

PREDICTING GREEN ENTREPRENEURSHIP INTENTION AMONG FINAL YEAR STUDENTS OF MODIBBO ADAMA UNIVERSITY, YOLA: AN EXTENTION OF THE ENTREPRENEURIAL EVENT MODEL

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Abstract

Green entrepreneurship has attracted greater interest in the emerging economies as one of the solutions to address the environmental problems, youth unemployment and improve sustainable development. A number of institutions of higher learning have started to use the concept in their curriculums, but little has been done to investigate the degree to which students in Nigerian universities are prepared to venture in the green entrepreneurship. The paper discusses the green entrepreneurial intentions of undergraduate learners in the North-East state-owned university, Nigeria, using an extended version of the Entrepreneurial Event Model. A multi-stage method of sampling 346 students of the 12th standard was followed. Data were collected using structured questionnaires with a five-point Likert scale analysis which was carried out using Structural Equation Modelling (SEM) in SmartPLS. The findings indicate that perceived desirability and self-efficacy positively and significantly influence the green entrepreneurial intention. Propensity to act has a positive, albeit non-significant, relationship while perceived feasibility has a negative, albeit non-significant, relationship. The research concludes that entrepreneurship education is important in determining the intentions of students to develop green enterprises. It proposes the inclusion of green entrepreneurship in the existing university entrepreneurship initiatives more specifically to boost the number of sustainable businesses.

Keywords: entrepreneurial event model, green entrepreneurship, perceived desirability, perceived feasibility, propensity to act.

Introduction

Green entrepreneurship is a form of entrepreneurship which lays emphasis on the creation of businesses that will not only make profit but also promote environmental sustainability via 'green products and services (Chee & Nordin, 2020; Ramayah et al., 2019). Green entrepreneurship is described as the creation and operation of businesses that react to problems impacting the environment by delivering environmentally-friendly products, sustainable practices and fostering an environmentally-steward culture. Green entrepreneurship is differentiated from the conventional business entrepreneurship, which is primarily focused on economic aspects, so it takes into account the environmental aspects in business models (Singathurai et al., 2025). The objectives of these companies are not only to make profit but also to contribute to society and conservation of the natural environment

(Perez-Luyo et al., 2023). They help to realize the triple bottom line – people, planet and profit – by sustainable innovation (Gibbs, 2009; Schaltegger & Wagner, 2011).

With high rate of environmental degradation and depleting natural resources, the social, economic and technological focus now is sustainable development which aims at meeting human development goals while preserving the natural system to meet future needs (Brundtland Commission, 1987). Institutions and scholars have highlighted the importance of green entrepreneurship (GE) in several events such as the United Nation, Stockholm Conference 1972, Rio De Janeiro Earth Summit 1992, Montreal Convention, Kyoto Protocol and Framework Convention on Climate Change.

Green entrepreneurship has been embraced by many because of its potential of solving social problems. This is because the green entrepreneurship has gained traction for the fact that it fosters sustainable business practices that will protect the environment from degradation (Dean & McMullen, 2007; Nnabugwu & Odieli, 2023). The awareness and concern of individuals, groups, and states/countries on environmental issues are increasing (Wagner et al., 2019; Reuters, 2024). Such environmental awareness and concern are not just shown through government action in the shape of legislation focused on protecting the environment, but it also manifests in the growing consumption of environmentally friendly products, like green energy sources (Reuters, 2024), and the laying of solid environmentally friendly educational foundations (UNESCO, 2017).

The governments and educational policy makers in Nigeria have spared no pains in considering green entrepreneurship inspired by its impact on the western countries' economy. To introduce green entrepreneurship to the curriculum of Nigeria, according to Ogunlela and Mukhtar (2009), this have exposed students in Nigeria particularly the tertiary level to green entrepreneurship, as they followed the trend set by the western Europe, America and some of the Far East countries (Singathurai et al., 2025). The aim of introducing green entrepreneurial studies to tertiary institution educational programmes was to motivate graduates to venture into green entrepreneurship that will hopefully solve social and environmental issues like unemployment, high poverty rate, youth restlessness, environmental degradation and unsustainable development.

Despite the growing popularity of green entrepreneurship and the growing exposure of the students with the concept, there is very little research on green entrepreneurial intention in Nigeria, for instance Hu et al. (2018), Nnabugwu and Odieli (2023), and Eze and Nwali (2021). The majority of the researchers are still based on traditional entrepreneurship (e.g. Ajzen, 1991; Krueger et al., 2000). Even worse, the few research done on green entrepreneurship are mostly carried out in southern Nigeria (e.g., Nnabugwu & Odieli, 2023), yet the threat of desertification and environmental degradation which are prevalent in northern Nigeria demand sustainable business practices and development, making studies on green entrepreneurship an absolute necessity. The aim of the present research work was to help in filling in this gap in literature.

Most studies (e.g., Krueger et al., 2000; Liñán & Chen, 2009) on entrepreneurial intention are often based on the Theory of Planned Behaviour (e.g., Ediagbonya, 2023; Ip, 2024; Santika et al., 2022). This theory assumes a rational planned behaviour and stable conditions and does not account the socio-economic shocks like unemployment, bad infrastructure and environmental degradation that have been worsened by insecurity in the northern region of

Nigeria (Amusat, Popoola & Sowunmi 2019). Theoretically, predicting social or economic behavior in disruptive and unstable situations with the TPB is limiting (Shapero & Sokol, 1982; Krueger & Brazeal, 1994).

Theoretical alternatives provide better theories, these include the Entrepreneurship Event Model (Shapero & Sokol, 1982) and Bandura's (1977) Self-Efficacy Model (Austin Mwange, 2020; Okwuagwu et al., 2021). Entrepreneurship Event Model (EEM) describes the way people develop entrepreneurial intentions, especially following external disruptors and internal stimuli (Krueger and Brazeal, 1994). In the model, there are three main constituents, which include perceived desirability, the degree to which one finds the idea of starting a business personally appealing; perceived feasibility, which according to Priyanka and Simran (2025) is an individual belief of his ability to start and run a business; and propensity to act that is an individual attitude or inclination to take action on entrepreneurial opportunities when they occur (Shapero and Sokol, 1982; Krueger).

Self-efficacy as proposed by Bandura (1997) model was added to the EEM to strengthen model strength and enhance its predictability, which made the extended EEM model consist of four predictor variables (perceived desirability, perceived feasibility, propensity to act, and self-efficacy) and one criterion variable (green entrepreneurial intention). The objectives of this study are:

1. To determine the correlation between the perceived desirability and the green entrepreneurship intention of the final year students.
2. Assess the relationship between perceived feasibility and green entrepreneurship intention among final year students.
3. To establish the relationship between propensity to act and green entrepreneurship intention of students; and,
4. To determine the relationship between self-efficacy and the intention to become a green entrepreneur among final year students of Modibbo Adama University Yola, Adamawa state.

Literature Review and Hypotheses

Entrepreneurship and Green Entrepreneurship

According to Krueger (1993) and Nengomasha (2018), Entrepreneurial Intention is frequently seen as the decision to start a new business. It is a mental state that involves directing attention, effort and resources toward the creation of a business (Bui et al., 2020). Green entrepreneurship, on the contrary, doesn't just consist in establishing regular companies, but also integrates the environment into the economic processes. It includes the approach to entrepreneurship that, at the same time, creates both a financial and environmental impact by providing sustainable products and services (Jabarzadeh et al., 2018). Green entrepreneurs thus model in such a way that they create business models that are not only sustainable economically but also to the social well-being and conservation of the environment. In this regard, the entrepreneurship of greenness is more and more viewed as a strategic response to the growing need for facing the environmental and social challenges (Demirel et al., 2019). Its main goal is to reduce the adverse environmental impacts of business operations and enhance sustainability in the long-term.

Green Entrepreneurial Intention

According to Priyanka and Simran (2025), Green Entrepreneurial Intention (GEI) is the readiness or intention of a person to take part in environmentally friendly business operations. Intention plays a critical role in the entrepreneurship process as it is important to initiate it and to foretell actual entrepreneurship behaviour (Molino et al., 2018).

Extended Entrepreneurial Event Model

The Entrepreneurial Event Model (EEM), created by Shapero and Sokol (1982), describes the process of the development of entrepreneurial intentions related to the effect of social and cultural factors which influence the way people perceive things. The model considers the process of entrepreneurship as a reaction to the environmental change or disruption (Miralles et al., 2012). It defines three key elements into the entrepreneurial intention: perceived desirability, perceived feasibility and propensity to act (Shapero and Sokol, 1982; Krueger et al., 2000). This model is often extended to provide for self-efficacy, based on the theoretical work of Bandura, which in turn results in a more elaborate model predicting entrepreneurial behaviour.

Perceived Desirability

According to Liñan (2011) and Nengomasha (2018), perceived desirability represents the extent of attractiveness of the thought of starting a business to the person. It serves as an incentive and it determines how hard an individual is ready to put efforts in the entrepreneurial processes. The empirical studies conducted and reported continuously since then show a positive relationship between perceived desirability and green entrepreneurial intention (Ramayah et al., 2019; Yu et al., 2024).

H_{0.1}: There is no significant positive correlation between Perceived desirability and green entrepreneur intention among final year students.

Perceived Feasibility

Perceived Feasibility is the ability of a person to start and run a business venture and succeed in their endeavours (Nengomasha, 2018). It is a sense of the assurance of resources, competencies, and external assistance such as financial capital. In most other contexts, availability of credit contributes to better success in starting businesses. Perceived feasibility is included as a key factor in the EEM model in addition to perceived desirability as a reason for entrepreneurial action (Shapero and Sokol, 1982). Previous studies have found a strong correlation between perceived feasibility and the green entrepreneurial intention (Abdelwahed, 2022; Asal et al., 2025; Yu et al., 2024).

H₂: There is no significant positive relationship between perceived feasibility and green entrepreneurial intention among final year students.

Propensity to Act

Propensity to act explains how an individual would tend to translate the decisions into a tangible action when the opportunities come by (Nengomasha, 2018). This variable is also significant for the Entrepreneurial Event Model since it directly affects entrepreneurial intention, and it may also serve as a mediating and/or moderating variable between the model. Shapero (1975) highlighted this construct as a driving force of entrepreneurial behaviour, before one thinks of feasibility and desirability. Empirical evidence shows that

entrepreneurial intention can be one of the determinant factors to consider entrepreneurial intention (Chee and Nordin, 2020; Jahid et al., 2023; Uctu and Al-Silefanee, 2023). The results showed that the relationship between the propensity to act and green entrepreneurial intention in students of the last year of their college was not significant.

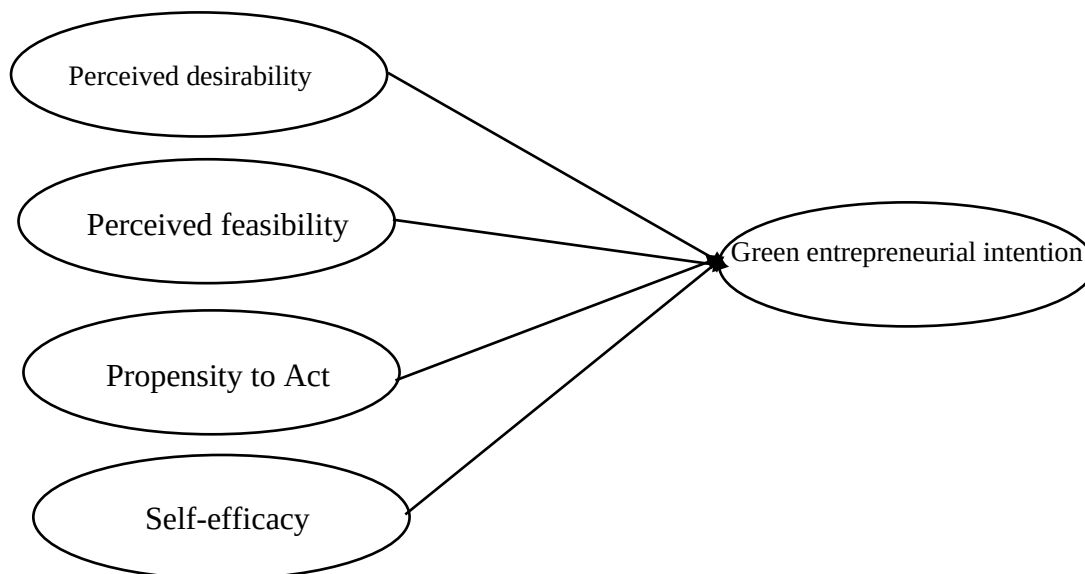
H_{0.3}: There is no significant positive correlation between propensity to act and green entrepreneurial intention among final year students.

Self-Efficacy

Self-efficacy was coined by Bandura (1994) and is the conviction that a person has to accomplish tasks and reach the intended results. It is central in the development of behaviour in terms of how people go about challenges and opportunities. With regard to the entrepreneurial context in which this issue is studied, self-efficacy has been shown to be important for explaining entrepreneurial behaviours (Boyd and Vozikis, 1994; Shane et al., 2003) and it is hoped that this is why people with the same skills may have different behaviours.

H_{0.4}: No significant positive relationship exists between self-efficacy and Green Entrepreneurial intention among final year students.

Figure 1: Conceptual model



Materials and Method

The type of research design employed in this study is explanatory (a cross-sectional survey) research design to assess the relationship between the study variables. The population for this study comprised the population of the final year students of Modibbo Adama University, Yola, Nigeria between 2024/2025 academic session, which was estimated at 1362 students. This was the student population in 400-level (1,032 students) and 500-level (962 students) programmes, sourced from the various departments of the university. There was a multi-stage sampling process to ensure sufficient representation. At the initial stage, the faculties selected were Agriculture, Environmental Sciences, Management and Social Sciences and Physical Sciences, and they were selected purposively. In the second phase two departments were

selected at random from each Faculty. These included Fishery, and Agricultural Economics and Extension (Faculty of Agriculture); Industrial Design, and Surveying and Informatics (Faculty of Environmental Sciences); Accounting, and Business Administration (Faculty of Management and Social Sciences); as well as Physics, and Geology (Faculty of Physical Sciences).

During the last phase, proportionate sampling was used to select the respondents to be used in each department. The total number of students in the samples were 11 Physics students, 12 Industrial Design students, 24 accounting students, 28 Surveying and Informatics students, 28 Geology students and 185 Business Administration students. The data were collected using a designed questionnaire consisting closed ended questions which were measured on 5-point Likert. Items for perceived desirability, perceived feasibility and propensity to act were adapted from the model of Entrepreneurial Event Model (Shapero and Sokol, 1982; Nengomasha 2018). The items of self-efficacy were taken from Bandura (1987) and the scale of green entrepreneurial intention was developed by Liang and Chen (2009).

Results and Discussion

Respondents Characteristics

The respondents were summarized based on their gender, age distribution and educational qualification and this is summarized in table 1. The distribution of the genders was fairly balanced, with 52.9% being male and 47.1% being female. Regarding age, most of the respondents were in the 20-29 years old bracket, which constituted 49.1% (n= 170) of the sample. A significant percentage of both younger than 20 years (15.0%, n = 52) and older than 30 years (15.0%, n = 52) were also a significant percentage. Talking about educational status, undergraduate students represented a bit higher proportion of the sample (52.9% n = 183) than graduate students (47.1% n = 163).

Table 1: Distribution of personal data of respondents.

Variable	Description	Frequency	Percentage (%)
Gender	Male	183	52.9
	Female	163	47.1
Age	below 20 years old	124	35.8
	20 - 29 years old	170	49.1
	30 years old and above	52	15.0
Education qualification	Undergraduate	183	52.9
	Graduate	163	47.1

Construct Operationalization

Table 2 shows construct operationalization that indicates number of indicators, number of indicators deleted and number of indicators used after deleting other indicators. All the items deleted had a loading of less than the 0.7 benchmark recommended in the literature (Tabachnick & Fidell, 2013)

Table 2: Construct Operationalization

Construct	Number of indicators	Number of indicator deleted	Number of indicators used
Perceived desirability	5	1	4
Perceived feasibility	5	2	3
Propensity to act	4	1	3
Self-efficacy	4	2	2
Green entrepreneurial intention	6	2	4
Total	24	8	16

Measurement Model

In order to determine the measurement validity, the survey data were initially evaluated using the measurement model after which the structural model was evaluated and finally hypothesis tested. The measurement instrument was tested in terms of reliability and validity with the help of Smart-PLS, a partial least squares Structural Equation Modelling (PLS-SEM) software, which supports the path analysis.

Assessment of the Reflective Measurement Model

The evaluation of the reflective measurement model was conducted using three key criteria: internal consistency reliability, convergent validity, and discriminant validity. A summary of these assessment results is presented in Table 3.

Indicator Reliability

Indicator reliability was examined through factor loadings to determine how well each observed variable represents its underlying construct (Urbach & Ahlemann, 2010). Generally, a loading threshold of 0.7 is recommended, although values between 0.4 and 0.7 may be retained when supported by adequate composite reliability (CR) and average variance extracted (AVE) (Anderson & Gerbing, 1998; Hair et al., 2017). In this study, all retained indicators exceeded the 0.7 benchmark, and the AVE values for all constructs were above the minimum acceptable level of 0.5 (Hoyle, 1995; Nunnally, 1978), confirming satisfactory indicator reliability.

Internal Consistency Reliability

The composite reliability (CR) was used to examine the internal consistency reliability. Hair et al. (2017) argue that a score of 0.7 or greater is acceptable for the establishment of reliability for reflective constructs. As presented in Table 3, all constructs have CR values above the recommended values between 0.755–0.878. The measurement items are correlated with their constructs in a consistent manner according to these results.

Convergent Validity

Convergent validity is the amount of variance that is shared among the indicators of a construct (Urbach & Ahlemann, 2010). The average variance extracted (AVE) was used for this and a score of 0.5 or higher was considered good (Hair et al., 2014). The values of the AVE for the items in Table 3 fall within the range of 0.593 to 0.799, which satisfies the criterion. This indicates that the constructs have good convergent validity and the measurement model is well specified.

Convergent validity

Table 3: Construct reliability and validity

Variables	loadings	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)	Collinearity statistics (VIF)
PD		0.787	0.842	0.593	
PD1	0.782				1.232
PD3	0.728				1.759
PD4	0.816				1.980
PD5	0.750				1.896
PF		0.745	0.774	0.660	
PF1	0.875				1.632
PF2	0.776				1.487
PF3	0.783				1.407
PA		0.828	0.851	0.743	
PA2	0.878				1.896
PA3	0.900				2.242
PA4	0.805				1.752
SE		0.749	0.755	0.799	
SE1	0.906				1.558
SE2	0.882				1.548
GEI		0.866	0.878	0.714	
GEI3	0.909				3.750
GEI4	0.876				3.265
GEI5	0.783				1.848
GEI6	0.805				1.617

Note: GEI-Green Entrepreneurship Intention, PA- Propensity to Act, PD- Perceived Desirability, PF- Perceived Feasibility, SE- Self-Efficacy (Source: Field Survey, 2025).

Collinearity Among Indicators

In formative measurement models, the items are not considered to be interchangeable, and therefore, high correlations between the various items may result in a problem of collinearity (Hair et al., 2014). If indicators are strongly correlated, they can introduce bias in the estimation of indicator weights since they would result in high standard errors and decrease the interpretability of the results (Ramayah et al., 2016). In order to see this, the Variance Inflation Factor (VIF) was used in the PLS-SEM model.

Based on common guidelines, a value greater than 3.3 is regarded as a possible indicator of problematic collinearity issues and a value greater than 5.0 is considered as problematic as well (Diamantopoulos & Siguaw, 2006; Hair et al., 2011). The VIF values of this research ranges between 1.407 and 3.750 as shown in Table 3. The values for one construct are just slightly above the conservative limit of 3.3 but are still well below the upper limit of 5.0. Other diagnostics, such as tolerance values and condition indices, were also analyzed and found not to present any serious multicollinearity problems. Thus, collinearity is not a problem in this study for the validity of PLS path model.

Discriminant Validity

The Fornell–Larcker criterion was used to assess the discriminant validity. As seen in Table 4, the square roots of the AVE values (along the diagonal) are higher than the inter-construct correlations. This means that each construct is empirically different from the other constructs, thus fulfilling the requirement for discriminant validity (Fornell & Larcker, 1981).

Table 4: Fornell-Larcker criterion

Variables	GEI	PA	PD	PF	SE
GEI	0.839				
PA	0.542	0.843			
PD	0.686	0.608	0.822		
PF	0.582	0.733	0.686	0.795	
SE	0.449	0.531	0.518	0.468	0.872

Note: GEI-Green entrepreneurial intention, PA- Propensity to act, PD- Perceived desirability, PF- Perceived feasibility, SE- Self-efficacy

Model Fit

Both the measurement and the structural models were assessed in terms of their overall fit using model fit indices and coefficient of determination in line with Hu et al. (2018) prescription. The Standardized Root Mean Square Residual (SRMR) was used to evaluate the model in terms of its ability to explain the observed data. A smaller SRMR value is a sign of a model fit, and any SRMR with a value below 0.08 is usually acceptable (Afthanorhan et al., 2019; Henseler et al., 2015). The SRMR value of 0.066 in this research is well within the recommended range indicating that the model fits the data well.

Table 5: Fit Summary

Variable	Saturated model	Estimated model
SRMR	0.066	0.066
d_ULS	1.185	1.185
d_G	0.487	0.487
Chi-square	970.466	970.466
NFI	0.833	0.833

Note: GEI-Green Entrepreneurship Intention, PA- Propensity to Act, PD- Perceived Desirability, PF- Perceived Feasibility, SE- Self-Efficacy

Table 6: Summary of test of hypotheses

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PD -> GEI	0.710	0.710	0.050	14.105	0.000
PF -> GEI	-0.131	-0.129	0.056	2.345	0.019
PA -> GEI	0.036	0.037	0.042	0.843	0.399
SE -> GEI	0.202	0.202	0.048	4.204	0.000

Note: GEI-Green Entrepreneurship Intention, PA- Propensity to Act, PD- Perceived Desirability, PF- Perceived Feasibility, SE- Self-Efficacy

Hypotheses Testing

Perceived Desirability and Green Entrepreneurial Intention

Hypotheses Testing The two key concepts are Perceived Desirability and Green Entrepreneurial Intention. The two key concepts are Perceived Desirability and Green Entrepreneurial Intention. Table 6 and Figure 3 shows that the path between perceived desirability and green entrepreneurial intention was positive and statistically significant with

a coefficient of $\beta = 0.710$, $t = 14.105$, $p < 0.05$. This result supports the alternative hypothesis, suggesting that the level of perceived desirability has a significant impact on students' entrepreneurial intention as also expressed by Beredugo and Johnny (2014).

Perceived Feasibility and Green Entrepreneurial Intention

There was also a negative and statistically significant relationship between perceived feasibility and green entrepreneurial intention ($\beta = -0.131$, $t = 2.345$, $p < 0.05$). This finding suggests that perceived feasibility has a significant effect on entrepreneurial intention, but the effect is inverse, which leads to rejection of the null hypothesis.

Propensity to Act and Green Entrepreneurial Intention

The result indicated above reveals that there is a positive relationship between propensity to act and green entrepreneurial intention, however the relationship is insignificant ($\beta = 0.036$, $t = 0.843$, $p = 0.399$). The result shows that the relationship is positive; however, the p value is above the level of significance 0.05, suggesting that the entrepreneurs' propensity to act does not significantly affect the green entrepreneurial intention. Based on the results of the analysis, the null hypothesis is accepted; thus, the alternative hypothesis is rejected.

Self-efficacy and Green entrepreneurial Intention

Green entrepreneurial intention was positively and significantly related to self-efficacy level ($\beta = 0.202$, $t = 4.204$, $p < 0.05$). This provides no support for the null hypothesis, thus substantiating the theory that people's confidence in their own abilities is an important factor in their entrepreneurial intentions. The coefficient of determination (R^2) shows that the extended Entrepreneurial Event model accounts for about 59.9% of the green entrepreneurship intentions.

Discussion of Findings

The results indicate that perceived desirability is a good predictor of green entrepreneurial intention. This is consistent with previous research (Krueger, 1993; Solesvik et al., 2014) that highlights the importance of the perception of the entrepreneur's activities being attractive. Ramayah et al. (2019) and Yu et al. (2024) reached the same finding through the lens of green entrepreneurship and drew the conclusion that desirability plays an important role in influencing sustainable business intentions.

On the other hand, perceived feasibility was seen to have a significant but negative effect on entrepreneurial intention. This finding aligns with previous empirical studies (Dissanayake, 2013; Ramayah et al., 2019; Zhang et al., 2014), which indicate that contextual constraints can mitigate the positive effect of feasibility on entrepreneurial decisions. The analysis also shows that the propensities of action do not significantly affect green entrepreneurial intention. This result differs from studies by Chee and Nordin (2020) and Uctu and Al-Silefane (2023) that came up with the finding of external support and behavioural tendencies as significant in determining entrepreneurial engagement.

Lastly, self-efficacy was found to be a very important positive predictor of entrepreneurial intention. Similar to the previous studies (Alvarez-Risco et al., 2021; Edigbonya, 2023;

Perez-Luyo et al., 2023), the results reveal that those that are more confident of their own abilities are more likely to engage in green entrepreneurial activities, especially in academic settings.

Conclusion and Recommendations

Conclusion

The study concludes that the perceived desirability, perceived feasibility, propensity to act and self-efficacy are the key factors that influence the intention of green entrepreneurship by the students of Modibbo Adama University, Yola. By incorporating self-efficacy into the Entrepreneurial Event Model, its explanatory power was enhanced, thus demonstrating that the belief in abilities is a strong motivator to adopt entrepreneurial behaviour that is environmentally sustainable.

Recommendations

1. Entrepreneurship education should include environmental management and sustainability components.
2. Universities should organize green business competitions, sustainability workshops, and startup incubation programs.
3. Government and private sector should create mentorship and internship opportunities for students.
4. Policymakers should establish funding schemes and incentives for green entrepreneurs.
5. Awareness and motivational programs should be developed to enhance students' propensity to act.

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