

**THE INTENTION TO ADOPT ECOPRENEURSHIP AMONG
ENTREPRENEURS IN BATTICALOA AREA**



By:

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ABSTRACT

This study investigates the relationship between attitude towards ecopreneurship, subjective norms, self-efficacy, innovative cognitive style and ecopreneurship intention. This study was implemented with four independent variables of attitude towards ecopreneurship, subjective norms, self-efficacy and innovative cognitive style and ecopreneurship intention, which is identified as, dependent variable. This study fulfills the empirical knowledge gap certain extent in Batticaloa Area regarding this topic.

Using a structured questionnaire, the data were collected from 252 entrepreneurs in Batticaloa Area. And the collected data were analyzed by using descriptive statistics, correlation, and regression analysis.

The findings reveal that the attitude towards ecopreneurship, subjective norms, self-efficacy, innovative cognitive style and ecopreneurship intention are in very high level among the respondents. The analyses stated the positive relationship between the attitude towards ecopreneurship, subjective norms, self-efficacy, innovative cognitive style and ecopreneurship intention. Further regression analysis has concluded that attitude towards ecopreneurship, subjective norms and innovative cognitive style have significant impact on ecopreneurship intention among entrepreneurs in Batticaloa Area and self-efficacy did not have significant impact on ecopreneurship intention in Batticaloa Area.

Keywords: Attitude towards Ecopreneurship, Subjective Norms, Self-Efficacy, Innovative Cognitive Style, Ecopreneurship Intention

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