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SOCIAL NORMS, SUSTAINABILITY ORIENTATION AND SUSTAINABLE ENTREPRENEURSHIP OF SMALL BUSINESSES IN IBADAN, OYO STATE, NIGERIA

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Abstract
This study has examined the disposition of Nigerian entrepreneurs to sustainability orientation in their business practices. It also examined if sustainability orientation has any direct relationship with sustainable entrepreneurship. In the same vein, it investigated the effect of social norm variables of group identity and environmental safety consciousness on sustainable entrepreneurship. These were with a view to ascertaining the impact of social norms on sustainable entrepreneurship. Data were collected from primary and secondary sources and were analysed using descriptive statistics, Spearman correlation coefficient and linear regression. The results revealed that the entrepreneurs of SMEs have positive disposition or affinity to group identification but negative consciousness towards environmental safety. Further the relationship between sustainability orientation and sustainable entrepreneurship ris weak ($r = 0.187$, $p \leq 0.05$). The R^2 in the linear regression showed that group identity as well as environmental-safety consciousness accounted for 14.9% of the variation in sustainable entrepreneurship. The t-values showed that group identity has a positive and significant impact ($t = 4.865$, $p \leq 0.05$) on sustainable entrepreneurship. The factors of Group Identity and Environmental-safety Consciousness variables accounted for 43.4% of the variation in sustainable entrepreneurship orientation. It was concluded that sustainable entrepreneurship only exists when enterpreneurs have sustainability orientation and that enterpreneurs' affinity to group influenced their tendency to design products that would not damage the environment more than their consciousness of environmental-safety.

Key Words: *Social norms, Sustainability orientation, Sustainable entrepreneurship, Small Business and Environmental Safety*

Introduction

In industrialized economies, the quest for sustainable entrepreneurship started as far back as 1972 in Stockholm during the United Nations Conference on Human Environment and Sustainable

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Development (United Nations Development Programme, 2014). Furthermore, the seventh Millennium Development Goal emphasized the need to ensure environmental sustainability and the United Nations also advocated for policies and entrepreneurial activities that would mitigate environmental degradation and promote environmental sustainability (United Nations, 2015).

Studies further show that the adoption of this concept in developing economies is often slow and not encouraging. Despite the high levels of pollution and environmental degradation (Balibey, 2015), some entrepreneurs have not embraced this concept and those who did, applied it reluctantly. Industrialized economies such as Germany, Britain, USA, and Japan have identified the importance of eco-friendly entrepreneurial processes and are emphasising green and eco-smart businesses. UK precisely implemented the 'Cleantech Policy' for production processes that will not hamper the environment. But Nigeria is still lagging behind in these eco-friendly policies that meet the global requirement on environmental sustainability (Balibey, 2015; Riti, Dankumo and Gubak, 2015). Many entrepreneurs still use technologies that are not eco-friendly, they have poor waste management practices (Tobore, 2013), and there are little or no green businesses (Okonkwo and Uwazie, 2015). In Southwest Nigeria, the rate of waste generation has been on the increase and there are little or no green businesses (Okonkwo and Uwazie, 2015).

A germane argument in recent literature is to improve the competitiveness of sustainable behaviors, sustainability-oriented entrepreneurs should seek an avenue to create an institution that promotes and defends the sustainability objective and at the same time get it entrenched in their norms. This is because, it may be near impossible for entrepreneurs in a particular culture to delve into sustainability if the prevailing norms of the society is inimical to sustainability. The orientation of Nigerian entrepreneurs to sustainability matters is still at its lowest ebb; a problem which is attributable to the prevailing social norms guiding innovations and business development which gives priority to profiteering above consideration for social and environmental implications of economic activities. Meanwhile, literature provides propositions on how norms supporting sustainability can be incorporated into a particular culture/society if they are missing. Berkowitz (2004) proposed that norms are of two kinds: the perceived norm and the actual norm. This gave a plausible explanation on why people may behave in ways that are either on the positive extreme to the actual norm in a society or on the negative extreme and laid a good foundation for dealing with negative norms. When negativities in norms resulted from people wrongly interpreting what the acceptable behavior is because of what they wrongly perceive that others do, then an effort would be made at correcting such wrong perception.

Literature Review and Conceptual Framework

The World Commission on Environment and development (WCED, 1987), chaired by Norwegian Prime Minister Gro Harlem Brundtland (popularly referred to as the Brundtland

Commission defined sustainable development as *paths of human progress which meet the needs and aspirations of the present generation without compromising the ability of future generations to meet their needs*. The Commission's approach to sustainable development emphasized the need for new conceptions of global development that: (i) takes cognizance of the fact that social and environmental problems are interconnected; (ii) recognized that environmental stresses are not restricted to particular locales or geographic boundaries; (iii) recognized that environmental catastrophes experienced in one world region, in the end, affects the well-being of people everywhere; and (iv) recognized that only through sustainable approaches to development could the planet's fragile ecosystems be protected and the aims of human development be furthered (Estes 1992). Throughout its report the Commission advanced the argument that sustainable development could only occur under conditions that reflected the realistic limits and "carrying capacity" of a finite planet (Williams, 1989; Wheeler, 1992). According to Estes, 1993, the practice, "Sustainable Development" consists of eight levels of professional activity. These include (i) individual empowerment; (ii) group empowerment; (iii) conflict resolution; (iv) community-building; (v) institution-building; (vi) nation-building; (vii) region-building; and (vii) world-building.

Many researchers have explored the general link of overall economic behavior, management and sustainability (Aragon-Correa and Sharma, 2003; Lenox, 2006) and from the perspective of entrepreneurship research, researchers have pointed to how concepts of entrepreneurship theory can inform us about sustainable economic behavior. Upon this is the concept of sustainable entrepreneurship built. Then came the concept 'sustainable entrepreneurship' or 'ecopreneurship', which was described as a process of exploiting entrepreneurial opportunities in an innovative manner for economic gains, societal benefit, cultural preservation and environmental quality on an equal footing (Majid and Koe, 2012). Sustainable entrepreneurship is "the process of discovering, evaluating, and exploiting economic opportunities that are present in market failures which detract from sustainability, including those that are environmentally relevant" (Dean and McMullen, 2007). Sustainability-oriented entrepreneurs (that is environmental-oriented entrepreneurship) are different from conventional entrepreneurs in that they factor-in sustainability in the design of their products and services, the production processes, the natural resource extraction and usage and on matters of relation with employees, suppliers and the larger society. They tend to balance the entrepreneurial profits (economic benefits) from enterprise creation with their environmental and social implications as achieving sustainability alongside enterprise creation accrues to them an equal or higher utility than pursuing business with profit maximization goal alone. To sustainable development-oriented entrepreneurs, reaping entrepreneurial profit is most likely not the only aim and this, at least, in theory leaves open the possibility of a "*satisficing"* behavior (Simon, 1956) implying pursuance of opportunities with more limited profitability yet higher

sustainability benefits. Even in a utility maximization framework, such behavior of entrepreneurs could be explained in that non-tangible rewards could be a significant element of an entrepreneur's utility function. Cohen and Winn (2007) explain the emergence of Sustainable development and link it to four market imperfections that caused environmental degradation. These are: firms not perfectly efficient; existence of externalities; flawed pricing mechanisms; and information not perfectly distributed.

Chen *et al.* (2006) claimed that social norms are guides for human conduct that are accepted and expected in a given situation at a given time. Raven and Rubin (1976) suggest that norms provides a framework for interpreting what otherwise might be seen as an ambiguous, uncertain, or perhaps threatening situation. People generally conform to the norms (be it implicit or perceived norm) of their groups for many reasons. There are two main explanations for such conformity (Insko, 1985). First, people have grown up with the consciousness of doing what is perceived right or acceptable in the society. Second, humans, being social animals, do not want to be rejected in their societies. The prescription of norms helps reduce the risk of excommunication, non-conformity and deviant behaviors which are not necessary illegal

Pacheco *et al.* (2010) examined sustainability choices in entrepreneurial venturing. They argue that it is very important that structures upon which sustainable entrepreneurship will be built should first be put in place before firms embark on sustainability-oriented entrepreneurship. According to them, some of these structures are the establishment of norms and institutional backing that will support sustainable entrepreneurship. Their findings as presented emphasized the need to set up institutional structures that will *improve the competitiveness of sustainable behaviors*.

Thus, if a high value is placed on healthy environment future generations of family-business owners or managers will place a high emphasis on maintaining a healthy environment in addition to remaining profitable. Therefore, social norm (and its variables, group identity and environmental safety consciousness) in the context of this study is a factor that contributes to, and promotes sustainable entrepreneurship. The connection of variables is depicted in Figure 1. The proxies adopted for measuring social norms are: the norms of group identity and those norms regulating environmental oriented purchases, while, the proxy for sustainability orientation is explained by the dispositions of entrepreneurs towards the factors of Group identity and environmental safety consciousness, the proxy for explaining sustainable development is sustainable entrepreneurship.

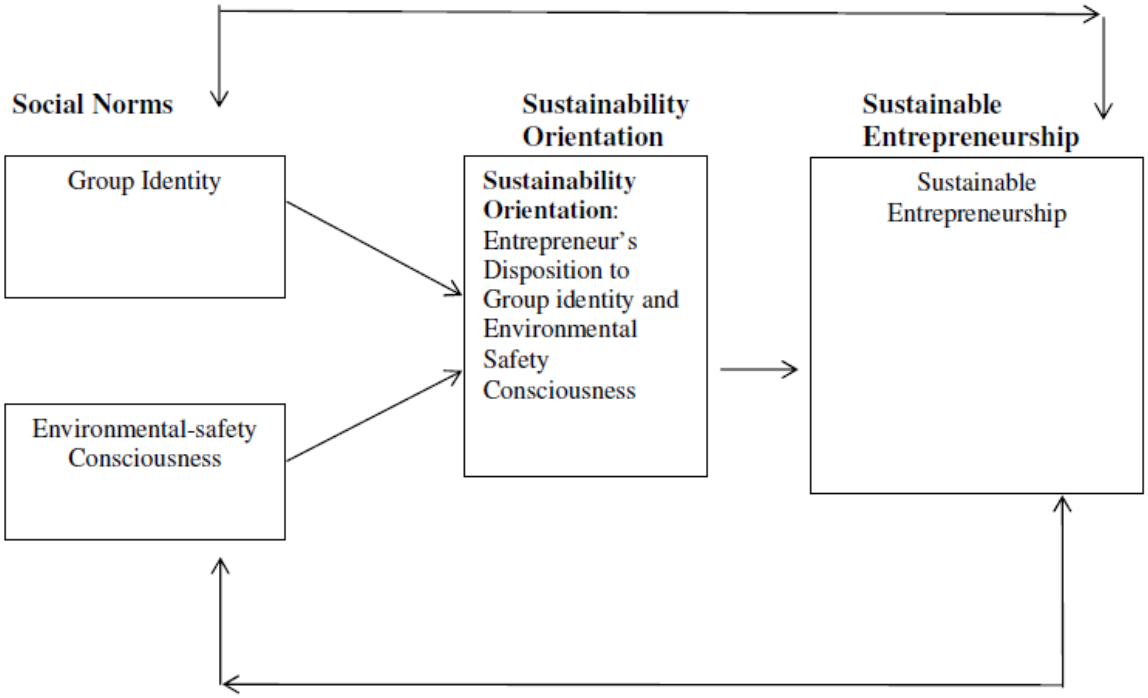

Fig. 1: Schematic diagram of the Relationship between Social Norms and Sustainable Entrepreneurship

Therefore, the hypotheses for the study are hereby stated in null and alternate forms as follows:

Hypotheses of the Study

H_{01}: Entrepreneurs of SMEs are not sustainability oriented in business operations.

H_{A1}: Entrepreneurs of SMEs are sustainability oriented in business operations.

H_{02}: Sustainability orientation and sustainable entrepreneurship are not unidirectional.

H_{A2}: Sustainability orientation and sustainable entrepreneurship are unidirectional.

H_{03}: Social Norm variables of group identity and environmental safety do not affect sustainable entrepreneurship.

H_{A3}: Social Norm variables of group identity and environmental safety affect sustainable entrepreneurship.

Research Methods

Primary and secondary data were employed for the study. Purposive sampling technique was adopted in collection of primary data. Data were collected from the owners and managers of firms registered with Ibadan Chamber of Commerce and Industry. The questionnaire was administered on five most senior officers in the firm. The questionnaires were distributed to all 104 firms that are members of the Ibadan Chamber of Commerce and Industry but only twenty-five (25) firms responded. This made a total of one hundred and twenty-five (125) respondents. The top officers are preferred because

sustainability issues interest were corporate issues that can only be found within the purview of top managerial officers. In the same vein, five (5) of these officers are deemed enough to accommodate diversity of perspectives across different departments in the organisations.

Measurement of Variables, Reliability and Validity Test

Social norms served as the independent variable in this study while Sustainable Entrepreneurship served as the dependent variable. Social norm was measured in this study by norms of group identity and environmental-safety-consciousness. The first proxy for social norms (norms of group identity) is measured by five items adopted from the 12-item Hinkle, Taylor, Fox-Cardamone, & Crook (1989)'s GIS as amended by Taylor & Francis (2005). The items used to measure norms of environmental-safety consciousness (the second proxy for social norms) were adopted from Honabarger (2011) 6-item scale.

Frequency and percentage analyses were adopted in explaining the distribution of the sub variables of "Group identity" and "Environmental Safety Consciousness. The values obtained for Group Identity (GI), and Environmental-safety Consciousness (ESC) were summed to obtain the score for Sustainability Orientation. Mathematically, this is presented as follows: *Sustainability Orientation (SO_{index}) = GI + ESC*

Where:

GI = Affinity to group behaviors

ESC = Environmental safety Consciousness

A score of less than or equal to fifteen (SO_{index}< or =15) shows a negative disposition while a score greater than fifteen (SO_{index}> 15) is taken as a positive disposition (in as much as the question is constructed on "No" and "Yes" basis, while No is scored 1 and Yes is scored 2.

The sustainable entrepreneurship (SE) of the entrepreneurs is gauged using 5-point Likert's scale. The responses were scored on a scale of "1-5" points and summed to obtain the value for the sustainable entrepreneurship index (SE_{index}) of the respondents. Based on the "5-point" Likert's scale, the highest score is "30 points" while the lowest score is "5 points". Hence, the score is interpreted as stated in Table 1.

Table 1: Sustainable Entrepreneurship Scale

Likert's Score	Total Score	Percentage Equivalent	Sustainable Entrepreneurship Index (SE_{index})	Interpretation
1	6	20		Low degree of Sustainable Entrepreneurship
2	12	40	SE_{index}<60	
3	18	60	60<=SE_{index}<=80	Moderate degree of Sustainable Entrepreneurship
4	24	80	SE_{index}>=80	High degree of sustainable entrepreneurship
5	30	100		

To investigate the relationship between Sustainability orientation of the entrepreneurs and sustainable entrepreneurship, a bivariate product-

moment correlation analysis was undertaken and the result interpreted. The Effects of variables of Social Norms of Group Identity and Environmental Safety Consciousness on Sustainable Entrepreneurship is measured using a linear regression.

Results and Discussions

Disposition to Group Identity, Environmental Safety and Sustainability Orientation of Entrepreneurs of Small and Medium Enterprises

The disposition of Nigerian entrepreneurs to social norms is examined using the sub variables of "norms of group identity" and "norms of environmental-safety consciousness". In examining the sustainability orientation of entrepreneurs, their affinity to group identity and environmental safety consciousness were measured. Tables 2(a) and 2(b) present the dispositions of the respondents as either negative or positive. The group identity index showed that 16.8% of the respondents have a negative disposition or affinity to group identification, while, 83.2% have a positive disposition. Whereas, the majority (78.4%) were negatively conscious in terms of consideration of environmental safety in their business operations, while, a few (21.6%) have positive disposition.

Table 2(a): Affinity Towards Group Identity

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative Affinity	21	16.8	16.8	16.8
Positive Affinity	104	83.2	83.2	100.0
Total	125	100.0	100.0	

Table 2(b): Environmental Safety Consciousness of the Entrepreneurs

Classes of Disposition	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	98	78.4	78.4	78.4
Positive	27	21.6	21.6	100.0
Total	125	100.0	100.0	

Further investigation based on the Sustainability Orientation index – *product of interaction of group identity and environmental safety consciousness* - (SO_{index}), corroborated the result presented above. In Table 3, the respondents that have positive disposition towards social norms are just 39.2% while the majority 60.8% have negative disposition. To affirm whether this pattern is significant or not, the result is subjected to one-sample t-test shown in Table 4. The result showed that: the mean difference for sustainability orientation is 14.768 and a t-test value of 82.20 that is significant at a two-tail test based on 95% confidence level. Based on this result, the null hypothesis 1 – *Entrepreneurs of SMEs are not sustainability oriented intheir business operation is hereby rejected and the alternate hypothesis is accepted*. That is entrepreneurs of SMEs are sustainability oriented in their business operations, although, it is

negative. Inasmuch as, the mean difference (14.768) of SO_{index} is not greater than fifteen (15.00), the chosen value for categorisation on our Sustainability Orientation Scale. This implied that entrepreneurs of SMEs in Nigeria are poor in terms of environmental safety conscious despite having affinity to group identities or identification.

Table 3: Sustainability Orientation of Entrepreneurs of SMEs

Pattern of Disposition	Frequency	Percent	Valid Percent	Cumulative Percent
Negative disposition	76	60.8	60.8	60.8
Positive disposition	49	39.2	39.2	100.0
Total	125	100.0	100.0	

Table 4: One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Sustainability Orientation≤	82.202	124	.000	14.76800	14.4124	15.1236

The Relationship between Social Norms Variables of Group Identity and Environmental Safety Consciousness, Sustainability Orientation and Sustainable Entrepreneurship

Group identity has a strong relationship ($r = 0.692$, $p \leq 0.05$) with sustainability orientation and a fair relationship with Sustainable Entrepreneurship index ($r = 0.351$, $p \leq 0.05$). Environmental safety consciousness has a stronger relationship ($r = 0.890$, $p \leq 0.05$) with sustainability orientation but a rather weak relationship ($r = .049$, $p \leq 0.05$) with Sustainable Entrepreneurship index (see Table 5). The result suggests that environmental safety consciousness influence sustainability orientation more than group identity. However, the contribution of environmental safety consciousness to Sustainable Entrepreneurship index of entrepreneurs is lower than the contribution of group identity. This is due to the fact that most respondents are strongly attached to the behaviors of their group members but are not well disposed to observing environmental safety business operations. Moreover, an examination of the relationship between sustainability orientation and sustainable entrepreneurship index reflect a significant but weak statistics ($r = 0.187$, $p \leq 0.05$). A possible reason for this could be the weak disposition they have towards environmental safety consciousness. In as much as entrepreneurs' sustainability orientation is an aggregation of their disposition to group identity and environmental safety consciousness, it is not unexpected that the weak weight of environmental safety consciousness will draw down the aggregated weights for both group

identity and environmental safety identity as found in sustainability orientation. Due to this, the effect that sustainability orientation as a single entity will have on sustainable entrepreneurship index will be minimal, hence the significant but weak coefficient given as r = 0.187. The correlation coefficients are as presented in Table 5. Though the correlation coefficient is weak, the significance of the relationship provides a good ground upon which to establish a direct relationship between sustainability orientation and sustainable entrepreneurship, hence the null hypothesis 2 - Sustainability orientation and sustainable entrepreneurship are not unidirectionalis rejected and the alternate is accepted. The conclusion here is that there exists a direct, though weak, relationship between sustainability orientation and sustainable entrepreneurship.

Table 5: Spearman Correlation statistics Showing the Relationship Between Social Norms Variables of Group Identity and Environmental safety Consciousness, Sustainability Orientation and Sustainable Entrepreneurship

Correlations

			TOTAL GROUP IDENTITY SCORE	The Total Environmental Safety Conscious Score-New	Sustainability Orientation	SUSTAINABLE ENTREPRENEURSHIP INDEX
Spearman's rho	TOTAL GROUP IDENTITY SCORE	Coefficient	**1.000**	**.315****	**.692****	**.351****
		Sig. (2-tailed)	**.**	**.000**	**.000**	**.000**
		N	**125**	**125**	**125**	**125**
	The Total Environmental Safety Conscious Score-New	Coefficient	**.315****	**1.000**	**.890****	**.049**
		Sig. (2-tailed)	**.000**	**.**	**.000**	**.587**
		N	**125**	**125**	**125**	**125**
	Sustainability Orientation	Coefficient	**.692****	**.890****	**1.000**	**.187***
		Sig. (2-tailed)	**.000**	**.000**	**.**	**.037**
		N	**125**	**125**	**125**	**125**
	SUSTAINABLE ENTREPRENEURSHIP INDEX	Coefficient	**.351****	**.049**	**.187***	**1.000**
		Sig. (2-tailed)	**.000**	**.587**	**.037**	**.**
		N	**125**	**125**	**125**	**125**

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The Effects of Social Norms Variables of Group Identity and Environmental SafetynConsciousness on Sustainable Entrepreneurship

In Table 6, the result of the linear regression examining the impact of environmental-safety consciousness and group identity on sustainable entrepreneurship revealed that the coefficient for group identity is 1.107 suggesting that it can predict Sustainable Entrepreneurship by this value. In the same vein, the t statistics (t=4.865, $p \leq 0.05$) showed that group identity has a positive and significant impact on Sustainable Entrepreneurship. However, the coefficient for environmental-safety consciousness (-0.169) showed a negative impact. Moreover, the t statistics (t= -1.350) showed a negative and

insignificant impact (Table 7). In the model summary, the adjusted R^2 value (0.149) revealed that both group identity as well as environmental-safety consciousness only have 14.9% prediction power on Sustainable Entrepreneurship. The Durbin-Watson statistics showed that there is no correlation between the residuals while the tolerance and VIF statistics for collinearity revealed that there is no collinearity between the variables. The implication of this is that there are other factors which determine Sustainable Entrepreneurship which are not accounted for by group identity and environmental-safety consciousness.

Alternatively, when sustainable entrepreneurship is regressed against each of the individual items in the Group Identity and Environmental-safety Consciousness variables, the R^2 value is 0.434 indicating that collectively, the items can explain the variation in sustainable entrepreneurship by 43.4%. The F-statistics (10.505) is also found to be significant at $p \leq 0.05$ (See Table 8). Table 9 revealed that four of the five items capturing Group Identity have a significant contribution to the model. The items are *being a group member has a little to do with how I feel about myself in general; I feel good about myself when I think of being a group member; I have a lot in common with other members of the group; I have strong attachment to other members of my group*. A similar trend was observed among the items capturing environmental-safety consciousness. Four out of five of these items also have significant contribution to sustainable entrepreneurship. The items are *consumers should read labels to understand the nutritional value of food products; consumers should buy products packaged in recycled materials; consumers should but products packaged in packages that can be refilled; consumers avoid products from companies with no reputation of environmental safety.*

Going by the result of these individual variables, null hypothesis three is hereby rejected and the researcher's hypothesis is upheld. That is Social Norms variables of Group identity and Environmental safety affected sustainable entrepreneurship.

Table 6: Model Summary of a Linear Regression of the Effect of Social Norms Variable of Group Identity and Environmental safety Consciousness on Sustainable Entrepreneurship Orientation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.403[a]	.162	.149	2.13587	
2	.387[b]	.150	.143	2.14300	1.908

a. Predictors: (Constant), The Total Environmental Safety Conscious Score-New, TOTAL GROUP IDENTITY SCORE

b. Predictors: (Constant), TOTAL GROUP IDENTITY SCORE

c. Dependent Variable: SUSTAINABLE ENTREPRENEURSHIP INDEX

Table 7: Coefficients of a Linear Regression of the Effect of Social Norms Variable of Group Identity and Environmental safety Consciousness on Sustainable Entrepreneurship

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Colinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	9.143	1.883		4.856	.000	5.416	12.869					
	TOTAL GROUP IDENTITY SCORE	1.107	.228	.418	4.865	.000	.656	1.557	.387	.403	.403	.929	1.077
	The Total Environmental Safety Conscious Score-New	-.169	.125	-.116	-1.350	.179	-.417	.079	-.004	-.121	-.112	.929	1.077
2	(Constant)	8.767	1.868		4.693	.000	5.069	12.465					
	TOTAL GROUP IDENTITY SCORE	1.025	.220	.387	4.658	.000	.589	1.460	.387	.387	.387	1.000	1.000

a. Dependent Variable: SUSTAINABLE ENTREPRENEURSHIP

Table 8: Model Summary of a Linear Regression of the Effect of Individual Items of Group Identity and Environmental safety Consciousness on Sustainable Entrepreneurship Orientation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.693[a]	.480	.434	1.74176	.480	10.505	10	114	.000

a. Dependent Variable: SUSTAINABLE ENTREPRENEURSHIP

Table 9: Coefficients of a Linear Regression of the Effect of Individual Items of Group Identity and Environmental safety Consciousness on Sustainable Entrepreneurship Orientation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Colinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	8.274	1.950		4.242	.000					
	being a group member has nothing to do with how I feel about myself	1.835	.467	.392	3.926	.000	.050	.345	.265	.457	2.187
	being a group member is an important part of my self-image	-.936	.683	-.188	-1.370	.173	.071	-.127	-.093	.242	4.127
	generally, i feel good about myself when i think about being a group member	2.401	.594	.417	4.040	.000	.153	.354	.273	.429	2.329
	i have a lot in common with other members of my group	1.200	.502	.234	2.390	.018	.254	.218	.161	.478	2.094
	i have strong attachment to other members of my group	1.707	.558	.352	3.060	.003	.221	.276	.207	.346	2.892
	consumers should read labels to see if a product's content are environmentalSafe	-1.011	.741	-.215	-1.364	.175	-.001	-.127	-.092	.184	5.437
	consumers should read labels to understand the nutritional value of food products	1.578	.527	.312	2.992	.003	.360	.270	.202	.419	2.388
	consumers should buy products packaged in recycled materials	-1.599	.788	-.285	-2.029	.045	-.130	-.187	-.137	.231	4.334

consumers should buy products packaged in packages that can be refilled	2.425	.820	.484	2.958	.004	-.023	.267	.200	.171	5.860
Consumers avoid products from companies with no reputation of environmental safety	-2.931	.941	-.388	-3.113	.002	-.347	-.280	-.210	.294	3.402

a. Dependent Variable: SUSTAINABLE ENTREPRENEURSHIP INDEX

Summary and Conclusion

Sustainable development is a term initially championed by environmentalists (Schaper 2002) and later adopted as the fundamental principles of social entrepreneurship (Prahalad, 2005; Prahalad 2006), sustainability eventually became a matter of concern in government policy formulation (Meek, Pacheco and York, 2010) and consequently, albeit reluctantly, acknowledged by the profit driven corporate entities (Clelland, Dean and Douglas, 2000).

Sustainability-oriented entrepreneurs (that is environmental-oriented entrepreneurship) are different from conventional entrepreneurs in that they factor-in sustainability in the design of their products and services, the production processes, the natural resource extraction and usage and on matters of relation with employees, suppliers and the larger society. Essentially, the study has shown that: majority (83.2%) of the entrepreneurs have positive disposition or affinity to group identification, while, majority (78.4%) of the entrepreneurs have negative consciousness towards environmental safety; group identity has a strong relationship ($r = 0.692$, $p \leq 0.05$) with sustainability orientation and a fair relationship with Sustainable Entrepreneurship($r = 0.351$, $p \leq 0.05$); Also, environmental safety consciousness has a stronger relationship ($r = 0.890$, $p \leq 0.05$) with sustainability orientation but a rather weak relationship ($r = .049$, $p \leq 0.05$) with Sustainable Entrepreneurship index, This is because the SMEs are not putting their environmental safety conscious values into practice, partly, as a result of strong group influence and attachment to societal values and beliefs; the contribution of environmental safety consciousness to Sustainable Entrepreneurship index of entrepreneurs is lower than the contribution of their group identity. This suggests that for successful promotion of the values of sustainable entrepreneurship among SMEs operators, group based approach bring better result than individual approach.

Furthermore, the examination of the relationship between sustainability orientation and Sustainable Entrepreneurship reflected significant but weak positive relationships ($r = 0.187$, $p \leq 0.05$); It implies that a positive orientation does not automatically translated or transform to sustainable entrepreneurship. However, to effectively promote environmental safety consciousness among Nigerian entrepreneurs, group approach should be

adopted because affinity to group identity had positive significant impact ("t" = 4.865, $p \leq 0.05$) on Sustainable Entrepreneurship over and above individual approach of promoting environmental safety consciousness).Statistically, environmental-safety consciousness has a negative and insignificant impact on sustainable development ("t" = -1.350, $p > 0.05$). However, the individual items of the Group Identity and Environmental-safety Consciousness variables collectively accounted for 43.4% of the variation in Sustainable Entrepreneurship. Thus, a proper mix of the factors would give a better result and positive development of sustainable entrepreneurship

In conclusion, sustainability orientation has significant effect on sustainable entrepreneurship and thus, sustainable entrepreneurship only exists when entrepreneurs have sustainability orientation. The Entrepreneurs' affinity to group influences their tendency to design products that would not damage the environment more than their consciousness of environmental-safety. Therefore to be effective, environmental-friendly business operations should be established as a standard within groups, bodies, associations and special incentives should be given to existing companies who have environmental-friendly products to partially deflate the additional costs emanating or associated with being environmental friendly.

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