

Empowering Rural Entrepreneurs: How Belief and Awareness Drive Sustainable Business Practices

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Sustainability through eco-friendly practices is more important than ever, as businesses emphasize environmental stewardship, climate resilience, and social responsibility in a rapidly changing world as over the past few decades, entrepreneurs have grown more aware of the connection between sustainability and competitiveness. Businesses are incorporating sustainable options into their business plans across a wide range of industries. Therefore, this study analyze the role of belief and awareness in relationship between environmentally responsible behaviour and sustainable entrepreneurship. Data was collected from 324 rural entrepreneurs in Jammu division who deals with bio-based products. The study discovered a statistically significant correlation between beliefs and environmentally responsible behaviour. Further, the path coefficients revealed a positive and significant impact of environmental beliefs on environmentally responsible behaviour. Through mediation analysis, environment awareness was found to play a partial mediating role between environmental beliefs and environmentally responsible behaviour. Besides there is positive and significant relationship between environmentally responsible behaviour and sustainable entrepreneurship. A forum for prospective urban professionals to invest in rural businesses should be run by the government. This platform will help startups satisfy their capital demands. An internet marketplace should be established so that the general public may support the upcoming endeavors of rural business owners. This would give young entrepreneurs more opportunities to start their own businesses. Establish investment camps for rural businesses in collaboration with successful business people and funding organizations, offer technical and vocational training, and open entrepreneurship schools to educate and guide the next generation of entrepreneurs. To provide the most disadvantaged people of society with the mental fortitude they need via a cooperative mindset, it becomes necessary to establish homogeneous rural communities. To support the expansion of rural businesses, buy the produce produced by these start-ups and export it to other countries. This paper is limited to the rural entrepreneurs only in Jammu

division. This study adds significantly to multilevel theory and research in various ways, although the limitations that have been mentioned. Future research could be conducted by enlarging the sample size.

Keywords: Sustainable entrepreneurship, awareness, beliefs, environmentally responsible behavior.

1. Introduction

The state of the environment is increasingly deteriorating in the light of current trends. The environmental equilibrium was upset in recent ages due to the expansion of human capabilities (Esmailpour&Bahmiary 2017). The environmental issue has become a new development strategy for organizations (Pham et al. 2019) and one of the most important societal priorities (Howard-Grenville et al. 2014; Potocan et al. 2016). Environmental issues are growing more complex and, frequently, going worldwide. Musova et al. (2021) state that as environmental issues resulting from industrialization develops, so do the concerns of consumers, communities, and governments. The governments of various nations as well as market participants, such as companies and consumers, are finding it difficult to resolve this unfavorable scenario; as a result, everyone needs answers. There is an increasing need for market participants to behave more sustainably due to the current unfavorable climate and environmental developments (Shayan 2022). Over the past few decades, entrepreneurs have grown more aware of the connection between sustainability and competitiveness. Businesses are incorporating sustainable options into their business plans across a wide range of industries. In this sense, entrepreneurial businesses always strive to lessen the possible harm that their operations may cause to the environment (Geissdoerfer 2018). They should continue adding value for the project, other stakeholders, and society at large at the same time. Sustainable change can be sparked by entrepreneurship because of its innovative and creative spirit (Mazla 2020). Nurturing a new generation of entrepreneurs who include sustainability as a fundamental value into their business endeavors is the main area of attention (Karani 2021). Entrepreneurs can build profitable companies that have a good environmental impact by coordinating their business activities with moral values and environmental stewardship (Rathore 2017). Making the shift from conventional to sustainable business strategies is the present problem (Dyllick 2015). Sustainability must be incorporated into every facet of an entrepreneur's business, from supply chain management to product design (Raman 2023). Adopting renewable energy, adopting circular economy ideas, and engaging in responsible sourcing can set the groundwork for a successful and long-lasting business strategy (Barros 2021). Entrepreneurs have a significant influence on how consumers behave. Customers might be inspired to make thoughtful decisions by entrepreneurs who support responsible production and consumption (Haider, Shannon and Moschis 2022). Companies that put an emphasis on recycling programs, eco-friendly products, and package reduction encourage customers to use their purchasing power to promote sustainability (HU, Frank and Loo 2022). Sustainability and entrepreneurship are unstoppable forces for positive change. By establishing sustainable company models, encouraging environment responsible behaviors (ERB), resolving resource constraints, and pushing for favorable legislation the entrepreneurial landscape can be transformed. Moreover, every nation is shifting the production system from a fossil-based and linear economy to a bio-based and smart economy

paradigm. The transition from traditional economy to bio-based economy is necessary to ensure sustainable growth where future generations have adequate resources and living conditions with developed socio-economic status.

2. Conceptual Background

The Contextual review of literature based on secondary literature is summarized as under:

2.1 Sustainable Entrepreneurship

Businesses that practice environmental responsibility use eco-friendly practices in an effort to at least partially address environmental issues. People are becoming more conscious of environmental issues, acting ethically toward the environment, and emphasizing their needs when making purchases. Entrepreneurs associated with multiple opportunities, such as producing goods and services, infrastructural development, innovation, and creating jobs. Whereas, Rosario 2022 found that entrepreneurship is critical in facilitating economic growth and improving the quality of life but increase in the perception of entrepreneurship as a major cause of environmental and social problems, thus being a huge contributor to the lack of sustainability in society. Munoz and Cohen 2018 identified entrepreneurship as a solution, rather than a cause of, environmental degradation and social inequality and encouraged new type of entrepreneurial activity, namely sustainable entrepreneurship. Sustainable environment is a business strategy that promotes the development of economic, environmental, and social values that meet the requirements of the present generation without jeopardizing the welfare of future generations (Teran-Yepez et al. 2020). The goal of sustainable entrepreneurship is to incorporate socially and environmentally conscious practices into company models in a way that is both pragmatic and sustainable (Rosario and Figueiredo 2024). It's about striking the ideal balance so that moral obligation and financial success not only coexist but also benefit one another. The corporation gains from this synergy, and the global society benefits as well (Odeyemi et al. 2024). Many academics tackle the idea of entrepreneurship from a behavioral perspective, emphasizing the traits that make an entrepreneur unique. According to Ardichvili et al. 2003 entrepreneurs are creative people who identify, generate, and nurture possibilities. Since opportunities "are made, not found," they refer to them as "developed" rather than "identified" (p. 106), which is a common denominator in several definitions of entrepreneurship. With an emphasis on serial entrepreneurs, Ardichvili et al. 2003 identify opportunities using Dubin's theory 1978. They identify social networks, past knowledge, and personality types as predisposing factors to entrepreneurial attentiveness to business prospects. A key component of the definitions of entrepreneurship and strategic management, as well as related academic fields, is the identification, creation, and development of opportunities (Harms et al. 2009). Those who view entrepreneurship as a process may also have an interest in the behavioral aspect of it. Entrepreneurship, according to Sarasvathy and Venkataraman 2011, is the process of dealing with uncertainty, creativity, and resource allocation in order to generate wealth for oneself and benefit society. Entrepreneurship is also described by Weidinger 2014 as an open research process that generates original solutions.

2.2 Environment Responsible Behaviour (ERB)

Environmentally responsible behavior is a response to socially conscious marketing, which emphasizes the importance of considering the social, ethical, legal, and environmental consequence among entrepreneurs Musova et al. 2018. The study of ecologically conscious behavior began in the 1970s with Borden & Schettino 1979. It is described by Lehman 1993 as acts done by people or organizations to enhance the environment. It is also defined as social behavior that protects the environment by acting in accordance with environmental knowledge or general knowledge. According to Kollmuss and Agyeman 2002 environmentally responsible behavior is a collection of behaviors people in society take in relation to the environment. It takes the shape of a wide range of emotions, dispositions, and particular preparation for conduct toward the environment. Environmentally responsible behaviour among entrepreneurs and their actions and interventions increase the environmental sustainability. From a functional standpoint, their goals can be to create positive environmental change or to minimize, mitigate, and neutralize the influence on the environment. Enterprises where environmental leaders have implemented several initiatives and integrated environmental issues into their business practices and strategies are moving towards sustainability Bansal and Roth 2000. The majority of suggested remedies for new environmental risks, including the environmental campaigns which involve substantial and structural adjustments, like the development of novel, environmentally friendly goods, procedures, techniques, and technology and responsible behaviour among entrepreneurs (Ones and Wiernik 2015). Environmental responsible behavior is a behaviour which seeks intentionally with the aims to reduce the harm posed by one's actions on built and natural world.

2.3 Belief

Individuals have a natural tendency to mimic, investigate, absorb, and internalize the information of others around them to the point that these things become inborn characteristics of who they are. Beliefs in cognitive science are propositional attitudes that represent the world as existing in one or more states. Belief is the state of mind in which one accepts or consents to a proposition without possessing the complete knowledge necessary to ensure its veracity (Schwitzgebel 2021). A belief can be classified as a suspicion, a conviction, or a guess, depending on how certain it is (White 2014). Stephens and Graham (2004) found that beliefs consist of two primary characteristics i.e. supposed reality and some representational content. In context of representational content belief includes the sources of sensations—agency, events, and objects (Rimell 2021). Given this understanding, they clearly play a crucial role in cognition, influencing our behavior, perceptions, and executive processes. It is not necessary for ideas to be conscious or verbally expressed; in fact, most beliefs can be considered sub personal, meaning they remain unconscious (Majeed et al. 2023). The term "belief" is sometimes used to refer to a probabilistic evaluation of how likely it is that a certain state of events will materialize (Smets 2005). The theory of planned behavior states that human behavior is determined by three types of considerations: normative beliefs, behavioural belief and control belief. Normative beliefs are about the normative expectations of others and the motivation to follow them. Normative beliefs are the opinions of significant others regarding the appropriateness or inappropriateness of a given behavior on their part. The possibility that significant others would accept or disapprove of a conduct is the focus of normative views,

and the importance of receiving approval from significant others is what motivates people to comply (Ajzen 1991). Behavioral beliefs are beliefs about the likely outcomes of the behavior and the evaluations of these outcomes. Beliefs (behavioral beliefs) resulting from the conduct performed impact the perspective of attitude toward a behavior (Ajzen 2002). Personal convictions encompass convictions' intensity and results assessment. Control beliefs are about the presence of factors that may help or hinder performance of the behaviour and its perceived power. It addresses the existence or lack of necessary resources and chances to affect what has happened and/or what will happen. In their respective sums, normative beliefs lead to felt social pressure or subjective norm, behavioral beliefs result in an attitude toward the conduct that is either favorable or unfavorable, and control beliefs result in perceived behavioral control.

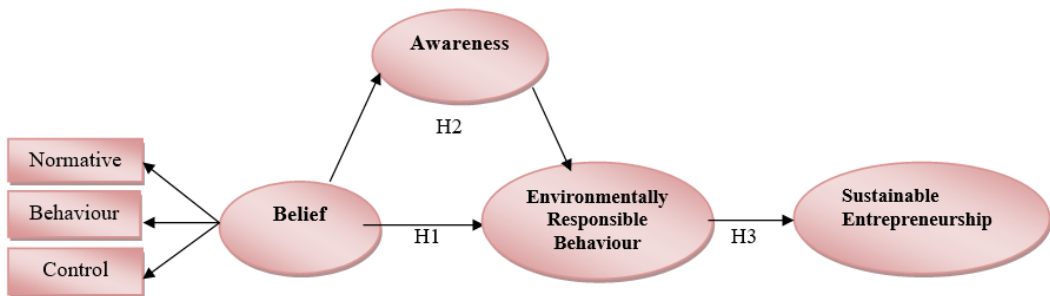


Figure 2.1: Proposed Theoretical Research Model

Objectives of the study

- To analyze the relationship between belief and environment responsible relationship
- To identifies the moderating role of awareness in belief and ERB relationship
- To assess the role of environment responsible behaviour and sustainable entrepreneurship
- To explored the mediating effect of ERB in Belief and SE relationship

3. Hypothesis development

3.1 Belief and Environmentally Responsible Behaviour among Entrepreneurs

The foundation of successful entrepreneurship is beliefs of entrepreneurs. Entrepreneurs and organizations can acquire sustainable potential outcomes through beliefs about how the environment will change (Barney 1986; Gavetti et al. 2012). People are more likely to act sustainably when they think that green production and consumption will help the environment as well as economy as whole (Han et al. 2010). Line and Hanks 2016 found if people feel that their actions can have a good impact on the environment they will be more inclined towards selection of eco-friendly products. Numerous studies have examined the connection between environment responsible behavioural intention and environmental beliefs (Stern et al. 1998 and 1999). The Theory of Planned Behaviour (TPB) is a behavioural psychology model that connects beliefs to behaviour, including the factors that shape individual intentions to engage

in certain behaviour. People attitudes and behavior are significantly influenced by their beliefs and their capacity to influence the environment through their purchasing and producing decisions (Young et al. 2010). Therefore, it stands to reason that those who have strong environmental convictions would see production and consumption and actions that support environmental conservation more favorably. As a system of attitudes and beliefs that influence people's behavior in the environment, environmental beliefs are considered to be a type of behavioral beliefs (Gray and Weigel 1985). Furthermore, people have bond with a particular setting e.g. their person's attachment to their own family, community, and society (Kim et al. 2017). Li et al. 2009 opined that normative beliefs of people integrate them with, range of experiences in life, association with their own geographical areas, relationships with locals and feel affection for natural environment which in turn make them to predict environment responsible behaviour. In addition, perceived control is a result of control beliefs which are perceptions about the presence of factors that facilitate or impede the adoption of environmentally responsible behaviour among entrepreneurs.

H1: Belief has significant impact on the environmental responsible behaviour of the entrepreneurs.

3.2 Belief and Environment Responsible Behaviour through Awareness

Understanding of what steps, one should take to reduce or lessen the negative effects of one's conduct and its impact on the environment is known as awareness. It establishes whether a person accepts responsibility, which raises personal standards. Additionally, it is linked to the imposition of individual accountability (Ghazali et al. 2019; Landon and Boley 2018). Bronfman et al. 2015 and Unal et al. 2018 found that person's awareness is the consequences of their actions and which has positive impact on responsible behaviour. adopting environment responsible behaviour conduct requires having a basic understanding of the environment. The relationship between environmental awareness and behaviour in a variety of groups, such as students, contractors, project managers, citizens, homes, consumers, and manufacturing companies, has also been the subject of several empirical studies (Liobikiene and Juknys 2016; Zhang et al. 2017; Wu et al. 2019). It is well acknowledged that the first step in resolving environmental concerns is raising awareness of the need of environmental protection, or, more specifically, encouraging conduct that demonstrates concern for and comprehension of environmental outcomes (Kollmuss and Agyeman 2002). High environmental awareness individuals are far more likely to act in an environmentally responsible manner (Sekhokoane, Qie and Rau 2017). On the other hand, a lack of environmental awareness might result in apathy, little behavioral changes, and dependence on government initiatives (Bulkeley 2000). Individuals who are aware of the consequences of their behaviour and actions, develop a stronger sense of responsibility. According to research by Dunlap et al. 2000, environmental awareness refers to how much individuals know about environmental issues and how they may work together to find solutions. According to Handoyo, Astina, and Mkumbachi 2022, information and education ultimately serve to generate environmental awareness, which is the ultimate driving force for environment responsible behaviour. The hypothesis is as follows;

H2: Awareness significantly mediates the relationship between belief and environment responsible behaviour of entrepreneur

3.3 Environment Responsible behaviour and sustainable entrepreneurship

With the rapid economic growth, there is a growing emphasis on environmental sustainability (Yang and Khan 2022). Osbaldiston and Schott 2012 define pro-environmental behaviors as those that are relatively beneficial to the environment. They include any behaviors that protect the environment or minimize the negative impact of human activities on it (Cottrell 2003). The term “pro-environmental behavior” is interchangeable with environmentally responsible behavior, environmentally friendly behavior, green behavior, and eco-friendly behavior (Ones et al. 2015). Common environmentally friendly behaviors include consuming less water and electricity, using public transport, tackling littering, recycling waste, and reusing plastic bottles (Caruana et al. 2014). Broadly speaking, pro-environmental behaviors derive from the interaction of knowledge, behavioral constraints and opportunities, and personal values and motives; they belong to socio-structural variables and psychosocial variables (Bamberg and Moser 2007; Li et al. 2021). Previous research has shown that both environmental consciousness and green brand strategies have an effect on people’s pro-environmental behavior (Jian et al. 2020; Ma et al. 2021). In determining pro-environmental behaviors, factors such as environmental values or attitudes may be more important than sociodemographic and background factors (Bamberg and Moser 2007; Steg and Vlek 2009). Previous studies have also shown that beliefs may affect attachment and pro-environmental behavior intention (Wynveen et al. 2014). However, due to the difficulty in directly studying behavior, the behavioral intention has been proved to be an effective predictor of people’s future behavior (Gkargkavouzi et al. 2019; Lin and Roberts 2020).

H4: There is significant relationship between environment responsible behaviour and sustainable entrepreneurship.

3.4 Data collection

Data has been collected from primary and secondary sources both. Primary data was collected from rural entrepreneurs in Jammu division who deals with bio-based products. The list of entrepreneurs has been received from JKEDI. Initially pretesting was done by contacting 92 local entrepreneurs in district Udhampur and Jammu on the basis of convenience sampling. Further, on the basis of pilot survey final sample was determined by applying given formula (Malhotra 2007,) p. 373)

Sample size determination formula:

$$n = p(1-p)Z^2/D^2 [0.5714(1-0.5714)(1.96)^2/(0.05)^2 = 376.32]$$

Where, n= sample size, p= population proportion, Z= the score that is associated with the confidence level (at 95% confidence level) and D= level of precision.

By substituting the pretesting values obtained in the formula (that is p=0.5714, Z=1.96, D=0.05) final sample size came out to be three hundred and seventy-six customers entrepreneurs which was rounded off to four hundred (400) entrepreneurs. Finally, data from three hundred and fifty-four (324) entrepreneurs were collected representing response rate of 81 percent.

3.5 Data Analysis

SCALE PURIFICATION WITH EXPLORATORY FACTOR ANALYSIS (EFA)

The data were analyzed by using exploratory factor analysis (EFA) and validated through confirmatory factor analysis (CFA). There were three processes involved in EFA. Initially, in the anti-image correlation, all items with a diagonal axis value of less than 0.5 were eliminated. The extracted communalities (amount of variance in each variable) were evaluated in the second stage, and items with values less than 0.5 were disregarded for additional analysis. Thirdly, statements with multiple loadings and values less than 0.5 were removed from rotated component matrices. Kaiser-Meyer-Olkin (KMO) values have been tested to see whether factor analysis is appropriate. A value of more than 0.50 is considered acceptable (Hair et al. 2010), indicating its relevance for additional study. Every aspect of belief, environment responsible behaviour, environment awareness and sustainable entrepreneurship was purified independently. Belief with factors One (behavior belief), one (normative belief), one (control belief), one (environment awareness), two (environment responsible behavior), and three (sustainable entrepreneurship) were the components extracted using the EFA. The sample adequacy was determined by looking at each construct's KMO value and Bartlett's test of sphericity (Chi square values). Every scale has a Cronbach's alpha value greater than 0.70, and every construct account for more than 60% of the total variance explained (Hair et al. 2010).

CONFIRMATORY FACTOR ANALYSIS (CFA), RELIABILITY AND VALIDITY

After the underlying factors extracted using EFA, fitness, reliability and validity of measurement models were measured using CFA (Table 1). The value of various fit indices namely GFI, AGFI, CFI, TLI, and NFI are closer to 0.9, χ^2 less than 5.0, SRW less than 0.50 and RMR and RMSEA values less than the threshold value of 0.08. High and positive magnitude of item loadings indicating unidimensionality and established convergent validity. Discriminant validity has also established as the square root of AVE (average variance explained) is larger than correlation coefficient. In addition, AVE for each dimension exceeded 0.50 indicated convergent validity. In the present study, α and composite reliability values for all constructs are greater than 0.70 (Table 2). Thus, the Cronbach's α and composite construct reliability indicate that the scales are quite reliable.

CONFIRMATORY FACTOR ANALYSIS (CFA), RELIABILITY AND VALIDITY

Fitness, reliability, and validity of measurement models were assessed using CFA following the extraction of underlying variables by EFA (Table 1). The fit indices (GFI, AGFI, CFI, TLI, and NFI) have values that are closer to 0.9, χ^2 is less than 5.0, SRW is less than 0.50, and RMR and RMSEA values are less than the 0.08 threshold. High and positive magnitude item loadings that demonstrate established convergent validity and unidimensionality. Since the square root of the average variance explained, or AVE, is greater than the correlation coefficient, discriminant validity has also been demonstrated. Furthermore, convergent validity was indicated by AVE values exceeding 0.50 for each dimension. All of the constructs in the current investigation have composite reliability scores and α values more than 0.70 (Table 2). Therefore, the reliability of the composite construct and Cronbach's α implies that the scales are quite reliable.

Table 2. Confirmatory Factor Analysis (CFA)

Dimension/ Construct	Chi sq/df	GFI	AGFI	RMR	RMSEA	TLI	NFI	CFI
Behavioural belief	2.834	0.923	0.931	0.023	0.061	0.910	0.923	0.924
Normative belief	2.156	0.961	0.972	0.018	0.062	0.974	0.956	0.978
Control belief	3.456	0.908	0.917	0.039	0.054	0.929	0.908	0.896
Environment responsible behaviour	1.782	0.956	0.967	0.019	0.036	0.966	0.937	0.986
Sustainable entrepreneurship	2.365	0.937	0.943	0.031	0.052	0.945	0.959	0.965

Table 2. Reliability and Validity of Latent Constructs

Dimension/Construct	AVE	CR
Behavioural belief	0.57	0.75
Normative belief	0.66	0.85
Control belief	0.57	0.73
Environment responsible behaviour	0.63	0.81
Sustainable entrepreneurship	0.57	0.79

Table3. Discriminant Validity of Latent Constructs

Constructs /AVA	BB	NB	CB	EA	ERB	SE
BB	0.863*	-	-	-	-	-
NB	0.407	0.805*	-	-	-	-
CB	0.547	0.391	0.8548*	-	-	-
EA	0.339	0.218	0.304	0.831*	-	-
ERB	0.539	0.358	0.534	0.208	0.891*	-
SE	0.250	0.154	0.231	0.162	0.695	0.882*

3.6 HYPOTHESES TESTING

Using structural equation modeling, the hypothesized associations between the observable and latent variables were examined (SEM).

Belief and Environment Responsible Behaviour among Entrepreneurs

The results of the SEM showed that belief is strongly represented in its predictors, behavioral, normative, and control beliefs, and that these beliefs have an effect on the environmentally conscious behavior of entrepreneurs. The suggested cut off values with $\chi^2/df=2.340$, RMSEA=0.059, GFI= 0.923, AGFI= 0.944, NFI=0.937, RFI=0.924, IFI=0.956, TLI=0.921, and CFI=0.932 confirm that the first hypothesis, "Belief has significant impact on the environmental responsible behavior of the entrepreneurs". All SRW values are either close to or above the threshold criterion of 0.5, and the corresponding values are significant.

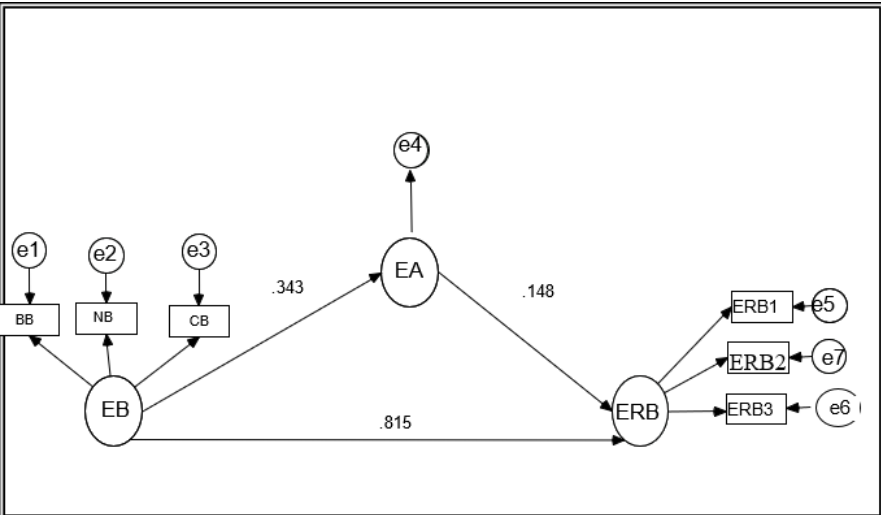
Mediating role of awareness in relationship between belief and environment responsible behaviour

By adhering to Hayes' 2013 approach, the mediating effect of awareness in the relationship between belief and environmentally responsible behavior has been examined. According to this method, there is a mediation effect if the bias-corrected confidence interval does not contain a zero value and the indirect impact is significant. The current study used SEM in AMOS to bootstrap the data using 1,000 bootstraps at a 95% confidence interval in order to evaluate the indirect mediation effect. The findings showed that awareness greatly influences environment-responsible behavior (SRW= 0.72 and p value>0.001), and belief considerably affects awareness (SRW= 0.69 and p value>0.001) (Figure 2). Following a bootstrap of 1,000 samples, the indirect effect is significant (SRW = 0.58). Additionally, Table III shows that the bias-corrected confidence intervals for both the upper and lower bounds are above zero. The presence of the awareness mediation effect is demonstrated by the fulfillment of these two requirements. The impact of belief on environment-responsible behavior with and without a mediator was assessed in order to determine the type of mediation; the outcome showed partial mediation. With a $\chi^2/df=2.845$, RMSEA =0.067, NFI =0.937, RFI =0.956, IFI =0.976, TLI = 0.984, CFI =0.977, awareness significantly mediates the link between belief and environment responsible behavior, so hypothesis 4 (H4) is accepted.

Table 5: Bootstrapping Results of Mediation Hypotheses (Environment Awareness)

Hypotheses	Main effect of independent variable to mediator EB-EA	(a) Main effect of mediator to dependent variable EA-ERB	Indirect effect (a*b)	95% LL-UL (BCA)	Accepted/ rejected
EB→EA→ERB	0.69***	0.72***	0.58**	0.38-0.72	Mediation (Partial)

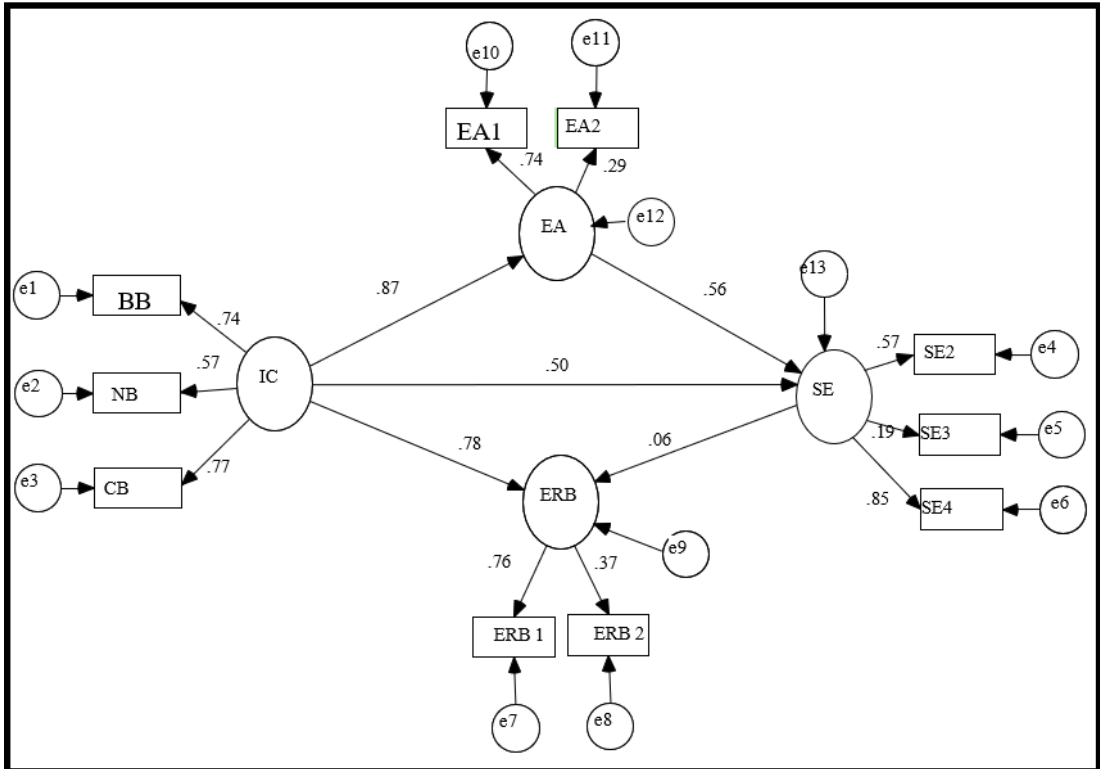
Note. ***p< 0.001; **p< 0.01; *p< .05, N = 1000 Bootstrapping resample; LL and UL (BCA)= Lower level and Upper level of the bias corrected and accelerated confidence interval at 95% level, EB-environment belief, EN- environment awareness, ERB- environment responsible behaviour.



3.7. Integrated Model

An integrated model has been constructed for this investigation, revealing the effect of belief

and awareness on environment responsible behaviour which transforms a traditional enterprise into sustainable enterprise. This phase tests and evaluates the research model to determine the best fitted model i.e. (CMIN/DF = 4.123, GFI =.943, AGFI =.890, TLI =.895, NFI =.914, RMR =.008, RMSEA =.081).



4. Discussion, conclusion and limitations

The relationship between belief & environment responsible behaviour and sustainable entrepreneurship was investigated in this study. The following are the primary findings from developing and evaluating the theoretical model. First, the study discovered a statistically significant correlation between beliefs and environment responsible behaviour. This suggests that a greater likelihood of developing environment responsible behaviour is also present in entrepreneurs who hold strong environmental views. Strong environmental attitudes have been shown to inspire people to actively participate in environment responsible behaviour (Beaumont 1998; Bramwell and Lane 1993) which is very consistent with the findings of prior research. Secondly, the path coefficients revealed a positive and significant impact of environmental beliefs on environment responsible behaviour. Through mediation analysis, environment awareness was found to play a partial mediating role between environmental beliefs and environment responsible behaviour. Furthermore, there found a positive and significant relationship between environment responsible behaviour and sustainable entrepreneurship. Environment responsible behaviour among business owners integrates social responsibility into the operations and objectives of their enterprise. This entails figuring

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out how to reduce the harm that their operations cause to the environment and the people they serve, all the while maintaining the enterprise's long-term survival and success. A forum for prospective urban professionals to invest in rural businesses should be run by the government. This platform will help startups satisfy their capital demands. An internet marketplace should be established so that the general public may support the upcoming endeavors of rural business owners. This would give young entrepreneurs more opportunities to start their own businesses. Establish investment camps for rural businesses in collaboration with successful businesspeople and funding organizations, offer technical and vocational training, and open entrepreneurship schools to educate and guide the next generation of entrepreneurs. To provide the most disadvantaged people of society with the mental fortitude they need via a cooperative mindset, it becomes necessary to establish homogeneous rural communities. To support the expansion of rural businesses, buy the produce produced by these start-ups and export it to other countries. Encourage cooperative group work among rural disadvantaged residents by forming entrepreneurship-focused self-help groups (SHGs). It is important to acknowledge the limitations of this study when evaluating the results. First off, the majority of the data included in the studies comes from questionnaires, which means that they could be biased by common sources and common methods. Secondly, the scope of the study was limited to the rural entrepreneurs only in Jammu division. This study adds significantly to multilevel theory and research in various ways, although the limitations that have been mentioned. Future research could be conducted by enlarging the sample size.

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