.00	4	3.96	.931
I think we have a responsibility to protect the environment.	4.00	4	3.96	.777
By buying green products, I influence environmental protection.	4.00	4	3.77	.993
Protection of the natural surroundings calls for significant societal transformations.	4.00	4	3.69	.950
Some of the stuff we use should be recycled, therefore I have urged my family.	4.00	4	3.93	.769
Descriptive Statistics for Purchase of Green Products				
Frequency of Purchase of Green Products	2.00	2	2.81	1.143
Willingness to buy green products	4.00	5	3.74	1.177

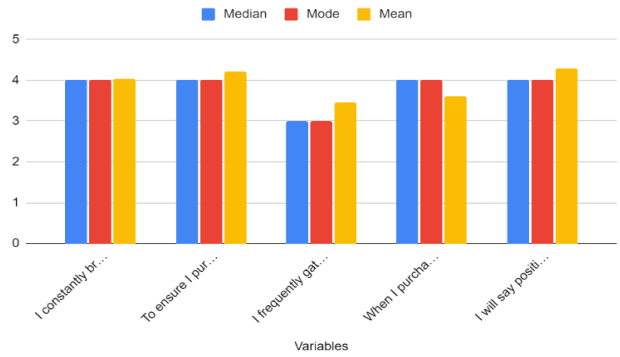

Fig. 2 Questions of Each Variable

TABLE II CORRELATION ANALYSIS FOR E-WORD OF MOUTH, ENVIRONMENTAL CONCERN, ENVIRONMENTAL KNOWLEDGE, ENVIRONMENTAL CONSCIOUSNESS, AND PURCHASE OF GREEN PRODUCTS

Correlation Matrix												
		e-wom	v1	v2	v3	v4	v5	v6	v7	v8	fop	wtb
Correlation	e-wom	1.000	.505**	.485**	.578**	.478**	.493**	.356**	.299**	.399**	.377**	513**
	v1	.505**	1.000	.741**	.661**	.411**	.386**	.293**	.489**	.294**	.426**	.385**
	v2	.485**	.741**	1.000	.744**	.377**	.478**	.399**	.529**	.388**	.450**	.469**
	V3	.578**	.661**	.744**	1.000**	.416**	.487**	.441**	.607**	.425**	.403**	.617**
	V4	.478**	.411**	.377**	.416**	1.000	.388**	.405**	.214*	.377**	.221**	.442**
	V5	.493**	.386**	.478**	.487**	.388**	1.000	.276**	.229**	.637**	.366**	452**
	V6	.356**	.293**	.399**	.441**	.405**	.279**	1.000	.330**	.217*	.183*	.372**
	V7	.299**	.489**	.529**	.607**	.214*	.229**	.330**	1.000	.219**	.289**	370**
	V8	.399**	.294**	.388**	.425**	.377**	.637**	.217*	.219**	1.000	.307**	.314**
	Fop	.377**	.426**	.450**	.403**	.221**	.366**	.183*	.289**	.307**	1.000	.361**
	Web	.513**	.385**	.469**	.617**	.442**	.452**	.372**	.370**	314**	.361**	1.000

*p<0.05, **p<0.01

TABLE III COEFFICIENTS FOR THE MEDIATING EFFECT OF E-WORD OF MOUTH ON THE PURCHASE FREQUENCY OF GREEN PRODUCTS

Y_1 - E-word of mouth environmental concern, environmental knowledge, and environmental consciousness frequency of Purchase of Green products in table III.

Testing paths	B	SE(B)	95%	β	Sr^2
(Path - c) DV is the frequency of purchase of Green products					
R^2 =.14; F= 16.27 p <.01					
E-WoM	.097	0.24	.049, .145	0.377	14%
(Path - a) DV is an environmental concern, environmental knowledge, and environmental consciousness					
R^2 =.41; F= 66.58 p <.01					
E-WoM	.405	0.92	.569, .934	.636	40%
(Path - b and c) DV is (Y_2) E-word of mouth environmental concern, environmental knowledge, and environmental consciousness frequency of Purchase of Green products					
R^2 =.23; F= 14.34 p <.01					
E-WoM	.035	.030	.024, .14	.136	1.2%
M	.083	.025	.033, .132	.380	9.3%
Total a*b				.251	

TABLE IV COEFFICIENTS FOR THE MEDIATING EFFECT OF E-WORD OF MOUTH ON WILLINGNESS TO BUY GREEN PRODUCTS

Y_2-E-word of mouth environmental concern, environmental knowledge, and environmental consciousness willingness to buy Green products in table IV.

Testing paths	B	SE(B)	95%	β	Sr^2
(Path – c) DVis willingness to buy Green products					
R^2 =.26; F= 34.97 p <.01					
E-WoM	.136	0.23	.090, .181	0.513	26%
(Path - a) DV is an environmental concern, environmental knowledge, and environmental consciousness					
R^2 =.41; F= 66.58 p <.01					
E-WoM	.405	0.92	.569, .934	.636	40%
(Path - b and c) DV is (Y_2) E-word of mouth environmental concern, environmental knowledge, and environmental consciousness willingness to buy Green products					
R^2 =.40; F= 32.49 p <.01					
E-WoM	.055	.027	.001, .108	.206	3.2%
M	.108	.023	.063, .153	.482	16%
Total a*b				.306	

DV= Dependent Variable.

E-WoM= Electronic Word of Mouth

M environmental concern, environmental knowledge, and environmental consciousness

VIII. Result

The analysis focused on understanding the role of electronic word-of-mouth (E-WOM) and its impact on consumer attitudes and behaviors toward green products. The descriptive statistics for the key variables are summarized (Table V & figure 3).

TABLE V DESCRIPTIVE STATISTICS OF E-WOM AND ENVIRONMENTAL ATTITUDES

Item	Mean (M)	Standard Deviation (SD)
I will say positive things about the products in digital media	4.28	0.653
I frequently gather information from online consumer reviews before buying	3.46	0.947
I think the environment is getting worse	3.96	0.931
I think we have a responsibility to protect the environment	3.96	0.777
I encourage my family to recycle	3.93	0.769
Buying green products helps with environmental protection	3.77	0.993
Environmental protection requires societal transformation	3.69	0.95
Mankind is severely abusing the environment	3.65	0.968
I am concerned about the ecological future of the next generations	3.59	0.854
Humans must live in harmony with nature	3.36	1.159
Frequency of purchase of green products	2.81	1.14
Willingness to buy green products	3.74	1.177

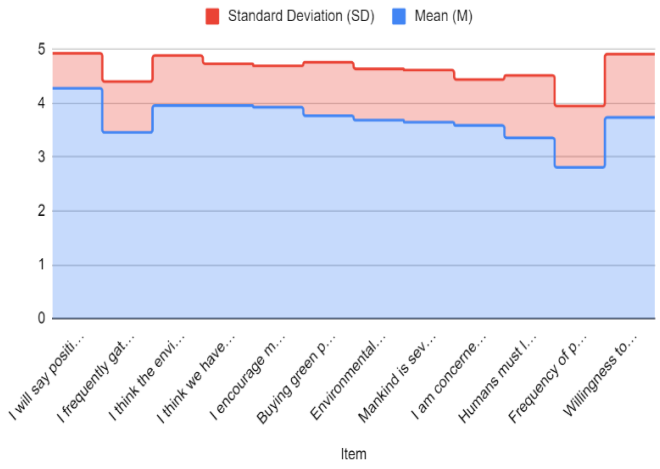

Fig. 3 E-WOM and Environmental Attitudes

The highest mean score for E-WOM (M=4.28, SD=0.653) indicates that consumers are more likely to say positive things about green products in digital media, suggesting strong advocacy through online platforms. Conversely, gathering product information from online reviews had the lowest mean score (M=3.46, SD=0.947), highlighting a comparatively lower reliance on E-WOM before purchase decisions.

Environmental Attitudes

The questions relating to environmental responsibility showed high mean values. Specifically, consumers strongly agreed with statements such as, "I think we have a responsibility to protect the environment" (M=3.96, SD=0.777), indicating a consensus on the need for environmental conservation. However, the willingness to buy green products had a mean of 3.74, showing moderate enthusiasm for green consumption.

Mediation Analysis

The mediation analysis examined the relationships between E-WOM, environmental attitudes, and green product purchasing behavior. The results are presented in Table VI, which shows E-WOM's direct and indirect effects on consumer behaviors.

TABLE VI MEDIATION ANALYSIS OF E-WOM, ENVIRONMENTAL ATTITUDES, AND GREEN PRODUCT PURCHASES

Variable	a (p)	b1 (p)	b2 (p)	c1 (p)	c2 (p)
E-WOM - Environmental Concerns	0.64 (p < .01)	-	-	0.377 (p < .01)	0.51 (p < .01)
E-WOM - Purchase of Green Products	-	0.25 (p < .01)	0.31 (p < .01)	-	-

The analysis revealed a strong positive relationship between E-WOM and consumers' environmental concerns and consciousness (a=0.64, p<.01). Moreover, E-WOM was significantly associated with the purchase of green products (b1=0.25, p<.01; b2=0.31, p<.01). The direct effect of E-WOM on the frequency of green product purchases was also significant (c1=0.377, p<.01), as well as its effect on the willingness to buy green products (c2=0.51, p<.01).

IX. Discussion

The implications of this study are enlightening regarding the influence of E-WOM in determining consumer orientation and behavior toward green products. Those consumers, who share positive comments regarding green products on social networking sites, will demonstrate pro-environmental perspectives and behaviors toward the environment. This further corroborates with the findings of prior studies that have established the increasing impact of E-WOM on environmentally conscious actions.

Environmental Attitudes

The high scores concerning environmental responsibility suggest that consumers themselves are the most concerned with environmental issues. This sense of responsibility manifests in behaviors like promoting recycling habits among families (Mean = 3. 93, Standard Deviation = 0. 769) and purchasing green products (Mean = 3. 77, Standard Deviation = 0. 993). However, the reduced means of long-term ecological concern (3. 59, SD= 0. 854) and harmony with nature (3. 36, SD=1. 159) indicate that there is still a gap between knowledge and action.

The Impact of E-Womon Green Product Purchasing

The strong correlations both with the frequency and willingness to purchase indicated that E-WOM is a powerful tool that can help to turn consumers into users of green products. The subsequent mediation analysis supported the claim that E-WOM influences green purchasing behaviors directly and indirectly through its impact on environmental concerns. These findings underpin the role that internet sources play in influencing the consumption behavior of customer's environmental sustainability.

X. Conclusion

The result shows a positive value and the p-value indicates the significant relationship among the variables, Therefore the result shows the independent variable E-word of mouth directly affects the dependent variable frequency of purchasing green products and willingness to buy green products. Also, the result predicted that the independent variable e-word of mouth with the mediating variables environmental concern, environmental knowledge, and environmental consciousness indirectly affects the dependent variable frequency of purchasing green products, and willingness to buy green products. At the point when a consumer shows the influence of the e-word of mouth, they likewise show a higher interest in aspects identified with environmental concern, knowledge, and consciousness of the product. Simultaneously, this is identified with a frequency and willingness to purchase green products. The findings show that e-word of mouth directly affects the purchase behavior of green products, yet in addition an indirect one through a positive attitude towards environmental concern, knowledge, and consciousness. This research concluded that frequency and willingness to purchase green products help green entrepreneurs. In this research we used mediating variables of environmental concern, knowledge, and consciousness, future research may analyze other mediating variables such as environmental behavior and environmental attitude in the connection between other environmentally friendly supplementary items and e-word-of-mouth in different places or regions.

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