

Assessing Green Entrepreneurial Practices and Perceived Electricity Consumption Levels among Entrepreneurs

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ABSTRACT

This quantitative, descriptive-comparative study examined green entrepreneurial practices and perceived electricity consumption among 166 randomly selected entrepreneurs in District 2, Quezon City, Philippines, drawing on the Theory of Planned Behavior, the Triple Bottom Line framework, and the Norm Activation Model. Data were collected via a self-administered online survey and analyzed using weighted means, one-way ANOVA, and ranking. Green entrepreneurial practices were rated “often” overall (grand mean = 3.43); waste reduction and recycling ranked highest ($M = 4.05$), while renewable/alternative energy use ranked lowest ($M = 2.54$), constrained by high upfront capital costs and infrastructural limitations. Perceived electricity consumption was rated “high” overall (grand mean =

3.63), driven mainly by reliance on electricity-heavy equipment ($M = 4.12$). Perceived consumption differed significantly by business type, $F(4, 161) = 4.82, p = .001, \eta^2 = .11$, and by business size, $F(2, 163) = 6.15, p = .002, \eta^2 = .07$, but not by years in operation, $F(3, 162) = 1.12, p = .341$. To close the gap between operational energy demand and sustainable practice, the study proposes the Green Enterprise and Energy Efficiency (GEEE) Program, centered on capacity building, green micro-grants, electricity monitoring advisory, and sustainable supply-chain networks. Findings suggest that MSME policy should target capital and infrastructural barriers rather than awareness alone.

Keywords: *Green entrepreneurship, Electricity consumption, Micro, small, and medium-sized enterprises (MSMEs), Sustainability, Theory of planned behavior*

INTRODUCTION

The global imperative for sustainable development has shifted commercial paradigms, placing environmental stewardship and energy resource management at the forefront of modern business operations. Green entrepreneurship has emerged as a vital mechanism for reconciling economic growth with ecological preservation, requiring businesses, particularly micro, small, and medium-sized enterprises (MSMEs), to integrate sustainable protocols into their core structures (Onofrei et al., 2026; Wicaksono, 2025). As urban commercial density increases, local enterprise clusters face unprecedented pressures regarding environmental degradation, climate change mitigation, and resource efficiency (Renati & Faisal, 2024). Understanding how entrepreneurs navigate ecological practices while managing critical resource inputs has therefore become a central focus of contemporary organizational research.

At the heart of sustainable commercial operations is the intersection between eco-friendly entrepreneurial practices and electrical resource consumption. Modern commercial establishments, ranging from retail shops and food service outlets to manufacturing plants, exhibit high baseline energy demands driven by continuous daily

operations, climate control systems, and heavy equipment dependency (Angelopoulos & Pollalis, 2021). While businesses increasingly recognize the importance of adopting green protocols such as waste reduction, energy-efficient lighting, and sustainable supply-chain sourcing, the escalating volatility of global energy markets and rising electricity tariffs pose substantial economic challenges (Jaini et al., 2020; Liu et al., 2017). High electricity consumption levels heighten operational vulnerabilities, making resource optimization and energy efficiency critical determinants of long-term commercial viability (Mondal et al., 2024).

Theoretical foundations such as the Theory of Planned Behavior (Ajzen, 1991), the Triple Bottom Line framework (Elkington, 1997), and the Norm Activation Model (Schwartz, 1977) provide a comprehensive lens for examining these dynamics, highlighting how psychological drivers, financial constraints, and moral obligations shape sustainable behaviors among entrepreneurs (Hunjra et al., 2023). Despite these conceptual frameworks, significant gaps remain in understanding how specific business demographics influence perceived electricity consumption and how varying levels of green practice adoption manifest across diverse enterprise sectors (Bhuiyan et al., 2022). Addressing these gaps is essential for formulating targeted interventions that promote both environmental sustainability and energy efficiency.

This study therefore assessed green entrepreneurial practices and perceived electricity consumption levels among entrepreneurs in District 2, Quezon City, Philippines. Specifically, it sought to: (1) describe the demographic profile of entrepreneur-respondents in terms of business type, business size, and years in operation; (2) determine the level of green entrepreneurial practices across five dimensions, use of renewable/alternative energy, adoption of energy-efficient equipment, waste reduction and recycling, sustainable sourcing, and green workplace policies; (3) determine the level of perceived electricity consumption across four operational areas; (4) rank green entrepreneurial practices by extent of adoption; and (5) test whether perceived electricity consumption differs significantly when entrepreneurs are grouped by business type, business size, and years in operation. Findings are intended to inform localized green business development programs and energy policy for MSMEs operating in comparable urban commercial districts.

METHODS

Research Design

This study made use of a quantitative, descriptive-comparative research design. A descriptive approach was employed to determine and describe the demographic profile of the entrepreneur-respondents, the level of their green entrepreneurial practices, and their perceived electricity consumption levels, as well as to identify which green practices were ranked highest and lowest in terms of adoption. A comparative dimension was likewise incorporated to determine whether significant differences exist in the perceived electricity consumption levels of entrepreneurs when they are grouped according to their demographic profile. This design was deemed appropriate since the study did not manipulate any variable but instead measured, described, and compared conditions and practices as they naturally existed among the respondents at the time of the survey.

Research Locale

The study was conducted in District 2 of Quezon City, National Capital Region, Philippines. District 2 is composed of several barangays that host a diverse mix of business establishments, including retail stores, food service outlets and restaurants, manufacturing enterprises, and various service-oriented businesses. This locale was selected because of its dense concentration of micro, small, and medium enterprises operating within a relatively compact commercial and residential area, making it a suitable and accessible setting for examining green entrepreneurial practices and perceived electricity consumption among entrepreneurs of varying business types, sizes, and years of operation.

Population and Sampling Technique

A random sampling technique was used to select the entrepreneur-respondents, giving every qualified entrepreneur operating a business within District 2 an equal chance of being included, thereby minimizing selection bias and improving representativeness. A simple random sampling technique was employed to select the entrepreneur-respondents to ensure that every member of the target population had an equal and independent chance of inclusion. This probabilistic approach minimizes selection bias and eliminates researcher subjectivity in participant selection, thereby maximizing the representativeness of the sample relative to the broader population of establishments. By securing a truly representative cross-section of entrepreneurs, the data collected allows for reliable statistical generalization, enabling the study's findings and conclusions to be validly applied to the wider target population with measurable confidence. Additionally, this technique satisfies the fundamental statistical assumptions required for robust inferential analyses and hypothesis testing.

Research Instrument

Data were gathered using a structured, researcher-developed questionnaire administered as a self-administered online survey via Google Forms. The instrument utilized a 5-point Likert scale (ranging from 1.00 to 5.00) across all indicator items. Content validity was rigorously established through an expert panel review consisting of five specialists in business management, environmental economics, and psychometrics, yielding an Aiken's V coefficient range of 0.88 to 1.00 across sections. Instrument reliability was established via a pilot test involving 30 MSME owners outside the study locale; Cronbach's alpha coefficients demonstrated strong internal consistency: green practices dimensions ranged from $\alpha = .81$ to $.89$, and perceived electricity consumption items scored $\alpha = .85$.

Data Gathering Procedure

The link to the questionnaire was randomly disseminated to entrepreneurs within the locale via digital business networks, and responses were automatically and securely recorded in a centralized spreadsheet for tallying and statistical treatment. The use of Google Forms allowed for an efficient, cost-effective, and convenient means of gathering data while helping ensure the anonymity and confidentiality of respondents' answers. Data collection spanned a four-week window.

Statistical Treatment

Data analyses were processed using SPSS version 29.0 and Jamovi version 2.3. Frequency counts and percentages were used to describe the demographic profile of respondents. Weighted means were computed to describe the level of green entrepreneurial practices and perceived electricity consumption, interpreted using a 5-point verbal-interpretation scale. Mean ranking was used to determine the hierarchy of green practices by extent of adoption. One-way analysis of variance (ANOVA) was used to test for significant differences in perceived electricity consumption when respondents were grouped by business type, business size, and years in operation, at the .05 level of significance. Prior to running ANOVA, data normality was verified via Shapiro-Wilk tests ($p > .05$), and homogeneity of variances was confirmed using Levene's test ($p > .05$). For statistically significant ANOVA models, Tukey's Honestly Significant Difference (HSD) post-hoc tests were applied to isolate exact inter-group differences.

Ethical Considerations

Participation was strictly voluntary, and informed consent was formally documented via a mandatory consent acknowledgement section at the absolute start of the online Google Form instrument prior to survey access. Respondent anonymity and data confidentiality were strictly maintained throughout data collection, storage, and analysis, with raw spreadsheets encrypted and access restricted solely to the principal investigator.

RESULTS AND DISCUSSION

This section presents the analysis and interpretation of data gathered from 166 randomly selected entrepreneurs in District 2, Quezon City. The findings are organized according to the statement of the problem, covering the demographic profile, level of green entrepreneurial practices, perceived electricity consumption levels, ranking of practices, and tests of significant difference.

Demographic Profile of the Respondents

The demographic characteristics of the 166 entrepreneur-respondents are detailed in Table 1, encompassing the type of business, business size, and years in operation.

Table 1. *Demographic Profile of the Respondents (N = 166)*

1. Type of Business	Frequency (f)	Percentage (%)
Retail	58	34.94
Food Service / Restaurant	45	27.11
Manufacturing	22	13.25
Services	33	19.88
Others	8	4.82
Total	166	100.00
2. Business Size	Frequency (f)	Percentage (%)
Micro (1–9 employees)	98	59.04
Small (10–99 employees)	52	31.33
Medium (100–199 employees)	16	9.63
Total	166	100.00
3. Years in Operation	Frequency (f)	Percentage (%)
Less than 1 year	19	11.45
1–3 years	48	28.92
4–6 years	56	33.73
7 years and above	43	25.90
Total	166	100.00

As shown in Table 1, the majority of the businesses operate in the retail sector ($f=58$, 34.94%), followed by food service/restaurants ($f=45$, 27.11%), services ($f=33$, 19.88%), manufacturing ($f=22$, 13.25%), and others ($f=8$, 4.82%). In terms of business size, micro-enterprises dominate the sample with 98 respondents (59.04%), reflecting the typical commercial landscape of District 2, Quezon City, which is densely populated with small-scale enterprises. Small enterprises comprise 52 respondents (31.33%), while medium enterprises account for 16 respondents (9.63%). Regarding years in operation, most businesses have been operating for 4 to 6 years (33.73%) and 1 to 3 years (28.92%), indicating an established yet dynamic business community.

Level of Green Entrepreneurial Practices

Table 2 presents the weighted means and descriptive interpretations of the level of green entrepreneurial practices implemented by the respondents across five major dimensions.

Scale: 4.20–5.00 (Always); 3.40–4.19 (Often); 2.60–3.39 (Sometimes); 1.80–2.59 (Rarely); 1.00–1.79 (Never)

Table 2. *Level of Green Entrepreneurial Practices Among Entrepreneurs (N=166)*

Indicators / Dimensions	Weighted Mean	Verbal Interpretation
1. Use of Renewable/Alternative Energy Sources	2.54	Rarely
2. Adoption of Energy-Efficient Equipment	3.82	Often
3. Waste Reduction and Recycling Practices	4.05	Often
4. Sustainable Sourcing	3.24	Sometimes
5. Green Workplace Policies	3.48	Often
Overall Grand Mean	3.43	Often

The overall grand mean of 3.43 indicates that entrepreneurs "often" engage in green entrepreneurial practices. Among the specific dimensions, Waste Reduction and Recycling Practices obtained the highest weighted mean of 4.05 (Often), driven by routine waste segregation and minimization of single-use materials. This is closely followed by the Adoption of Energy-Efficient Equipment (Mean = 3.82, Often) and Green Workplace Policies (Mean = 3.48, Often). Conversely, the Use of Renewable/Alternative Energy Sources recorded the lowest weighted mean of 2.54 (Rarely), primarily due to high upfront capital costs and infrastructural limitations associated with solar panel installation and alternative energy technologies.

These findings align with the Theory of Planned Behavior (Ajzen, 1991), which posits that an entrepreneur's intention to execute sustainable practices is governed by perceived behavioral control and attitudes. While waste reduction and energy-efficient lighting require lower behavioral barriers and are frequently implemented, renewable energy adoption remains constrained by perceived cost and resource accessibility. The Triple Bottom Line framework (Elkington, 1997) further clarifies that balancing the "Planet" and "Profit" dimensions requires scalable interventions, explaining why low-cost operational adjustments are prioritized over capital-intensive alternative-energy transitions.

Perceived Electricity Consumption Level

Table 3 summarizes the perceived electricity consumption levels among the respondents across four distinct operational areas.

Scale: 4.20–5.00 (Very High); 3.40–4.19 (High); 2.60–3.39 (Moderate); 1.80–2.59 (Low); 1.00–1.79 (Very Low)

Table 3. *Perceived Electricity Consumption Level Among Entrepreneurs (N=166)*

Indicators / Dimensions	Weighted Mean	Verbal Interpretation
1. Overall Electricity Usage in Daily Operations	3.95	High
2. Reliance on Electricity-Heavy Equipment/Processes	4.12	High
3. Efficiency of Electricity Use	3.35	Moderate
4. Cost-Effectiveness of Electricity Usage	3.10	Moderate
Overall Grand Mean	3.63	High

The overall grand mean of 3.63 demonstrates a "High" level of perceived electricity consumption among entrepreneurs. Specifically, reliance on electricity-heavy equipment/processes registered the highest mean at 4.12 (High), indicating that daily business functions—particularly in food service, manufacturing, and retail—are deeply dependent on continuous power supply and vulnerable to disruptions. Overall electricity usage in daily operations also scored high (Mean = 3.95). Meanwhile, efficiency of electricity use (Mean = 3.35) and cost-effectiveness (Mean = 3.10) were rated as moderate, suggesting that while consumption is high, systematic monitoring and cost optimization require further improvement.

This high awareness and sensitivity toward electricity consumption are supported by the Norm Activation Model (NAM). According to Schwartz (1977), personal moral norms and pro-environmental behaviors are activated when individuals recognize the direct operational and environmental consequences of resource utilization. Entrepreneurs who recognize their heavy reliance on grid electricity naturally experience a psychological activation toward energy conservation, even if technical barriers hinder full energy independence.

Ranking of Green Entrepreneurial Practices

Table 4 outlines the hierarchy of green practices based on how entrepreneurs rank their adoption levels from 1 (most practiced) to 5 (least practiced).

Table 4. *Ranking of Green Entrepreneurial Practices in Terms of Adoption (N=166)*

Green Entrepreneurial Practice	Mean Rank Score	Final Rank
Waste reduction and recycling practices	1.82	1
Adoption of energy-efficient equipment	2.15	2
Green workplace policies	3.04	3
Sustainable sourcing	3.42	4
Use of renewable/alternative energy sources	4.57	5

Waste reduction and recycling practices emerged as the highest ranked practice (Rank 1), reflecting its ease of implementation, immediate cost savings, and direct regulatory alignment. This is followed by the adoption of energy-efficient equipment at Rank 2 (e.g., utilizing LED lighting and regular machinery maintenance). Green workplace policies (Rank 3) and sustainable sourcing (Rank 4) occupied the middle tiers. Finally, the use of renewable/alternative energy sources was ranked lowest (Rank 5), reinforcing findings from Table 2 that capital constraints prevent widespread integration of solar or alternative power systems among micro and small enterprises.

Test of Significant Difference in Perceived Electricity Consumption

To determine whether perceived electricity consumption levels vary significantly when entrepreneurs are grouped according to their demographic profile (type of business, business size, and years in operation), Analysis of Variance (ANOVA) was utilized at a 0.05 level of significance.

Table 5. *Summary of ANOVA Test on Perceived Electricity Consumption Grouped by Demographic Profile*

Demographic Grouping	F-Value	p-Value	Interpretation ($\alpha=0.05$)	Decision on H ₀
Type of Business	4.821	0.001	Significant	Reject H ₀
Business Size	6.145	0.002	Significant	Reject H ₀
Years in Operation	1.124	0.341	Not Significant	Accept H ₀

The ANOVA results in Table 5 show a significant difference in perceived electricity consumption when entrepreneurs are grouped by business type, $F(4, 161) = 4.82, p = .001$, and by business size, $F(2, 163) = 6.15, p = .002$. Subsequent Tukey HSD post-hoc comparisons confirmed that manufacturing and food service enterprises reported significantly higher perceived electricity consumption than retail or service

Conversely, years in operation showed no significant difference, $F(3, 162) = 1.12, p = .341$, indicating that electricity consumption patterns and perceptions are driven primarily by operational scale and industry sector rather than the length of time a business has been running. These statistical patterns are broadly consistent with the Triple Bottom Line framework (Elkington, 1997), which suggests that financial and environmental resource pressures manifest differently depending on structural business characteristics.

Proposed Program: The Green Enterprise and Energy Efficiency (GEEE) Program

Anchored on the study's findings, particularly the low adoption of renewable/alternative energy sources despite a high perceived electricity consumption level, the researcher proposes the Green Enterprise and Energy Efficiency (GEEE) Program. The program is designed to bridge the gap between entrepreneurs' existing pro-environmental intentions and the structural, financial, and technical barriers that currently limit full-scale sustainable transformation among MSMEs in District 2, Quezon City. Table 6 presents the components, objectives, key strategies, and expected outcomes of the proposed program.

Table 6. *Components of the Proposed Green Enterprise and Energy Efficiency (GEEE) Program*

Program Component	Objective	Key Strategies/Activities	Expected Outcome
Green Capacity-Building and Training	To strengthen entrepreneurs' technical knowledge and confidence in implementing sustainable business practices	Regular workshops and seminars on energy-efficient equipment use, waste segregation, and sustainable sourcing conducted in partnership with the LGU and DTI; hands-on training on basic energy auditing	Increased perceived behavioral control and higher adoption of low- and mid-cost green practices among micro and small enterprises
Green Micro-Grants and Financial Assistance	To lower the capital barrier that prevents entrepreneurs from adopting renewable energy and energy-efficient technologies	Subsidized loans, matching grants, or equipment-sharing schemes for solar panels, LED retrofitting, and energy-efficient machinery, prioritizing manufacturing and food service enterprises with high electricity dependency	Increased uptake of renewable and alternative energy sources and improved energy-efficiency ratings among participating enterprises
Electricity Monitoring and Efficiency Advisory	To help entrepreneurs track, understand, and reduce their electricity usage and operating costs	Deployment of simple energy-monitoring tools, provision of basic energy-audit checklists, and advisory sessions on load scheduling and demand management	Improved efficiency of electricity use and cost-effectiveness, converting high perceived consumption into more optimized usage
Sustainable Supply Chain Network	To connect entrepreneurs with environmentally responsible suppliers and shared sustainability resources	Establishment of a district-wide directory of eco-friendly suppliers and group-purchasing arrangements for recycled or eco-friendly packaging materials	Strengthened sustainable sourcing practices and reduced individual

Policy and Incentive Advocacy	To institutionalize local government support for green entrepreneurship	Advocacy for tax incentives or reduced business-permit fees for certified green enterprises and integration of the program into existing LGU MSME development plans	procurement costs through collective bargaining Sustained institutional support and long-term scalability of green practices beyond the program's initial implementation
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The GEEE Program is envisioned to be jointly implemented by the Quezon City local government unit, the Department of Trade and Industry, barangay-level business associations, and private sector partners such as energy service companies and microfinance institutions. By combining capacity-building, financial support, monitoring tools, supply chain linkages, and policy advocacy, the program directly addresses the psychological, financial, and structural drivers identified through the Theory of Planned Behavior, the Triple Bottom Line framework, and the Norm Activation Model. Its successful implementation is expected to elevate the adoption of renewable energy and other capital-intensive green practices from their currently low levels, improve the efficiency and cost-effectiveness of electricity use across business types and sizes, and establish a replicable model for sustainable MSME development in other commercial districts.

CONCLUSION

This study establishes that entrepreneurs in District 2, Quezon City, predominantly micro-enterprises in the retail and food service sectors, already exhibit a generally favorable orientation toward sustainability, with green entrepreneurial practices occurring at an overall "often" level. However, this orientation is uneven: low-cost, easily implementable measures such as waste reduction and recycling and the use of energy-efficient equipment are widely adopted, while renewable and alternative energy adoption remains rare, constrained primarily by high upfront capital requirements and limited infrastructural support. At the same time, entrepreneurs perceive their electricity consumption to be high, driven largely by heavy reliance on electricity-powered equipment and processes, even as they rate the efficiency and cost-effectiveness of their electricity use only as moderate. These findings, taken together, depict a business community that is conscious of both its environmental responsibilities and its operational energy demands, yet lacks the capital and technical capacity to close the gap between awareness and full-scale sustainable transformation.

The significant differences in perceived electricity consumption observed across business type and business size, in contrast to the absence of significant variation across years in operation, indicate that energy demand in this locale is shaped chiefly by the structural nature and scale of a business rather than by its market experience or longevity. This reinforces the study's theoretical grounding: the Theory of Planned Behavior helps explain why entrepreneurs gravitate toward practices that are within their perceived behavioral control, the Triple Bottom Line framework clarifies why cost-neutral or cost-saving interventions are prioritized over capital-intensive ones, and the Norm Activation Model accounts for the heightened awareness entrepreneurs display toward their own energy footprint despite persistent structural barriers to reducing it. Collectively, these results affirm that green entrepreneurial behavior and electricity consumption are not independent phenomena but are conceptually and empirically linked, shaped jointly by psychological readiness, financial capacity, and industry-specific operational requirements.

These findings carry direct implications for local enterprise development and energy policy. Interventions aimed solely at raising environmental awareness are unlikely to meaningfully shift renewable energy adoption;

instead, targeted mechanisms that lower the financial and technical barriers to entry, such as the proposed Green Enterprise and Energy Efficiency (GEEE) Program's capacity-building sessions, green micro-grants, and sustainable supply chain networks, are needed to translate existing pro-environmental intentions into concrete, capital-intensive action. Local government units and business associations in District 2 may use these results to design sector-specific and size-specific support schemes, given that manufacturing and food service establishments, as well as small and medium enterprises, face disproportionately higher electricity demands. As this study was limited to entrepreneurs within a single district and relied on self-reported perceptions gathered through an online survey, future research may extend the investigation to other urban districts, incorporate actual electricity billing data to validate perceived consumption levels, and evaluate the long-term impact of green enterprise support programs on both sustainability outcomes and electricity cost reduction.

Recommendations

Based on the findings, local government units and business associations in District 2 may design sector-specific and size-specific support schemes, given that manufacturing and food service establishments, as well as small and medium enterprises, appear to face disproportionately higher electricity demands. Interventions aimed solely at raising environmental awareness are unlikely to meaningfully shift renewable energy adoption; targeted mechanisms that lower financial and technical barriers to entry such as the proposed GEEE Program's capacity-building sessions, green micro-grants, and sustainable supply-chain networks are needed to translate existing pro-environmental intentions into concrete, capital-intensive action. Future researchers may replicate this study in other urban districts, incorporate actual electricity billing data to validate perceived consumption levels, and evaluate the long-term impact of green enterprise support programs on both sustainability outcomes and electricity cost reduction.

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