

CHAPTER – 212

**FINANCIAL INVESTMENT MECHANISM FOR GREEN
ENTERPRENUETSHIP**

Dr. P. Arumugaswamy (Research Guide)

Professor & Head,
Department of Commerce with International Business,
Hindusthan College of Arts & Science (Autonomous),
Coimbatore – 28.

E-Mail: passamy70@gmail.com

Mr. N. Rajesh Kumar (Research Scholar)

Assistant Professor,
Department of Commerce with International Business,
Hindusthan College of Arts & Science (Autonomous),
Coimbatore – 28.

E-Mail: rajeshkumarrajeshkumar2374@gmail.com

Abstract---A green entrepreneurship can be a many young generations can be takes the innovations of the business products produced in the market. It takes places in the after the time of COVID – 19. COVID – 19 has given awareness of the importance of herbal products to the human life. The most of the peoples have been the giving the preferences to the green products producing strategies. The marketing strategies of the green entrepreneurship can be more impact & most preferable for the current technological world. The investment for the green entrepreneurship makes more places in the commerce market. The future generation of 21st Century peoples has been most usable products of herbal accessories of green marketing. The green entrepreneurship products available to the consumer with the demands & wants with the price tag fixed to the product with the income approach. The green entrepreneurship has been the most impressable over all the product designing to the consumer from the quality, Quantity & Satisfaction of the customer in the market. The pricing strategies can be most taking places for the green products for the influence of the product strategy. The customer of the market has mostly impact of green marketing by the advertising of the product with the positive impacts of green products with the green marketing with herbal products preparations in the full impact of the financial investment will be updated.

Keywords---Chi – square test, financial investment, Tools for Analysis Data.

1. INTRODUCTION OF THE STUDY

The green marketing can be mainly usage & most preferable of the consumer aged peoples after in the age of above 50 and after the impact of COVID – 19. The COVID – 19 shows the pandemic over to the customer orders the products in the customer perception / satisfaction. The most green marketing products has been the focusing on the price strategies in the quality, Quantity, consumer satisfaction and with that the demands of the customer needs for the particular periods, as a regular period, as a recent uses of the product for the certain period, the green marketing most preferable by the peoples in all the places.

2. SCOPE OF THE STUDY

The green entrepreneurship can be most usage in the day-to-day accessories' life. The young generation peoples start – ups can be most takes places of the green products producing to the market. The COVID – 19 can be most takes places of the medicines for the peoples affected by it has been reconstruct of body is the green herbal medicines & the products. The green entrepreneurship makes more of investment & buying behaviour in the market by the peoples. The green marketing entrepreneurship products are the price level of strategies with the quality, Quantity, buying concepts of the consumer in the market.

3. OBJECTIVES OF THE STUDY

To know and promote the development and implementation of innovative green technologies and business models that contribute to environmental sustainability.

To Provide tailored financial instruments, such as grants, low interest loans, to green entrepreneurs, ensuring they have the necessary funding to scale their sustainable business venture.

To Examine and evaluate the environmental, social and economic impacts of investments in green entrepreneurship

4. LIMITATIONS OF THE STUDY

The research standards for the green entrepreneurship programs with the financial investment in the segregate of the places in the country of India. The green entrepreneurship can be collected the respondents in the present scenario of the data.

The marketing strategies of the green entrepreneurship in the India implementations of the financial investment.

5. REVIEW OF LITERATURE

Ajay K. Singh, Sanjeev Kumar, Aditya Kumar Sharma, Shivani Sinha, Does Green Entrepreneurship Have an Association With Sustainable Development and Its Components?, International Perspectives on Value Creation and Sustainability Through Social Entrepreneurship, **10.4018/978-1-6684-4666-9.ch008, (132-172), (2022).**

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Lars Speckemeier, Dimitrios Tsivrikos, Green Entrepreneurship: Should Legislators Invest in the Formation of Sustainable Hubs? Sustainability, **10.3390/su14127152, 14, 12, (7152), (2022).**

6. STATEMENT OF THE PROBLEM

The new generations with the most interest and the impact of the green entrepreneurship developments and the product manufacturing for the advantages to the health of human life. The research should be implying the current & Technical uses of the green products producing to the future implementations with the consumer products. The pricing strategies of green products can be different from the accessories (or) products level of size and the different type of marketing methods.

7. RESEARCH METHODOLOGY

The Research methodology can be takes place in the data collections from the primary data and secondary data .

8. RESEARCH DESIGN

➤ **Sample design:** The descriptive research design was applied in the research methodology of the study.

➤ **Sample size:** The study is takeover on the number of respondents is 250.

➤ **Tools used:** The tools that can be used for this research data.

Chi – square test, simple percentage analysis.

Particulars	No of Respondents	Percentage (%)
Gender:		
Male	125 (250)	50 (250)
Female	75 (250)	50 (250)
Total	100 (250)	100 % (250)
Age:		
25 – 30	65 (250)	25 (250)
30 – 45	65 (250)	25 (250)
45 – Above	120 (250)	50 (250)
Total	250	100% (250)
Preferences:		
Satisfised	200 (250)	80% (250)
Not – Satisfied	50 (250)	20% (250)
Total	250	100% (250)

9. FINDINGS

The 80% of the peoples can give the most satisfaction to the green marketing of the products in the age of 45 – above.

The peoples in the number of 65 can give the most satisfaction to the green marketing of the products in the age of 45 – above.

The 20% of the peoples cannot satisfied with the green entrepreneurship with the movement of technological developments.

10. SUGGESTIONS

The green marketing (or) Green entrepreneurship has been most preferable to the future period in the most attract the peoples. The most percentage of 80% has been satisfied by the respondents and must achievable at 100% to the satisfied. The future period of green

entrepreneurship can be taking fully part of financial funds provided to the product production to the customer hand over in the way of market.

11. CONCLUSIONS

The Green marketing / entrepreneurship has been most preferable by the peoples in the future period with the product illusion of the price level, quality, quantity level to the other participants of the people's satisfaction level in the over all of 100% in every place of the world to the green marketing (or) green entrepreneurship.

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