

MOSHI CO-OPERATIVE UNIVERSITY

**GREEN ENTREPRENEURSHIP AND PERFORMANCE OF SMALL
ENTERPRISES IN MOSHI DISTRICT, TANZANIA**

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**GREEN ENTREPRENEURSHIP AND PERFORMANCE OF SMALL
ENTERPRISES IN MOSHI DISTRICT, TANZANIA**

BY

SAMWEL TINDWA

**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF MASTER OF BUSINESS
MANAGEMENT OF MOSHI CO-OPERATIVE UNIVERSITY**

NOVEMBER, 2023

DECLARATION AND COPYRIGHT

I, **SAMWEL TINDWA**, declare that this dissertation is my original work and that it has not been presented and will not be presented to any other learning institution for a similar or academic award.

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CERTIFICATION

The undersigned certify that they have read and recommend for acceptance by the Moshi Co-operative University a dissertation titled **"GREENENTREPRENEURSHIP AND PERFORMANCE OF SMALL ENTERPRISES IN MOSHI DISTRICT, TANZANIA"** In partial fulfillment of the requirements for the degree of Master of Business Management of Moshi Co-operative University.

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DEDICATION

This Dissertation is dedicated to my loving parents Mr and Mrs Tindwa, for their financial and mental support and encouragement from my childhood up to this level. I sincerely appreciate their support towards attaining the Master of Business Management.

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First, I thank the supreme Almighty God for His mercy, care, strength and guidance during the entire study period. With all the ups and downs, it's only by his grace that I am where I am today.

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LIST OF ABBREVIATIONS

CFA:	Confirmatory Factor Analysis
EFA:	Exploratory Factor Analysis
GDP:	Gross Domestic Product
GSP:	Green Schools Program
ICT:	Information and Communication Technologies
KMO:	Kaiser-Meyer-Olkin
MEMR:	Ministry of Environment and Mineral Resources
SDG:	Sustainable Development Goal
SE:	Sustainable Entrepreneurship
SEM:	Structural Equation Modelling
SEs:	Small Enterprises
SPSS:	Statistical Package for Social Science
UN:	United Nations
UNEP:	United Nations Environment Programme
URT:	United Republic of Tanzania

ABSTRACT

Green entrepreneurship has become a top concern in developing nations. Small Businesses are increasingly seen as powerful instruments for corporate performance and economic development. Numerous perspectives have been used to interpret business performance. The increasing numbers of small enterprises cause competition to become increasingly fierce. The study aimed to assess green entrepreneurship on the performance of small enterprises in the Moshi District. Specifically, the study assessed the influence of green technology on the performance of small enterprises, determined the entrepreneurship skills used on the growth of sustainable enterprises and the extent of influence of green motivation on the performance of SEs. A cross-sectional research design guided the study whereby data were collected using key informant interviews, documentary review and survey methods. A sample of 306 respondents was drawn from the study. This included sustainable enterprises found in Moshi District. The sample was selected through a simple random sampling technique.

Findings revealed a relationship between green technology and the performance of small enterprises has had been established It supports hypothesis one. The relationship between entrepreneurship skills and small enterprises' performance was not confirmed and the 3 hypotheses were not supported. The relationship between motivation in green entrepreneurship and enterprise performance was significant It supports hypothesis two. The relationship between green entrepreneurship competitiveness and performance of enterprise performance has a lower beta value of and to a greater extent contributing to the welfare of the SEs community was observed to be the most influential on the performance of SEs. The study concludes that the most applicable technology used among SEs is selling online because it allows selling activities to be done online without having to meet face to face. The study recommendeds that SEs owners should be given more training and seminars regarding green business planning, sustainability and how to use green technology. This will enable them to gain more knowledge that would help them to easily adapt to the technology.

CHAPTER ONE

1.0 INTRODUCTION

This study delves into the realm of green entrepreneurship and its impact on the performance of small enterprises in the Moshi District. Green entrepreneurship, characterized by its commitment to environmental sustainability, cleaner production processes, and the creation of both economic and ecological value, has become increasingly vital in today's global economy. Small enterprises (SEs) play a significant role in economic development, yet they face various challenges that hinder their growth. This research aims to explore how green entrepreneurship practices can potentially enhance the performance of these SEs. By examining factors such as green technology adoption, entrepreneurship skills, motivation, and competitiveness, the dissertation seeks to uncover valuable insights that can help SEs thrive in a sustainable and environmentally conscious business landscape.

1.1 Background to the Study

Green entrepreneurship, as a fundamental aspect of sustainable entrepreneurship, centers around enterprises that prioritize environmental management practices and cleaner production processes, demonstrating a commitment to conserving natural resources and the ecological balance (Farinelli *et al.*, 2011). This commitment extends beyond individual enterprises, playing a pivotal role in the global economic landscape (Omoruyi, 2017), as it contributes to competitiveness and is prevalent among Small Enterprises (SEs) worldwide (Hassan and Nordin, 2016). Entrepreneurial activities on a global scale foster innovation and the discovery of ideas aimed at enhancing our quality of life (Peattie). The importance of addressing environmental concerns has been a long-standing focus of both research and industry in both the public and private sectors. The influence of green and sustainable concepts began to shape market dynamics and consumer preferences in the 1970s, initially in the United States under the banner of "societal marketing" (Peattie, 2014).

As these environmental concerns gained momentum, Research and real-world applications of ideas like eco-innovation, sustainable development, and environmental friendliness have become increasingly popular. This, in part, can be attributed to the strengthening of environmental regulatory measures aimed at

fostering green entrepreneurship (Pujari, 2016). The concept of green entrepreneurship primarily revolves around the nexus between the environment and the economy, with a notable highlight during discussions at the 1992 Rio Conference and the United Nations Conference on Environment and Sustainable Development (Allen and Malin, 2018). The overarching theme of the green economy is centered on this intersection between environmental and economic aspects (Pujari, 2016). Particularly in Africa, what distinguishes a green entrepreneur from a traditional one among Small Enterprises (SEs) is the pursuit of an economically profitable business model that concurrently generates environmental and social value (Lacroix and Stamatiou, 2017).

The green entrepreneur does this by engaging in ecotourism, recycling, energy efficiency, sustainable mobility, organic agriculture and renewable energy, among others, and the number of green jobs associated with these new activities. For example, the development models in Kenya are changing from the current carbon-intensive non-green model towards a low-carbon and greener one (Lacroix and Stamatiou, 2017). Vij and Bedi (2016) argue that business performance is the ability of the business to achieve its objectives and expected results. Many factors, including increased sales, can measure business performance, increased number of customers, improved customer loyalty, productivity, and improved brand image and reputation. Therefore, when the mentioned indicators are identified among SEs, business performance is evident.

The role of SEs in the country's development is significant (Bayati and Taghavi, 2007). The SEs sector contributes highly to the country's economy, contributing to the Gross Domestic Product (GDP) by reducing unemployment, reducing poverty levels and promoting entrepreneurship activity. Regarding green entrepreneurship, the SEs sector can be a vital contributing agency to the national economy. This is because SEs will have innovative opportunities to grow, as concurred by Muangmee et al. (2021).

In the current global economy, SEs (Small Enterprises) are gradually regarded as influential tools for economic development and business performance (Islam *et al.*, 2011). According to Storey (2016), business performance has been interpreted in several ways from different dimensions. Performance is a function of entrepreneurs'

ability, motivation and opportunity. Similarly, Malecki (2018) argues that the ability to identify business opportunities (entrepreneurial competence) and gathering of resources (managerial competence) are directly related to performance. It was further argued that firm characteristics and entrepreneurs' characteristics work as the preliminary determinants of their performance. Small enterprises (SEs) are more fundamental for economic growth and development than larger industries (Obi *et al.*, 2018) SEs are presently considered the major source of vigour, modernization and flexibility in budding and developing countries. SEs contribute substantially to economic development and employment generation (Karadağ, 2016). Small and Medium Enterprises (SMEs) work as a potential economic backbone and make huge contributions to employment than large businesses in any country (Obi *et al.*, 2018)

New small businesses are often the first to implement innovations that significantly impact economic growth, as they have greater flexibility to explore new technological and commercial opportunities than established businesses do. SMEs account for 17 % of all technology patents in the European Union (Eurostat, 2014). Small businesses frequently adopt innovations and apply them to different contexts and locations that are not large enough in scale to attract big companies. SMEs are also receptive towards green innovations and often act as initiators in the eco-industry and clean-tech markets; in the UK, for instance, they account for over 90 % of clean technology businesses and 70 % in Finland (OECD, 2017).

SEs can significantly reduce the high unemployment level and contribute to the GDP of the local economy in Tanzania. Besides assisting in curbing the high level of unemployment, SEs can be used to transform the country by redistributing productive assets amongst the previously disadvantaged. The failure rate of SEs is high worldwide, with the situation being no different to Tanzania (Nkwabi & Mboya, 2019).

The economic growth and development of the SME sector in East African Countries continue to be affected by various challenging factors. According to a study by the Global Entrepreneurship Monitor (GEM) Reports (2001- 2010), SME survival is one of the lowest in the world (Herrington *et al.*, 2010). Growth rates of small businesses in South Africa are low, with an average of 50% failing to grow.

Many factors increase their influence and have a huge effect on the success of SEs (Cacciotti and Hayton, 2015). In Tanzania, SEs introduce green products and technologies to the market and provide the ground for green entrepreneurship by transforming patterns and prototypes into tangible commercial products. Eventually, green products and technologies are introduced to the market by green entrepreneurs (Nikolaoua *et al.*, 2014). The existing structures in many modern societies are unstable. Achieving sustainable development requires a new way of thinking to change these structures, such as political, economic, social, and cultural systems.

The current study assessed green entrepreneurship on the performance of small enterprises in the Moshi District. The study has pointed out unique insights on how small enterprises can engage in environmentally friendly activities. Because environmental issues are greatly emphasised by sustained development, and in the process of the emergence of the green market, SEs need to pay equal attention to environmental and social purposes in contrast to their economic goals.

1.2 Statement of the Problem

Green entrepreneurship has garnered significant attention in many developing countries, with Small Enterprises (SEs) emerging as pivotal drivers of economic growth and business success (Demirel, Rentocchini and Tamvada, 2019). In Tanzania, the government initiated the SME development policy in 2003, subsequently revised in 2013, as a testament to its commitment to bolstering the SME sector. Despite these dedicated efforts, SEs in Tanzania persistently confront formidable challenges. These challenges are compounded by stark realities: limited access to technological advancements, primarily due to a lack of accessible information, and the presence of weak, isolated industrial support institutions.

Consider the data: Despite the growing number of SEs, they wrestle with a multitude of obstacles. Scholarly works by Anderson (2017) and Msami and Wangwe (2016) substantiate these difficulties by highlighting critical challenges that plague SEs. Their research underscores deficiencies in entrepreneurship skills, with statistics showing that nearly 70% of SEs report inadequate entrepreneurship training. Additionally, over 80% of surveyed SEs cited a lack of access to information and resources as a major impediment to innovation. The burden of

unfavorable legal and regulatory frameworks looms large, impacting more than 60% of SEs. Consequently, these hurdles have severely impeded the growth and development of SEs, resulting in their limited contributions to the national economy, with SEs accounting for only 10% of GDP.

In light of these significant challenges, it becomes evident that SEs require tailored solutions to thrive. Recognizing the statistics that underscore the existing shortcomings in entrepreneurship skills and innovation among SEs, this study meticulously examines the influence of green entrepreneurship on the performance of small enterprises in the Moshi District. Through this comprehensive investigation, we endeavor to provide concrete data-driven insights into how SEs can effectively participate in the green market, thereby surmounting the barriers that have persistently hindered their progress.

1.3 Research Objectives

1.3.1 Main Objective

The main objective of the study was to assess green entrepreneurship on the performance of small enterprises in the Moshi District

1.3.2 Specific Objectives

Specifically, the study intended to:

- i. To examine the influence of green technology on performance among small enterprises.
- ii. To determine the influence of entrepreneurship skills used in the performance of small enterprises.
- iii. To determine the influence of entrepreneurship motivation on performance among small businesses.
- iv. To determine the influence of Green Competitiveness on performance among small enterprises.

1.4 Research Hypotheses

H₁: A significant and positive relationship exists between green technology and sustainable performance.

H₂: Entrepreneurship skills and the performance of small enterprises are positively and significantly related;

H₃: Entrepreneurship motivation is positively and significantly related to the performance of small enterprises; and

H₄: Performance of small enterprises is significantly and positively influenced by green competitiveness among small enterprises.

1.6 Justification of the Study

This study will benefit the policy makers by reviewing the existing policies for small enterprises in Tanzania to foster their performance through green entrepreneurship, among others. It will help them learn more about the strategies they can employ to increase the performance of their small enterprises. The policy makers will also be able to learn how to educate SEs so that they can be actively involved in green entrepreneurship, which would boost their growth. The study will benefit the green entrepreneurship teaching fraternity in the universities with information that may be relevant for a relook at the green entrepreneurship curriculum and other teaching methods to help meet desired ends, particularly for SEs.

This study intends to benefit the Government by showing more ways to support green entrepreneurship activities. It also helped the government know the strategies to fund green businesses in Moshi District. The study will also help the government to find better and more effective ways to provide entrepreneurship skills, motivate SEs and introduce simple technologies for SEs to adapt, which would result in the significant performance of small green enterprises.

Following the sustainable development goals underscored by the United Nations (UN) with the specified indicators that used to ensure the sustainability is achieved by the end of 2040. For that reason, this study examined the relationship between the green entrepreneurship and sustainability of small business in Tanzanian context. The dissertation aims at evaluating impacts of green technology, entrepreneurship skills and green competitiveness of which are some of pressing issues for sustainability of small business. Understanding the relationship between the former and latter could contribute to the sustainable development goals pertinent to environmental aspects. For example, the sustainable goal number seven that framed out affordable, sustainable, and modern energy to start-up firms. To fill the knowledge void, this dissertation contributed to understand the pattern between

modern energy and sustainability because the key constructs established were green technology, green competitiveness, and green entrepreneurship. Altogether, the dissertation shed light to some of key factors that impacts sustainability of small business in Tanzania. Of course, they can scalable and adopted to other part of the globe. Therefore, the findings of this dissertation enhance to promotes the sustainable development goals at the local and the global level.

1.7 Limitations of the Study

The coverage of this study area was limited. This is because coverage of a large area is beyond the researcher's capacity. It is important to note that the study was restricted to the specified study area, the Moshi District and the study result cannot be generalised in other areas.

1.8 Organization of the Dissertation

This dissertation is organised into five chapters. Chapter one comprises the background of the problem, the problem statement, the objectives of the study, the research questions and the significance of the study. Chapter two comprises literature review that was done according to the research objectives and questions used in the study. Also, a conceptual framework is discussed in this section. Chapter three covered the methodology. It explains the research design and details the population, sample size, and sampling technique used in the study. It also explains the types and sources of data and methods of data collection and analysis. Chapter four comprises presentation of data, analysis and discussion, and chapter five presents a summary, conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Definitions of Key Terms

2.1.1 Green entrepreneurship

According to Green Economy (2015), It is a system of financial operations pertaining to the creation, exchange, and use of products and services. As a result, it improved human well-being over the long term while not exposing future generations to significant environmental risks and ecological scarcities (Green Economy, 2015). An "ecopreneur," or "green entrepreneur," is a participant in green entrepreneurship who embodies the union of the environment and the economy while also considering social development and the human component. (Schaper, 2010). In this study, green entrepreneurship focuses primarily on the intersection between the environment and the economy among small enterprises, greatly lowering environmental dangers and enhancing social justice and human well-being.

2.1.2 Green enterprises

In the literature, a host of terms are used interchangeably when describing "green" enterprises (e.g., "environmental enterprise", "eco-enterprise", "conservation enterprise", "organic enterprise", and "nature enterprise" (Schaper, 2010). Making the notion difficult to define precisely. "Green entrepreneurship" denotes an entrepreneurial activity that benefits the environment, and "green enterprises" are those that place particular emphasis on environmental impacts in their business practices and resource usage (e.g., using alternative energy sources, recycled products, or more environmental-friendly manufacturing processes).

Furthermore, Linnanen (2012) contends that the four main components of green entrepreneurship are nature-oriented business models, environmental technology development and dissemination, environmental management services, and environmentally friendly product manufacturing. These four components can be combined in any way. Moreover, green firms have very little environmental impact because resource efficiency and waste reduction/management are given top priority in their manufacturing processes.

2.2 Theoretical Review

2.2.1 Human Capital Theory

Smith (1776) developed the theory of human capital, which Schultz (1961) revitalized. According to the Human Capital hypothesis, employees can improve their prospects for a career path by investing in specialized training and further commencement of promotion opportunities. Knowledge and skills gained via training are assets that boost employee productivity. According to Schultz, highly qualified employees have gained their abilities through training and development initiatives or investments made in current employees through suitable on-the-job training both inside and outside the company, such as conferences and seminars. Human capital theory, according to Kolomiiets and Petrushenko (2017), postulates that people's knowledge, abilities, and experience are a type of capital and that returns come from investments made by the employer or employee to cultivate these qualities. Thus, the human capital viewpoint at the organizational level seems to provide stronger support for generalized investment in human resources because of its emphasis on skills and performance (Armstrong, 2006).

The dissertation used the theory of human capital as an appropriate lens because one assumption of the theory addresses training, and the dissertation focuses on entrepreneurship skills, green technology, and green competitiveness. Therefore, human capital is essential in this dissertation because training has spillover effects on the primary construct of a proposed conceptual framework and the indicators. Furthermore, human capital theory suggests that training is an asset because it gives the company a competitive edge, increases employee motivation, satisfaction, and process efficiency, all of which lead to increased profitability and productivity. This theory was used to capture the role of training to examine the relationship between entrepreneurship skills, green technology, green competitiveness and entrepreneurship motivation and performance of small enterprises.

2.2.2 Motivation theory

According to McClelland's (1961, 1976) theory of motivation, a person's productivity is determined by their driven needs; the need for accomplishment (nAch) is the desire or commitment to either meet or exceed performance criteria. These criteria may include self-actualization or past progress, as well as results-

drivenness, competitiveness, ambitious objectives, or inventiveness. This demonstrates the drive to behave more effectively. Additionally, it will increase each person's drive for notable success, skill mastery, control, or high standards. Additionally, he made the case that people who score well in each are more likely to complete jobs with a high level of exceptional performance. This theory was used in the study to support the third objective of the study, which is based on entrepreneurship motivation.

The use of two complementary theories in this dissertation, namely Human Capital Theory and Motivation Theory, serves to provide a comprehensive and multifaceted lens through which to examine the complex dynamics of green entrepreneurship and its impact on the performance of small enterprises. Human Capital Theory offers valuable insights by emphasizing the importance of investment in training and skills development, underscoring how such investments can lead to increased productivity, competitive advantages, and enhanced employee motivation. Given the dissertation's focus on entrepreneurship skills, green technology, and green competitiveness, Human Capital Theory aligns naturally with the examination of training as a critical component in fostering entrepreneurial success. It allows us to explore how investing in human resources can translate into improved business performance.

Complementing this, Motivation Theory, particularly McClelland's perspective on the need for achievement (nAch), delves into the motivational aspects of entrepreneurship. By considering the intrinsic desires and commitments that drive individuals to meet or exceed performance standards, this theory adds depth to our understanding of entrepreneurship motivation. McClelland's theory provides a lens through which we can analyze the personal drive for accomplishment, skill mastery, and the pursuit of high standards, all of which are essential in the entrepreneurial context. By integrating Motivation Theory into our framework, we gain valuable insights into the motivations that underlie entrepreneurial endeavors, ultimately contributing to a more holistic understanding of how green entrepreneurship impacts small enterprise performance.

2.3 Empirical Literature Review

Access to financing has the potential to have a favorable impact on the performance of small and medium-sized firms (SMEs), according to research done by Kinyua (2014) on factors affecting SMEs' performance in the Jua Kali Sector. The study's findings also showed that SMEs' performance improved with an increase in years of operation. The study suggested that banks focus on developing the necessary management skills, such as financial, marketing, and entrepreneurial skills, and effectively strengthen the macro environment to increase SMEs' performance. Banks should also improve access to finance by providing better lending terms and conditions and collateral requirements.

Sirb (2017) looks into the potential causes of green entrepreneurship in a post-recessionary environment. The instance of SMEs in Romania was examined for this reason. Qualitative methodologies are used in this study to obtain data. In order to learn how society views the current entrepreneurial climate for green enterprises and to comprehend the goals, difficulties, and roadblocks faced by green entrepreneurs, surveys and interviews were used to gather this data. Lack of funding, lack of knowledge about green entrepreneurship, and a lack of interest from the government to encourage green entrepreneurship were the environmental hurdles that were found. Using the most recent information available from the Small Business Act for Europe, a policy analysis was also conducted to show Romania's success from 2008 to 2016. The primary findings indicate that policy does not drive green entrepreneurship in Romania, and that more awareness about green entrepreneurship is needed by the public. A comparative analysis was carried out between the cases of Bosnia and Herzegovina and Romania in order to determine any commonalities or variations in green-oriented enterprises within a transition economy. We can infer that while there are some commonalities between the transition economy countries, each country's entrepreneurial culture, as well as its political and economic context, can influence performance differently.

Ngugi (2013) studied the impact of intellectual capital on the expansion of SMEs in Kenya. A descriptive survey and an exploratory approach were used in the investigation. The study's conclusions showed that the elements of intellectual capital—managerial abilities, entrepreneurial aptitude, and innovativeness of the

owner/managers—have a significant beneficial impact on the expansion of SMEs in Kenya. Conclusion: It was found that a significant factor in the expansion of SMEs in Kenya has been the possession of managerial abilities. According to the study, the owner/manager's entrepreneurial abilities are essential for fostering an entrepreneurial culture within the company that encourages staff members to develop novel and competitive products in order to boost business expansion. As a result, the owner/manager needs to be a great entrepreneur to lead staff members and help them understand the purpose of the company.

In Mombasa, Kenya, Mwakambirwa (2013) assessed the prevalence of green entrepreneurial practices among SMEs and identified the elements that support them. A descriptive survey was used as the study's research design. Questionnaires that were self-administered were used to gather primary data. According to the study's findings, the SMEs used green entrepreneurship techniques within their respective industries. This may be explained by Kenya's emphasis on green entrepreneurship. It was discovered that the elements affecting green entrepreneurship, such as capital, green incentives, entrepreneurship motivation, and entrepreneurship skills, had varying effects on the practices. According to the survey, pertinent parties should take action to encourage acceptance and implementation by the majority of businesses, including SMEs. Additionally, the government should strengthen its support for green product innovation through its relevant authorities, and investors in green entrepreneurship should organize a lobby to provide them leverage when bargaining with other stakeholders.

Anggadwita and Mustafid (2013) studied identifying factors influencing the performance of Small and Medium Enterprises (SMEs) in Indonesia. According to their analysis, Indonesia's small and medium-sized businesses (SMEs) are crucial to the country's economic growth. The competition grew more intense as the number of SMEs increased. Due to this, SMEs now face increasingly difficult obstacles in their quest to continue operating and grow. SMEs' performance measurement is still in its infancy compared to large firms' performance measurement. The purpose of their study was to provide SMEs with a conceptual framework for performance measurement. A number of characteristics are suggested, such as sustainability, innovativeness, human resource competence, and entrepreneurial aspects. This

study employed quantitative methods to survey Bandung's small and medium-sized enterprises (SMEs). The study's output is a conceptual framework for evaluating the performance of SMEs, with a strong link found between each component and the SMEs' performance assessment. It is anticipated that this study will add to the body of knowledge that SMEs and academics use to evaluate SMEs' performance, particularly in a competitive setting.

Payangan (2016) conducted research on the variables influencing the productivity of Micro, Small, and Medium-Sized Businesses in Makassar, Indonesia's Creative Economic Sector. Based on the creative economic sector's business categorization, this sample was gathered. The findings of this study demonstrated a substantial relationship between business performance and venture capital business growth strategy. The entrepreneurial traits of business growth strategy, entrepreneurial skill, and business performance were all substantially impacted by a few variables. The performance of businesses was greatly impacted by competence in entrepreneurship. The performance of businesses is greatly influenced by entrepreneurial traits. Growth initiatives, however, have no appreciable impact on the performance of businesses. However, through its strategy of business expansion, venture capital also had a major impact on the success of businesses. Finally, through business growth strategy and entrepreneurial competence, entrepreneurial traits have a major impact on business performance.

Bergset (2018) conducted a survey among start-ups in Finland, Germany, and Sweden to investigate the obstacles faced by environmentally conscious startups while attempting to secure investment money. The analysis demonstrated that it was not possible to draw the conclusion that green entrepreneurs faced financing access difficulties that were appreciably different from those faced by other start-ups. Instead, it required a very high degree of innovation in the projects to be funded; this is why funders frequently turn down proposals for funding from these entrepreneurs due to their lack of company management experience.

Ntethelelo (2018) looked into the obstacles preventing green small and medium-sized businesses (SMEs) in South Africa from starting and growing. Local investors have not been as active in the green domain, despite the widespread interest in the potential contribution of SMEs through the exploitation of emerging green entrepreneurship opportunities. The variables that hinder green entrepreneurs in

developing country contexts are not as well-understood as those that hinder them in developed country contexts or in contexts of transition economies. It was investigated what obstacles South African green entrepreneurs saw in terms of funding availability, government regulations and programs, and consumer demand for eco-friendly goods and services.

An exploratory study with a qualitative approach was conducted to obtain fresh perspectives on the obstacles facing green businesses. We conducted 10 in-depth, semi-structured interviews with owner-managers of small green entrepreneurial businesses. The respondent interviews that were recorded on audio were transcribed utilizing thematic analysis and coding. The main conclusions of the study indicated that green SMEs confront considerable obstacles in obtaining funding and sufficient government assistance. Challenges in financing access. The obstacles to obtaining financing included money, high interest rates, collateral, and loan terms. Access to well-designed policies and programs, officials' lack of familiarity with green technologies, and corruption among government departments and agencies were all problems with the government. There are similarities between the main conclusions and the body of existing literature; however, further research is needed to thoroughly explore some of the other aspects of the obstacles to green entrepreneurship in developing nations.

Eltahir (2018) investigated the variables influencing Sudanese small- and medium-sized businesses' operations and financial success. He pointed out that SMEs play a significant part in the growth of the nation. The goal of this study is to determine the factors that lead to economic success in Omdurman, Sudan, specifically for small enterprises. The growth of SMEs is notably slow in Sudan. The study looked at eight variables that affect the commercial success of SMEs. In order to identify the variables influencing Sudanese SMEs' business success, eight hypotheses were created. The features of SMEs, the external environment (competition), customers and markets, business practices and collaboration, resources and finance, and business success all have a major positive impact on SMEs in Omdurman, Sudan. The findings of the regression analysis indicate that the aforementioned variables have the greatest effects on SMEs' ability to succeed in business in Sudan. The results showed that competition in the external environment might be seen as a

significant obstacle affecting the success of SMEs in Sudan. Sudanese SMEs confront competition, which has a detrimental effect on the company's performance.

Mugo (2012) examined the variables influencing the performance of female businesses in Nairobi's Central Business District (CBD). The goals are to evaluate working capital management, financial accessibility, the impact of record-keeping difficulties, the impact of budgeting on financial variables influencing the performance of women entrepreneurs, and the impact of record-keeping difficulties. The report also cites additional problems that impact the performance of female entrepreneurs, including fraud, outdated technology, limited market access, mismanagement by women of their finances, and a lack of management training and education. The main barrier affecting the performance of female entrepreneurs, according to the survey, is finance. In order to give women entrepreneurs access to loans, it is advised that banks create a unique product. The government should provide business training to women and create supportive policies for female entrepreneurs, according to the recommendations made in this regard. According to the report, women should attend seminars on education in order to help them maintain accurate records that demonstrate good business operations and to help them evaluate markup and business margins in order to determine their own rate of return on investment.

The goal of Hosseininia and Ramezani (2016) was to identify the environmental and social determinants of small businesses' (SEs') adoption of sustainable entrepreneurship (SE). It also made an effort to determine whether the entrepreneur's socioeconomic background affects the SE in SEs of the Iranian food business. Results indicated that job experience and education are two traits of the entrepreneur that have a major impact on SE. In addition, the participants felt that, of the eight factors that were identified, social factors—such as customer orientation—as well as human resources and environmental factors—such as recycling and the planet's future—were the most crucial to the sustainable performance of SEs in the food industry. This study came to the conclusion that hiring knowledgeable employees and taking into account the social and environmental aspects of sustainability would significantly help the food business pursue SE.

There are several prospects in various industries due to the growing green market. The goal of sustainable development and green entrepreneurship nowadays is to create eco-friendly products. In the burgeoning green market, this is certainly appreciated. According to a study by Lotfiet al. (2018), the rise of the green market is positively impacted by customers' awareness of purchasing eco-friendly or green items and environmental concerns. The research results indicated a positive and significant effect of the emergence of the green market on green entrepreneurship and sustainable development in knowledge-based companies. Moreover, the impact of the green entrepreneurship structure on sustainable development has been studied, and the result presented that green entrepreneurship has a positive and significant effect on sustainable development.

A study conducted by Radu (2016) observed that information and communication technologies (ICT) are present in almost all fields of human activity. The results of the studies on the negative effects on the environment should balance the expansion of their use. The application of environmental criteria is commonly referred to as green ICT or green computing. Adoption of Green ICT helps small entrepreneurs to use the best production method, which is important for the environment and applies by using fewer resources, reducing destruction of the atmosphere and at the same time maximising profit. Growing interest in protecting the ecosystem has resulted from awareness of its significance for both production and consumption. Utilizing resources efficiently, dematerializing, reducing e-waste, boosting recycling, and emitting less CO₂ are all ways that businesses may help with this process. The anticipated returns and outlay of funds determine whether or not to implement green ICT. Costs, financial support, competitiveness, employee and manager qualities and competencies, legal requirements, supply, and demand all play a role in this decision.

2.4 Research Gap

There is not enough information on how small enterprises, especially those focusing on green practices, are performing in Moshi District, Tanzania. Most studies available, such as those by Kinyua (2014), Sirb (2017), Ngugi (2013), Mwakambirwa (2013), Anggadwita (2013), Bergset (2018), Ntethelelo (2018), Eltahir (2018), Mugo (2016), and Hosseininia & Ramezani (2016), focus on other countries but not Tanzania. These studies have shared important information about

small businesses and green practices in countries like Kenya, Romania, and Indonesia. However, we still don't know much about the situation in Moshi District. We are not sure how the use of green technology is affecting small businesses in this area, and how the skills and drive of the business owners are helping them to succeed, or the challenges they are facing. So, this study is set to fill this empty space. It will focus strictly on Moshi District, looking closely at the small businesses there. The goal is to understand how they are making use of green technologies, the kind of skills the owners have, their drive, and how these are affecting the business growth and success. This will be a big step in knowing the real situation on the ground, and this knowledge can be used to make better policies and decisions to help these businesses grow while taking care of the environment.

2.5 Conceptual Framework

A conceptual framework is an explanation of a phenomenon that is the result of the researcher's synthesis of existing material. The researcher who has a conceptual framework knows the relationships between the specific variables in his investigation. As a result, it indicates the variables needed for the study inquiry. It serves as the investigator's road map (Tamene, 2016).

The literature review has strongly shown that there is a link between the independent variables (determinants of green entrepreneurship), which include green technology, entrepreneurship skills and entrepreneurship motivation, while performance variables of small enterprises were dependent variables, as further illustrated in Figure 1.

The relationship between the independent and dependent variables is based on the assumption that green technology, entrepreneurship skills and entrepreneurship motivation are essential aspects in the performance of small enterprises in terms of increased sales, increased number of customers, improved customer loyalty, improved productivity, brand image, and reputation.

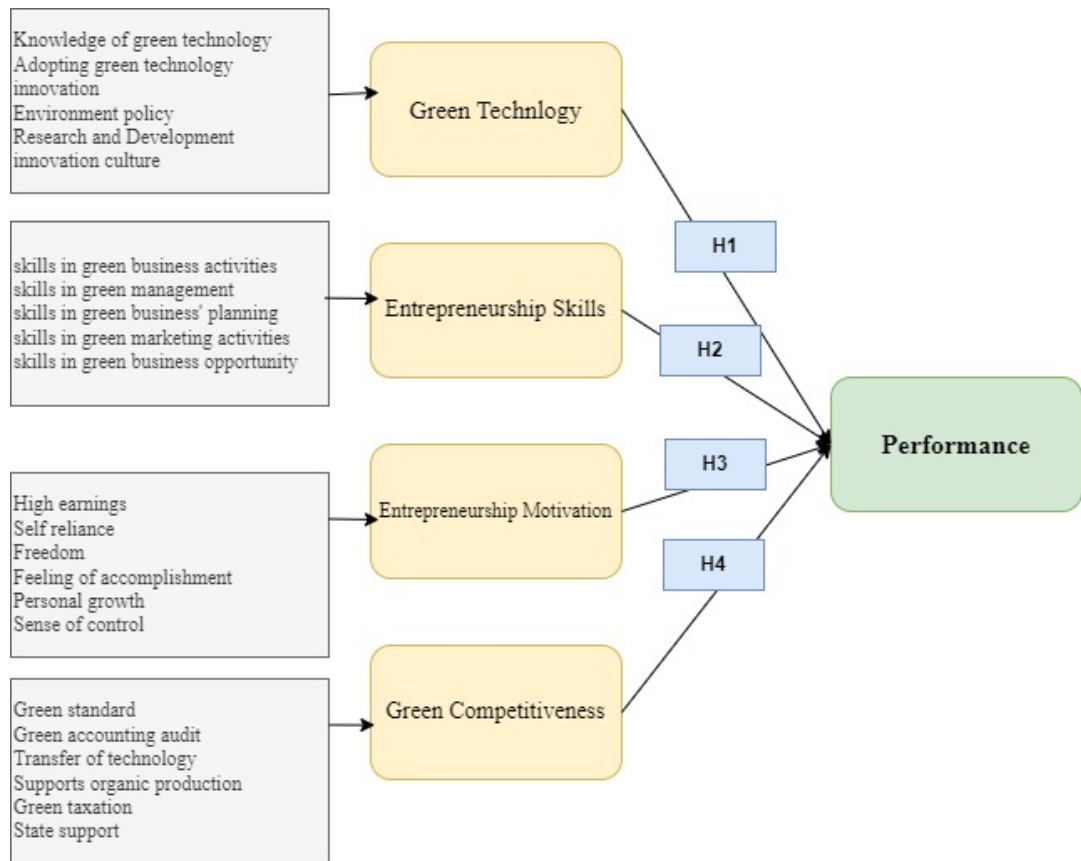


Figure 1 : Conceptual framework

CHAPTER THREE

METHODOLOGY

3.1 Research Design

The study adopted a cross-sectional research design. The design was used because it is not costly to perform and does not require much time. The researcher also used the cross-sectional research design because it allowed for rapid data collection and enabled a researcher to understand the population from a part of it (Hair et al., 2013). Therefore, through cross-sectional research design, the researcher was able to generate adequate information within the limited time given.

3.2 Geographical Coverage

This study was conducted in Moshi Districts. Moshi District deals with 4000 small enterprises with green entrepreneurship (Moshi District profile, 2018). Moshi has frequently won the cleanest title in Tanzania. In 2015 it participated in the Earth Hour City Challenge with other Tanzanian towns found in different regions, such as Dar es Salaam, Mwanza, etc. Moshi founded other regions and became the number cleanest one in Tanzania (Ambassador Report, 2016). However, Moshi District has been chosen since it is among the fastest growing in development and emerging numerous green entrepreneurship activities conducted by small enterprises.

3.3 Sampling

3.3.1 Target population/sampling frame

The target population was Small Enterprises in Moshi District. The sampling frames that were used were SEs in Marangu, Uru, Mabogini, Mwika Kusini, Kahe and Arusha Chini practising green entrepreneurship. This forms a unit of analysis because it was impossible to obtain a sampling frame in the whole district in the available time.

3.3.2 Sample size

The sample for this investigation was obtained using the sample size determination table provided by Krejcie and Morgan (1970) (see appendix III attached). Because there was a big population in this study, the approach worked well for gathering the necessary sample. There were 306 responders in the sample, out of 1500 total. With the sample size to population ratio being proportionate, the goal of utilizing this

method was to obtain the appropriate, feasible, and feasible sample size that would provide comprehensive information about the study without bias. The Krejcie and Morgan formula for determining sample size is given by:

$$n = \frac{X^2 * N * P * Q}{(N-1) E^2 + X^2 * P * Q}$$

Where:

s = required sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841 at 95% confidence level)

N = The total population size

P = The population proportion (assumed to be 0.5 since this would provide the maximum sample size)

Q = 1 - P

E = The desired level of precision

provided population of 1500, and assuming a 95% confidence level and 5% margin of error.

Inserting the known values:

$X^2=3.841$ (at 95% confidence level)

$N=1500$

$P=0.5$ (to maximize sample size)

$Q=0.5$ (since $Q=1-P$)

$E=0.05$ (assuming 5% margin of error)

$s = 3.841 * 1500 * 0.5 * 0.5 / ((1500-1)0.05^2 + 3.841 * 0.5 * 0.5) = 306$

Sample size was 306 respondents.

3.3.3 Sampling techniques

Due to the different types of instruments used to collect data and the type of data to be collected, the study used two types of sampling techniques namely, purposive and simple random sampling.

3.3.3.1 Purposive sampling

Purposive sampling was used to select key informants. Here suitable representative leaders who relate to green entrepreneurship from the government offices, such as the district trade officer, district environmental officer and other district officials dealing with the welfare of entrepreneurs, were selected to assess green entrepreneurship on the performance of SEs in Moshi District. Through purposive sampling, the researcher was able to squeeze a lot of information out of the data collected. This allowed the researcher to describe their findings' major impact on the SEs in Moshi District.

3.3.3.2 Simple random sampling

To select respondents from the SEs in the Moshi District who were engaged in green entrepreneurship, simple random sampling was employed. Random sampling was used in the study, so each participant had an equal chance of being included in the sample. 306 respondents were chosen at random from among the 1500 small business owners using the random number table.

3.4 Data Collection

3.4.1 Types of data

Both primary and secondary data were collected and qualitative and quantitative data were collected directly from respondents. Qualitative data included green technology, entrepreneurship skills and entrepreneurship motivation, while quantitative data included the respondent's age. Secondary data included data from published documents such as journals published documents such as journals, books, articles, and government policies concerning green entrepreneurship among small enterprises.

3.4.2 Sources of data

The study used questionnaires and interviews from SEs and government leaders as primary sources of information. In contrast, the documentary review was used as a secondary source of information from records, files and documents. This helped create a new idea to obtain relevant information regarding study objectives. The

secondary data was collected by reviewing environmental policy, SDGs, National Vision 2025, investment policy, SMEs Development Policy and entrepreneurship policy.

3.4.3 Data collection techniques

The methods of data collection involved interviews, survey questionnaires, and documentation. These assisted the researcher in anticipating the type of information needed for the study.

3.4.3.1 Survey questionnaires

The study applied a survey questionnaire to test the conceptual framework and the study hypotheses. Prior to the data collection technique, the dissertation used a pre-tested using 20 respondents from SEs to test the reliability and validity of the constructs effectively and also see the consistency of responses in comparison with the research objectives. The questionnaire techniques enabled the researcher to reach all groups included in the study at the same time. Thus, the collection of data was easy and cheap. Structured questions were used to obtain quantitative data so that the information obtained was concrete and accurate. The dissertation set out the survey questionnaires with the seven-point Likert scales, strongly disagree (1) to Strongly Agree (7).

3.4.3.2 Key informants interview

2 interviews were conducted in the study area. Information from 2 district trade officers and 2 environment officials was collected. The interview guide was designed and prepared to collect additional information, which the questionnaire has not come out with. The method created a dialogue between interviewees and the interviewer and led to the smooth flow of relevant data from the respondents to the interviewer. Respondents were informed and given questions on hand prior to the interview sessions. The interview sessions were conducted in the interviewee's offices. The duration of the interview session was between 20 to 30 minutes. The researcher noted all important information generated from the interviewees.

3.4.3.3 Documentary review

The documentary review was used by employing a documentary review guide. The documents to be reviewed included SMEs Development policy, environmental policy, SDGs, National Vision 2025, investment policy, and entrepreneurship policy. The information to be obtained included government vision and strategies towards green entrepreneurship, government environmental policies and regulations, attained level of investment in green entrepreneurship and estimated number of small and medium enterprises that practise green entrepreneurship. This method was employed to gather secondary information, which otherwise could not be gathered using other methods like interviews.

3.5 Data Validity and Reliability

3.5.1 Reliability

To increase the reliability of the study, the existing literature relating to the research problem was reviewed by different authors and researchers. The researcher observed a continuous quality check to ensure that each stage was carried out in the right way. Furthermore, to ensure the reliability of data collection instruments, a pilot study was to 20 respondents from SEs. The dissertation tested the internal consistency of the main latent construct through Cronbach's alpha and composite reliability. The test yielded Cronbach's Alpha and composite reliability, both above 0.7. Thus, the dissertation confirmed the internal consistency.

3.5.2 Validity

Expert review was used to verify the validity of the instruments used to collect the study's data. My research supervisor and three other research specialists reviewed the questionnaire and interview guide questions and provided feedback to make sure the content was clear and aligned with the research questions that served as the study's main focus. Every comment was addressed in the appropriate way.

3.6 Data Analysis Techniques

Completed questionnaires were edited for completeness and consistency. Data were collected, coded, and entered in Statistical Package for Social Science (SPSS

version 25). The dissertation has carried out both qualitative and quantitative technique analysis. The dissertation prepared the seven-point Likert Scale for strongly disagree (1) to strongly agree (7). Building from the Likert Scale above, the study has used multivariate analysis to answer the research objectives. First, the dissertation performed the exploratory factor analysis, then, the Dissertation Confirmatory Factor Analysis (CFA). Because of the two methods as mentioned earlier, this study used the three steps approach to test the conceptual framework. First, the study performed a preliminary analysis of the scale by Exploratory Factor Analysis (EFA) to visualise the data sets and specifically the possibility of the anomaly from the respondents building on the discriminant validity. Using the Maximum likelihood and promax rotation through Statistical Package for Social Science (SPSS version 25). Step 2 consisted of further validating the factor structure, which was the output of EFA sent to CFA conducted through AMOS.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.0 Introduction

This chapter presents and discusses the study's main findings by describing each objective. The main objective was to assess green entrepreneurship on the performance of small enterprises in the Moshi District. The specific objectives were; assessing the influence of green technology on the performance of SEs in Moshi District, determining entrepreneurship skills used on performance in Moshi District, and assessing the extent of entrepreneurship motivation on small businesses' performance in Moshi District.

4.1 Socio-economic Characteristics of the Respondents

The demographic characteristics of respondents presented in this part includes, sex, and marital status, which are presented in frequency and percentage. In this study, 306 questionnaires were distributed to the respondents. 298 (97.3%) questionnaires were filled and returned. The Socio-economic Characteristics of the Respondents have been presented in tables 1, 2 and 3, respectively.

Table 1 : Respondent's age

Category	Frequency	Percent
Age		
21 - 30	34	11.4
31 - 40	97	32.5
41 - 50	105	35.2
51 and above	62	20.9
TOTAL	298	100

This study covered 298 SEs in Moshi District. Findings revealed that 34 (11.4%) of respondents in this study had an age range between 21 to 30. 97 (32.5%) ranged between 31 to 40 years, 105 (35.2%) ranged between 41 to 50 and 62 respondents (20.9%) had an age range above 51 years. The economically active population aged between 31 to 50 years was the dominant group based on age structure.

Table 2 : Respondent's gender

Category	Frequency	Percent
Gender of Respondents		
Female	119	39.9
Male	179	60.1
TOTAL	298	100

In terms of the gender of respondents, males were 179 (60.1%) while females 119 (39.9%) as shown in table 2. Therefore, the majority of respondents who filled out the questionnaire were males. This implies that most of the green entrepreneurs who engage in green entrepreneurship activities in Moshi District were male.

Table 3 : Respondent's gender

Category	Frequency	Percent
Marital Status of Respondents		
Married	210	70.5
Single	88	29.5
TOTAL	298	100

As reflected in Table 3, respondents differed in terms of marital status. Most respondents who filed the questionnaires were married as they formed 70.5%, while those who were single formed only 29.5%.

4.2 Findings for Research Questions

This part presents the findings from the research questions. Findings for questionnaire data were analysed using descriptive statistics. Descriptive analysis of research questions was meant to determine the perception of respondents regarding various aspects under investigation. This was guided by the three research questions with corresponding questionnaire items to which respondents indicated their level of agreement or disagreement.

4.3 Exploratory Factor Analysis

The dissertation began the exploratory factor analysis (EFA) that depends on fundamental principles of the maximum likelihood (ML) estimation method through Varimax rotation is used for analysing the factor structure and correlation between items included in the scale. The results of the rotated factor matrix are

provided in the following tables. Initially, I did not get desired results as some of the items were loading on other factors. Before detailing the results of the confirmatory analysis, the dissertation illustrates the sampling adequacy using the KMO Bartlett's test to screen the data set to see if it would fit well into the model. Thus, the dissertation results suggest that the initial factor analysis is significant, following that the KMO result is above .9. Therefore, the dissertation can extend its EFA and CFA analysis because the data set fit

Table 4 : KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.955
Bartlett's Test of Sphericity	Approx. Chi-Square	7784.992
	Df	595
	Sig.	.000
Total number of a sample (N=266)		

The KMO value is above 0.50, indicating that the sampling adequacy criteria are met. At the same time, the Bartlett test of sphericity is statistically significant ($P < .05$). This initial screening shows that our correlation matrix is statistically different from an identity matrix, as desired. After the dissertation confirms the sampling adequacy, next, it presents the parallel analysis using the scree plot to identify the number of factors that could be used in the CFA. The scree plot below identified the five factors used in the factor analysis (CFA). It turned out this way because indicators within the data sets support the model to use the five factors. The alternative name of the parallel analysis is the Kaiser criterion or the Eigenvalues > 1.0 rule due to this Kaiser criterion regarding the scree plot. The dissertation proceeded with the five-factor to examine the CFA.

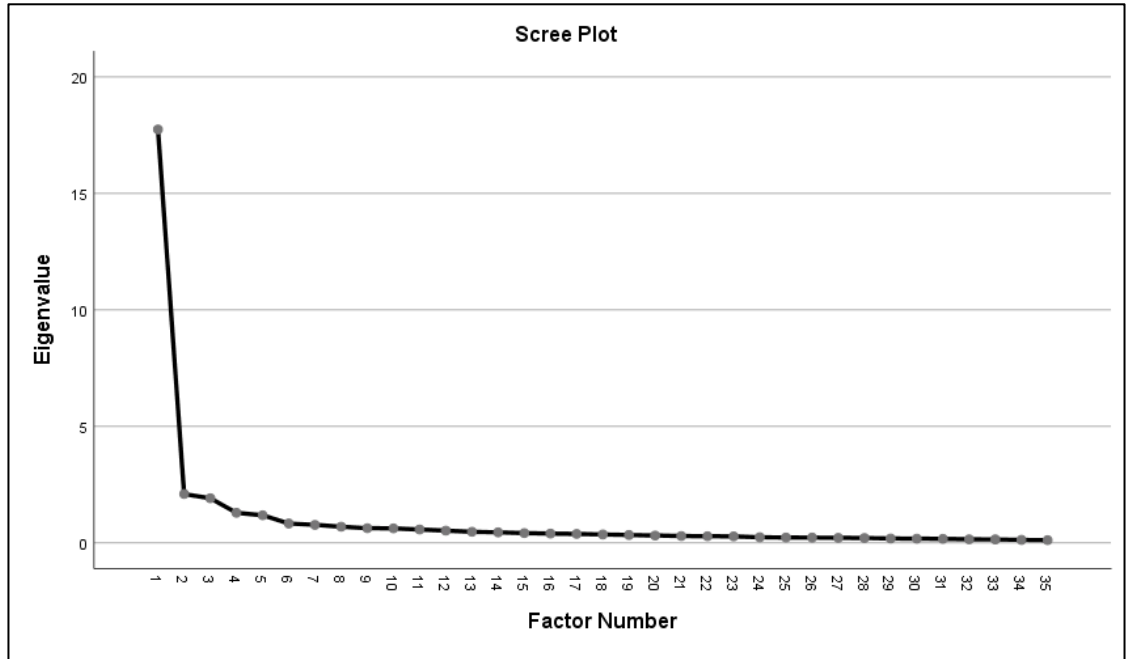


Figure 2 : Parallel analysis

The dissertation demonstrated the number of factors that will be carried out at the next stage, the so-called CFA, using the above parallel analysis. But before explaining the CFA, the dissertation fits the factor rotation using the factor loadings in each set of the specified factors above from the parallel analysis. Therefore, the pattern matrix has been used to measure the adequacy of the factor's loadings. The pattern matrix has revealed the five factors' salient and non-salient factor loading. The unrevealed loadings between the five factors lie between .40 and .90. Therefore, the dissertation shows salient and non salient loading within the five identified factors.

Table 5 : Pattern Matrix
Number of factors

Indicators					
	1	2	3	4	5
T1				0.537	
T2				0.694	
T6				0.769	
T8				0.648	
T9				0.756	
T10				0.866	
A4			0.504		
A5			0.503		
A6			0.558		
A7			0.894		
A8			0.92		
A9			0.896		
C1					0.932
C2					0.837
C3					0.676
C5					0.61
L1	0.671				
L3	0.761				
L4	0.805				
L5	0.898				
L6	0.845				
L7	0.689				
V1		0.892			
V2		0.723			
V3		0.84			
V5		0.83			
V6		0.785			
V9		0.628			

Extraction Method: Maximum Likelihood.

Rotation Method: Promax with Kaiser Normalisation.

a. Rotation converged in 6 iterations.

The results of the exploratory factor analysis show that our factors have good validity. The results of the EFA show that the solution is based on five factors, as expected, and all items are loaded on their factors. Table 5 above presents a pattern matrix and shows that the five-factor solution explains 64.3% of the total variance, which is considered significant in this context. Following these results of the factors loading scores, the dissertation next presents the CFA analysis results.

4.4 Confirmatory Factor Analysis (CFA)

The dissertation underscored the five factors to perform the Confirmatory Factor Analysis (Arbuckel, 2009). The dissertation used the AMOS built-in SPSS to build the structure and measurement model of the CFA. The graphical representation of the CFA initial model and the final calculated model is followed by results in table 3. The model is assessed for testing reliability, convergent validity, and discriminant validity.

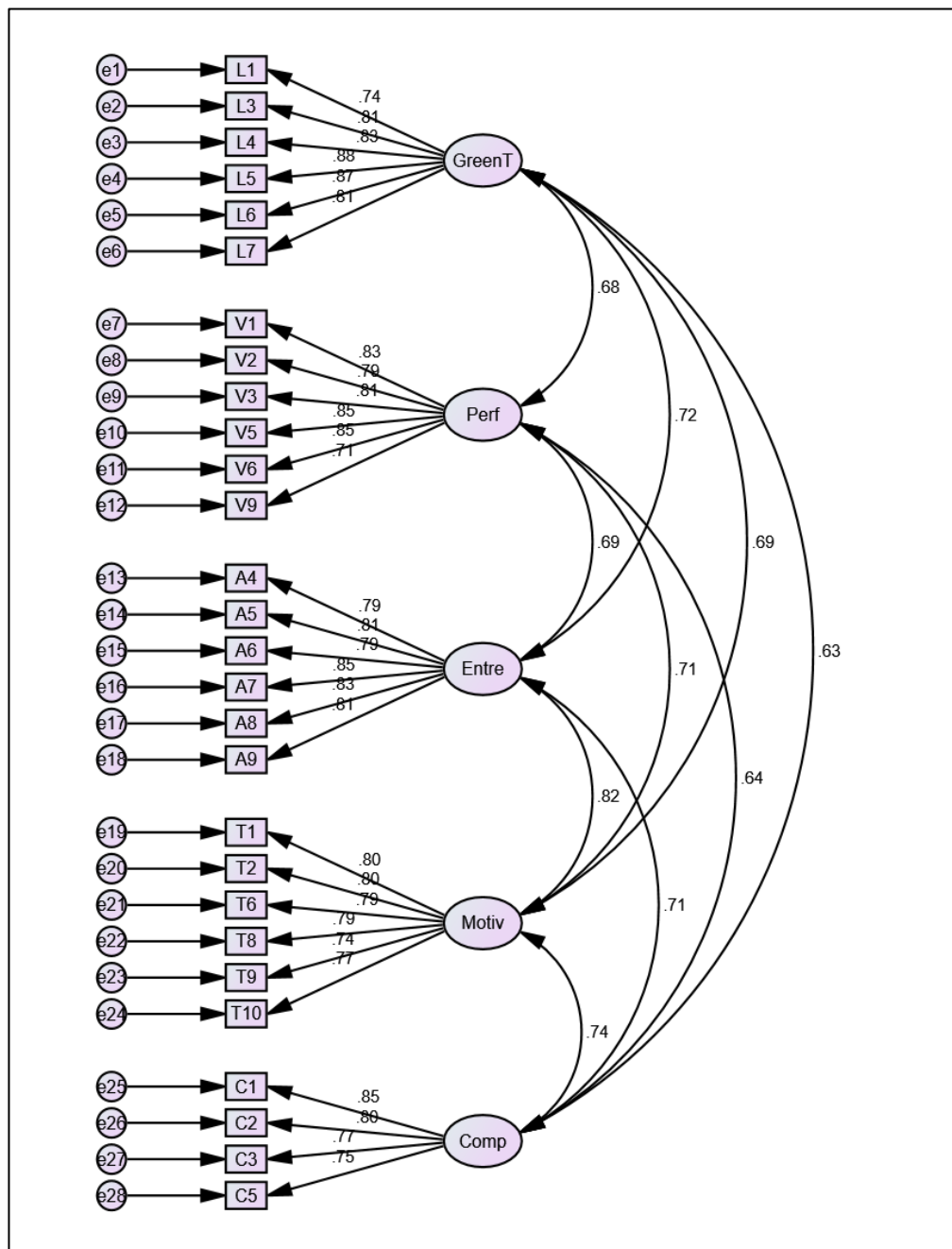


Figure 3 : CFA Model to the role-played green technology on the performance of small enterprises

Table 6 : Convergent validity and reliability

Variables	Items	Standardised Factor Loadings	Cronbach's Alpha	AVE	Maximum Shared Variance
GreenT	L1	0.74	0.93	0.68	0.51
	L2	0.81			
	L4	0.83			
	L5	0.88			
	L6	0.87			
	L7	0.81			
	Perf	V1			
V2		0.79			
V3		0.81			
V5		0.85			
V6		0.85			
V9		0.71			
Entre	A4	0.79	0.92	0.66	0.68
	A5	0.81			
	A6	0.79			
	A7	0.85			
	A8	0.83			
	A9	0.81			
Motive	T1	0.8	0.9	0.61	0.68
	T2	0.8			
	T6	0.79			
	T8	0.79			
	T9	0.74			
	T10	0.77			
Comp	C1	0.85	0.87	0.63	0.55
	C2	0.8			
	C3	0.77			
	C5	0.76			

Model Fitness: $\chi^2=762.429$, $df=340$, $\chi^2/df= 2.242$, $RMSEA=0.068$, $RMR=0.044$, $GFI=0.928$, $CFI=0.928$, $AIC=894.429$, $BIC=910.446$

Table 6 above presents the CFA's initial results using numerous indexes such as factor loadings, Average Variance Extracted (AVE), Cronbach's Alpha and maximum shared variance. Before examining the CFA model fitness index, the dissertation analysed the block homogeneity of the factors, which is crucial to understand the variation indicators that support each factor from the constructed model. That said, the standardised factor loading was above 0.60, signalling that convergent validity has been exercised. At the same time, the internal consistency index presented through AVE is also above 0.50, which is significant (Hair, Sarstedt, Ringle, & Gudergan, 2017). The Cronbach's Alpha for all variables is above 0.70, showing our variables' reliability. The study has further confirmed

evidence that convergent validity via Maximum Shared Variance is less than the respective Average Variance Extracted for all variables.

Table 7 : Model fitness measures preliminary results

Measure	Estimates	Thresholds	Interpretations
CMIN	1267.233		
DF	550		
CMIN/DF	2.304	Between 1 and 3	Excellent
CFI	0.905	>0.95	Acceptable
SRMR	0.044	<0.08	Excellent
RMSEA	0.070	<0.06	Acceptable

Notes: DF=Degree of freedom, CFI=Comparative factor Index,

Table 7 above presents the descriptive of the model fitness index of the five factors has been presented in the table above with the indexes such as the Chi-Square (X^2), root means squared error of approximation (RMSEA), and Comparative fit indices (CFI). The dissertation findings show that the above mentioned index is close to the necessary threshold. For example, the Chi-square= $X^2/df=2.304$. Then, the RMSEA is below the required threshold of .070 (RMSEA<.08), SRMR of 0.044, which is also below the cut-off point (RMR<.05), and CFI is above 0.905, this score point is considered substantial value (CFI>.90) (Hu and Bentler 1999: Browne and Cudeck 1992). Thus, the CFA illustrates the strong absolute fit index, and all values are within the acceptable ranges. Therefore, the above model is accepted to measure the relationship between green entrepreneurship and enterprise performance in Tanzania.

Overall, the findings confirmed that the five selected factors fit well into the analysis and claimed the existence of the relationship between green entrepreneurship and the performance of the enterprise in Tanzania is valid. The dissertation made another test to confirm the above argument through CFA factor correlation matrix analysis.

Table 8: Correlation matrix of the factors in the CFA model.

F1	F2	F3	F4	F5
0.814***				
0.692***	0.807***			
0.711***	0.729***	0.755***		
0.736***	0.705***	0.838***	0.809**	
0.642***	0.648***	0.768***	0.721***	0.793***

Notes: * $p < .05$. ** $p < .01$. *** $p < .000$

Table 8 presents the correlation matrix of five selected factors from the constructed CFA model. Following these correlation matrix scores, the dissertation confirmed that correlation matrices are substantial (Wer 1981). Thus, the findings have established the cross-validation between the factors. In that regard, multicollinearity was identified as the independence between the factors. Overall, there is a significant relationship between the selected factors, and the variables selected to test green entrepreneurship are independent.

4.5 Structure summary of the factor relationships

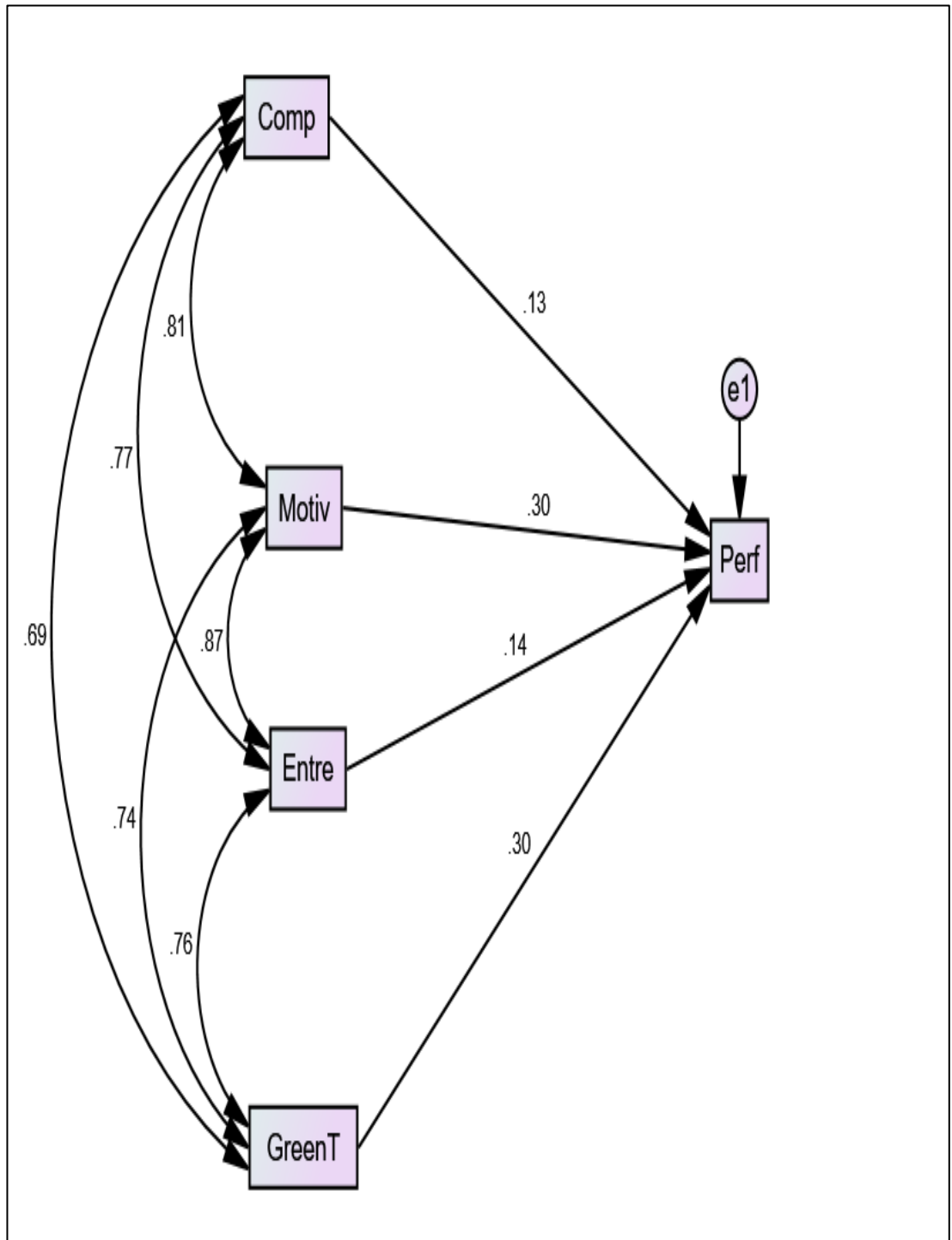


Figure 4: The structural path to the relationship between the green entrepreneurship factors with enterprises' performance.

The figure above presents the structural analysis of the five factors. The table below shows the relationships between green technology, entrepreneurship motivation, entrepreneurship skills, and green competitiveness on the performance of enterprises.

Table 9 : Regression Weights

Hypotheses	Paths	Estimate	S.E.	C.R.	P-value	Remarks
H1	Perf<--- Comp	0.128	.062	.081	.037*	H1Supported
H2	Perf<--- Motiv	0.299	.083	.609	***	H2 Supported
H3	Perf<---Entre	0.129	.075	.716	.086	H3NotSuppo rted
H4	Perf<--- GreenT	0.324	.064	.055	***	H4Supported

Model Fitness: $X^2=0.000$, $df=0$, $X^2/df= 0.0$, $RMSEA=.671$, $RMR=.000$, $GFI=1.000$, $CFI=1.000$, Note: S.E.=Standard Error P-value= $^* < .05$, $^{**} < .01$, $^{***} < .001$

Table 9 above presents the structural relationships among factors. Measuring the relationships between the factors improves the dissertation to develop hypotheses to validate the objective. The findings presented above provide a new interpretation of the relationship between green technology, entrepreneurship skills, entrepreneurship motivation and performance of small enterprises in Tanzania. The relationship between green technology and the performance of small enterprises has been established [$\beta=0.324^{***}$, $SE=0.066$ 0.549,]. It supports hypothesis one as well as answers objective one. These findings are consistent with that of (Affolderbach and Krueger, 2017). The relationship between green entrepreneurship competitiveness and performance of enterprise performance has a lower beta value of [$\beta=0.128^{***}$, $SE=0.062$]. It supports hypothesis one and answers objective two. These findings are consistent with (de Bruin, 2016). The relationship between entrepreneurship skills and small enterprises' performance was not confirmed [$\beta=0.129$, $SE=0.75$], the 3 hypotheses were not supported and addressed objective three. The relationship between motivation in green entrepreneurship and enterprise performance was significant [$\beta=0.299^{***}$, $SE=0.083$]. It supports hypothesis four and answers objective number four. These findings are consistent with that of (Bergset, 2015). After demonstrating the exploratory and confirmatory factor analysis models, the dissertation used the above results to answer the core research questions and objectives.

Research Question 1: *How does green technology influence performance among small enterprises?*

The researcher sought to examine the influence of green technology on performance among small enterprises. Respondents were to respond by ticking the most appropriate option ranging from 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, and 5= Strongly Agree. The scale of mean score interpretation was as follows:

Mean scores from 1 to 1.80 were interpreted as strongly disagreeing. Mean scores from 1.81 to 2.60 were interpreted as disagreeing. Mean scores from 2.61 to 3.40 were interpreted as Neutral/Undecided. Mean scores from 3.41 to 4.20 were interpreted as agree and mean scores from 4.21 to 5.00 were interpreted as strongly agree. Table 10

Table 10: Perception of respondents on the influence of green technology on performance among small enterprises.

Item	Mean	Std. Dev	Interpretation
It is easy to acquire knowledge of green technology	3.59	.87531	Agree
It is easy to adapt green technology	4.82	.83443	Agree
There is an availability of green technology	3.64	.78411	Agree
It uses mobile money technology to sell online	3.43	.82182	Agree
Enterprise use R & D to innovate the green technology	3.93	.87923	Agree
Enterprises promote innovation	4.66	.90713	Strongly Agree
green innovation culture	4.89	.78575	Strongly Agree
The environmental policy enhances green technology			

Table 10 shows the respondents had varying views regarding the influence of green technology on performance among small enterprises. The overall mean score ranged from 3.41 to 5.00, denoting agreement and strongly agreed. Specifically, respondents agreed that it is easy to acquire knowledge of green technology, it is

easy to adapt to green technology. There is an availability of green technology, it uses mobile money technology to sell products online, and that green technology includes buying marketing materials locally with the mean score of 3.59, 4.82, 3.64, 3.43 and 3.93 respectively.

Going green can help your company save money, improve operational efficiency, and demonstrate to clients that you are a conscientious and progressive company. Respondents further strongly agreed that green technology promotes a long-term business plan and many green technology opportunities, with a mean score of 4.66 and 4.89, respectively. The findings denote myriads of how green technology influenced the performance of small enterprises in the study area. Shabat (2020) supported the findings, which revealed that many small business owners are looking at operating in an eco-friendlier fashion. His study pinpointed out five green technologies to be used by businesses. These were using renewable energy; going paper-free to reduce waste, working remotely to reduce emissions, tracking energy consumption with the IoT and considering doing away with your storefront.

Table 9 above shows the confirmatory analysis findings. The findings suggested a significant relationship between green technology and enterprise performance. The structural path that links green technology and enterprise performance has a lower beta value of 0.12*, while the standard deviation is 0.062. Despite having a lower beta value, hypothesis four is supported. This means that green technology promotion, green marketing, availability of materials and acquiring knowledge about green technology are the key drivers for the enterprise's performance in Tanzania.

Wells (2020) asserts that implementing green technology or turning your company into one powered by renewable energy sources might be a great way to cut costs and help the environment. Four technology-based green business strategies that SEs can implement include cloud document storage, green web hosting, lighting control, and purchasing energy from renewable sources.

Still, the Fresh Books (2020) article pointed out that small enterprises are going green in order to cut emissions and save the environment. Small firms can go green by preparing long-term sustainability strategies to have an even greater impact and

implementing simple greening efforts in the short term. In addition, a lot of organizations gain from cost savings and enhanced brand recognition.

According to Kuczvara (2018), both big and small businesses are now trying to reap the benefits of becoming green, such as lower costs and better brand awareness. For example, making the move to LED lightbulbs can have a substantial financial and environmental impact on businesses. However, you may strengthen SEs' dedication to green entrepreneurship principles by utilizing technology to move beyond these preliminary adjustments. Three technologies were identified by the study: 3D printing offers various savings, lower emissions with equipment and remote work choices, and cloud-based technology for going green.

Research Question 2: *What entrepreneurship skills are used in the sustainable performance of small enterprises?*

Under this research question, the researcher examined entrepreneurship skills used to grow small enterprises. Respondents were to respond by ticking the most appropriate option ranging from 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree. The scale of mean score interpretation was as follows:

Mean scores from 1 to 1.80 were interpreted as strongly disagreeing. Mean scores from 1.81 to 2.60 were interpreted as disagreeing. Mean scores from 2.61 to 3.40 were interpreted as Neutral/Undecided. Mean scores from 3.41 to 4.20 were interpreted as agree and mean scores from 4.21 to 5.00 were interpreted as strongly agree. The results of the analysis are shown in Table 11

Table 11 : Perception of respondents on the entrepreneurship skills used in the growth of small enterprises

Item	Mean	Std. Dev	Interpretation
Skills in green business activities	4.14	.76329	Agree
Skills in green management	4.20	.81531	Agree
Skills in green business planning	2.58	.88406	Disagree
Skills in green business sustainability	2.40	.78202	Disagree
Skills in green marketing activities	3.42	.70094	Agree
Skills in green business networking	4.18	.72820	Agree
Learning green entrepreneurship	3.76	.91036	Agree

Table 11 presents findings about the entrepreneurship skills used in growth of small enterprises. There were varying respondents' views on the entrepreneurship skills used for growth of small enterprises. Specifically, respondents agreed that the skills used for growth of small enterprises in the study area included; skills in green business activities, skills in green management, skills in green marketing activities, skills on green business opportunities and skills in green business performance with the mean score of 4.14, 4.20, 3.42, 4.18 and 3.76 respectively.

These findings express that entrepreneurship skills were a necessary aspect used in growth of small enterprises. Findings further revealed that respondents disagreed that they had skills in green business planning and sustainability with the mean score of 2.58 and 2.40, respectively. Meaning that there could be abundant opportunities for investment in green entrepreneurship which would enhance the performance of small enterprises in Moshi District. The majority of the small enterprises lacked some requisite skills that could enable them to tap into the readily available potentials.

Moreover, Table 12 above presents a significant relationship between entrepreneurship motivation and enterprise performance. Following the confirmatory factor analysis, the structural model result revealed that the link has a stronger beta value of β 0.3*** and a standard deviation of 0.008. These results are the same as the 4.5. Therefore, the path supports hypothesis three that there is a strong positive relationship between the enterprise's skills and its performance as results of the confirmatory factor analysis mentioned above. Thus, it is important to say that training skills in green technology, usage of green technology to practitioners, learning and orientation and skills in green marketing are the fundamental drivers of the enterprise's performance in Tanzania.

The results are consistent with the research of Ngugi (2013), who examined the impact of intellectual capital on the expansion of small and medium-sized businesses in Kenya. The results of the study showed that the various elements of intellectual capital—such as the owner/managers' inventiveness, managerial abilities, and entrepreneurial aptitude—all significantly positively impact the expansion of SMEs in Kenya.

Additionally, research by Lee, Chang, and Lim (2005) looked into how entrepreneurship education affected American and Korean entrepreneurship. It was believed that entrepreneurship education would provide students the drive, information, and abilities needed to start a profitable venture company. Four groups of students were selected from a sample of students from the University of Nebraska-Lincoln in the United States: group A (consisting of 102 students) and group A (60 students). students from Kyonggi University in South Korea, Group D (115 students) and Group C (102 students). There was a noteworthy distinction between the students who did and did not take entrepreneurship classes, according to the study. This suggested that entrepreneurship was influenced by skills.

In order to determine the strategic entrepreneurial skills required for improved performance of SMEs operating in Oyo and Osun, Western portions of Nigeria, Akande (2012) carried out an exploratory case study. Data on the impact of strategic entrepreneurial skills on the provision of services by small enterprises in Nigeria was gathered for the study. Using a multistage probability method, the study examined a few block-making businesses in western Nigeria's Oyo and Osun states. The 240 block-making businesses who participated in self-administered surveys provided the primary data for the analysis. ANOVA and chi-square were used to analyze the gathered data. The findings verified the existence of a favorable correlation between strategic entrepreneurial skills and performance.

Research Question 3: *What is the extent of influence of entrepreneurship motivation on performance among small enterprises?*

The researcher sought to examine entrepreneurship skills used in the growth of small enterprises. Respondents were to respond by ticking the most appropriate option ranging from 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, and 5= Strongly Agree. The scale of mean score interpretation was as follows:

Mean scores from 1 to 1.80 were interpreted as strongly disagreeing. The mean scores from 1.81 to 2.60 were interpreted as disagreeing. Mean scores from 2.61 to 3.40 were interpreted as Neutral/Undecided. Mean scores from 3.41 to 4.20 were interpreted as agree and mean scores from 4.21 to 5.00 were interpreted as strongly agree. The results of the analysis are shown in Table 12

Table 12: Perception of respondents on the extent of influence in entrepreneurship motivation on performance among small enterprises

Item	Mean	Std. Dev	Interpretation
Followed the example of a person I admire	3.59	.81190	Agree
Desire to have high earnings from green business	3.45	.76022	Strongly Agree
Freedom to adapt my own approach to work	4.04	.81304	Agree
Own a green enterprise, improves my personal growth	4.86	.82205	Strongly Agree
Developed an idea for a green product/business has a sense of control	4.16	.79718	Agree
Desire to benefit from self-reliance	4.60	.82461	Strongly Agree
Desire to acquire own approach to work	4.33	.76470	Agree Strongly Agree

Table 12 presents the mean score for all seven items ranged from 3.41 to 5.00, meaning agreement. Specifically, respondents agreed that they followed the example of a person they admire, had the freedom to adapt their own approach to work, and developed an idea for a green product/business with a mean score of 3.59, 4.04 and 4.16, respectively. Findings further indicated that respondents strongly agreed that they desire to have high earnings from the green business and contribute to the welfare of their community. Moreover, a desire to benefit from green business opportunities and a desire to acquire knowledge of green technology with the mean score of 3.45, 4.86, 4.60 and 4.33 respectively.

The dissertation has compared the above results with the confirmatory factor analysis that set out the structural relationships. However, the link between entrepreneurship motivation and the performance of enterprises is not significant. Because the link has a beta value of $\beta=0.129$ and the standard deviation of 0.075. The confirmatory factor analysis revealed that the constructed model does not

support hypothesis three. Although the means and standard deviation in Table 4.6 show a strong relationship between the motivation of entrepreneurship and performance, the confirmatory analysis suggested otherwise. It was essential to note that following the person to admire, earning from the green business, welfare contribution to the community, development of the green product and the benefits from the green opportunity are the lower drivers of the enterprise's performance in Tanzania.

The results, as indicated in Table 13, denote that there were some motives that influenced the performance of small enterprises. This suggests that the said motives should be maintained so as to guarantee the performance of small enterprises in the study area. Findings are in line with the theory of Motivation by McClelland (1961, 1976), which suggested that driven needs determine the productivity of a person; the need for achievement (nAch) is a desire/commitment to either meet or exceed performance standards. These standards may include self-actualization or past progress, as well as results-drivenness, competitiveness, ambitious objectives, or inventiveness. This demonstrates the drive to behave more effectively. Additionally, it will increase each person's drive for notable success, skill mastery, control, or high standards. Moreover, he maintained that people who achieve a lot are inclined to take on assignments that need a high level of exceptional performance.

Motivation is the inner drive that propels someone to carry out specific tasks or meet specific professional objectives. When making entrepreneurial decisions, motivation may also be thought of as a strategy or desire for success and avoiding failure. When SEs are driven, they will choose to act in a way that satisfies their needs. The factors that propel SEs to accomplish their goals, their proficiency in coaching others to successfully initiate and guide behavior, their increased energy levels, and the environments that inspire, encourage, and sustain work-related behaviors can all be summed up as motivation. Decisions about SE performance may be influenced by the venture creation's entrepreneurial motivation (Obi, 2018).

According to research backed by Robbins and Judge (2011), motivation is a process that affects the length, tenacity, and intensity of continuous efforts made to accomplish personal objectives. Intensity is correlated with one's level of effort.

When it comes to motivation, this is the aspect that we focus on the most. On the other hand, if efforts are not connected to any successful organizations, they are unlikely to yield the intended results, even at great intensities.

In a study by Kiss, Williams, and Houghton (2008), the direct and indirect effects of motivation on venture internationalization were rigorously examined using the cognitive approach. An online survey that was sent to small company owners in a major metro region in the southeast of the United States of America was used to gather data. The study employed mediated regression analysis to analyze the data, enabling the concurrent identification of the direct and indirect impacts of motivation variables on the scope of internationalization. The study demonstrated that motivation had an impact on the internationalization of the entrepreneurial scope, but it also indicated that perceived risk had a significant impact on the scope and that proactive vs reactive motives had distinct effects on the international scope.

A study by Adeyemi (2010) looked into the elements that helped new businesses in Nigeria succeed. Growth and profitability were utilized in the study as stand-ins for success. The motives of entrepreneurs were categorized in this study based on whether they were driven by internal or external factors. Whether the entrepreneurs are driven by internal or external factors determined how the study categorized entrepreneurial motivations.

The study discovered that entrepreneurs who were driven by external factors had a higher probability of achieving high profitability compared to those who were motivated by internal factors when assessed against growth and profitability. Conversely, very growth-oriented entrepreneurs who were driven from within were more likely to do so than those who were driven from outside.

The results are consistent with the study conducted by Collins, Changes, and Locke (2004), which aimed to determine the correlation between achievement motivation and characteristics linked to entrepreneurial behavior. This study was a meta-analysis of other research on the connection between entrepreneurial behavior and achievement motivation. The study discovered a substantial correlation between accomplishment motivation and the decision to pursue an entrepreneurial profession as well as the performance of entrepreneurs.

Research question four: *What is the effect of green competitiveness on performance among small enterprises?*

The dissertation tested the above research and examined the effects of green competitiveness on the performance of small enterprises. Respondents were to respond by ticking the most appropriate option ranging from 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4= Agree, and 5= Strongly Agree. The scale of mean score interpretation was as follows:

Table 13 : What is the effect of green competitiveness on performance among small enterprises?

Item	Mean	Std. Dev	Interpretation
The small enterprise follows the green standard procedures.	3.51	.51190	Agree
The enterprise has green accounting and auditing.	3.12	.46022	Strongly Agree
The small enterprise engaged with the organic production	4.01	.61304	Agree
The small enterprise contributed to green taxation	4.12	.52205	Strongly Agree
The enterprise received state support to improve green technology	3.16	.29718	Agree
The owners of enterprises know of green technology	2.60	.42461	Strongly Agree

Table 13 above measured the effects of green competitiveness on the performance of the small enterprise. The dissertation measured the descriptive analysis of the above six indicators, and it showed that the standard green procedure has a mean of 3.51 and a standard deviation of .511. Reen accounting and auditing has a mean score of 3.12 and a standard deviation of .460, the indicators that were measuring the enterprise's engagement to organic production have a mean score of 4.01 while its standard deviation score is .613. Another indicator is green taxation; this indicator's mean score is 4.12, and the standard deviation is .522. The respondents from this dissertation presented that the state support for green technology has a

mean score of 3.16 and a standard deviation of .297. The last indicator is the owner's knowledge about green technology, which has a mean of 2.60 and a standard error of .424.

Table 9 also presents the confirmatory factor analysis result. The findings suggest that the relationship between competitiveness of the enterprise's performance has a significant positive beta value of β 0.324***, and a standard deviation of 0.064. The path that links green competitiveness and enterprises performance has a significant p-value. Therefore, it supports hypothesis four and also answers the dissertation's question that there is a positive significant relationship between hypothesis four and also answers the dissertation's question that there is a positive significant positive relationship between green competitiveness and enterprise performance. Overall, the green standard procedures, green accounting and auditing, organic production, green taxation, state support regarding green technology, and enterprises knowledge concerning green technology significantly support the performance of small enterprises in Tanzania. The findings listed above are the same as Hu et al. (2022) in China.

4.6 Content Analysis of Interview Data

The study collected qualitative data using interviews. The data were analysed using qualitative content analysis.

Interview Questions 1&4: *How does green technology influence performance among small enterprises? What are the benefits of green entrepreneurship on the performance of small businesses?*

The investigator aimed to gather viewpoints from participants regarding the impact and advantages of green technology on small business operations. Qualitative content analysis was used to analyse the interview data, which entailed creating themes, codes, and categories for the information gathered from each respondent about the research issue. The results from the data analysis are shown in Table 15.

Table 14 : Content analysis on the influence of green technology on performance among small enterprises

Respondents	Theme	Codes	Categories
RESP:1	Responses-Availability of many green technology opportunities -To get knowledge of green technology is easy and cheap	-Availability of opportunities -Knowledge	-The availability of many green technology opportunities - The accessibility of knowledge
RESP:2	-It is easy to have a long-term business plan	-Long-term business	- The existence of long-term business
RESP:3	- It is the current technology and thus has many customers -Materials for business can be purchased locally	-Up-to-date technology - Local purchase	-The presence of the current technology -The possibility of purchasing local business materials

Table 14 presents interview findings on the influence of green technology on performance among small enterprises. The findings relate to those presented through descriptive analysis, as in Table 15. The findings relate to those presented through descriptive analysis, as reflected in Table 15. Respondents had an opinion that green technology influenced the performance of small enterprises due to the availability of many green technology opportunities, the accessibility of knowledge, the existence of long-term business, the presence of the current technology and the possibility to purchase local business materials. Respondents had an opinion that green technology influenced the performance of small enterprises due to the availability of many green technology opportunities, the accessibility of knowledge, the existence of long-term business, the presence of the current technology and the possibility of purchasing local business materials.

Interview Question 2: *What entrepreneurship skills are used for sustainable small enterprises??*

The researcher sought to get respondents' opinions on the entrepreneurship skills used for the growth of small enterprises. The interview data were analysed using qualitative content analysis, which involved the development of themes, codes and categories for data collected from each respondent about the research question. The results from the data analysis are shown in Table 15.

Table 15 : Content analysis on entrepreneurship skills used in growth of small enterprises

Respondents	Theme	Codes	Categories
RESP:1	Responses-Skills regarding business opportunities -Skills regarding business growth and performance	- Opportunities -Growth and performance	-The ability to see and use opportunities -The ability to know how to grow the business
RESP:2	-Skills in green management -Skills related to how to hand business challenges	-Management -Challenges	- The ability to manage business -The ability to and all challenges related to business

Table 15 presents respondents' perceptions regarding the entrepreneurship skills used in the growth of small enterprises. Among the perceived entrepreneurship skills used in the growth of small enterprises includes; skills regarding business opportunities, business growth and performance, green managements and how to handle business challenges. These findings match with those presented in Table 16.

Interview Question 3: *What is the extent of influence entrepreneurship motivation on performance among small enterprises?*

Under this interview question, the researcher sought to know the extent influence of entrepreneurship motivation on performance among small enterprises. Respondents had varying opinions. In the interview session, one of the respondents said;

There is no doubt that performance among small enterprises depends on their motivation towards the entire business. I believe these small enterprises in these areas are highly motivated by their ambitions of changing their life and the life of their relatives through the benefits they get from green businesses. (5 May 2020)

Another response said;

To a greater extent, the desire to have more business opportunities through the green business is one of the motives that make many small enterprises strive. Without that motivation, no small enterprises can continue with the business. The most crucial thing is that these small enterprises need to be equipped with green business skills to guarantee their growth and performance.(12 July (2020)

Interview Question 5: *What challenges encounter green entrepreneurship among small businesses?*

The researcher sought to get respondents' opinions on the challenges that encounter green entrepreneurship among small businesses. The interview data were analysed using qualitative content analysis, which involved the development of themes, codes and categories for data collected from each respondent with the research question. The results from the data analysis are shown in Table 16

Table 16: Content analysis on the challenges that encounter green entrepreneurship among small businesses

Respondents	Theme	Codes	Categories
RESP:1	Responses-Inadequate skills regarding business opportunities -Inadequate techniques regarding business growth a	- Opportunities skills -Business growth techniques	-Inability to see and use business opportunities - Inability to know how to grow the business
RESP:2	-Inadequate skills on green business marketing -Inadequate strategies on how to hand business challenges - Inadequate skills related to business planning	-Business marketing skills -Challenges handling -Business planning	- Inability to market business -Inability to deal with challenges related to business -Inability to prepare business plans

Table 16 presents the content analysis results on the challenges of green entrepreneurship among small businesses. Findings revealed the varying ideas from respondents regarding the matter. Respondents perceived inadequate skills regarding business opportunities, inadequate business growth techniques, inadequate skills in green business marketing, inadequate strategies on handling business challenges and inadequate skills related to business planning as challenges that encounter green entrepreneurship among small businesses in the study area. This suggests that some key issues need to be addressed to foster the performance of green entrepreneurship among small businesses.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents and discusses the study's main findings by describing each objective. The main objective was to assess green entrepreneurship on the performance of small enterprises in the Moshi District. The specific objectives were; to assess the influence of green entrepreneurship on the performance of SEs. Determine the entrepreneurship skills used on performance in Moshi District. Assessing the extent of entrepreneurship motivation on performance of small businesses in Moshi District and to identify the influence of Green Competitiveness on performance among small enterprises.

5.1 Summary

The first objective was assessing green technology's influence on performance of SEs. Findings showed that green technology influenced the performance of small enterprises due to the availability of many green technology opportunities, the accessibility of knowledge, the existence of long-term business, the presence of the current technology and the possibility to purchase local business materials.

With regard to the second objective of determining entrepreneurship skills used in the growth of small enterprises in Moshi District using descriptive statistics, findings showed that among the skills used in the growth of small enterprises in the study area included; skills on green business activities, skills in green management, skills in green marketing activities, skills on green business opportunities and skills in green business performance. However, green business planning and sustainability skills were not adequate among the small enterprises in the study area.

On the third objective, the study found that following the example of a person they admire, freedom to adapt their own approach to work, a desire to have high earnings from the green business, desire to contribute to the welfare of their community where they live, desire to benefit from green business opportunities and desire to acquire knowledge of green technology were some motives towards the performance of small enterprises in the study area.

5.2 Conclusion

In relation to the influence of green technology on the performance of SEs, it is concluded that SE in Moshi is making good progress towards the adoption of green technology in order to achieve better performance. Green technologies can offer benefits to SEs while at the same time making them environmentally sensible. Small enterprises owners have knowledge of green technology which motivates them to adopt the technology since the green technology is available for SEs to explore. There are many options for SEs looking to be friendlier to the environment. The result presented that the most applicable technology that is used among SEs was selling online because it allows selling activities to be done online without having to meet face to face. Selling online is a must for the SEs and the environment because it instantly expands the customer base from local neighbourhoods to the entire world.

Regarding entrepreneurship skills used on the performance of SEs, the study concluded that there could be abundant opportunities for investment in green entrepreneurship which would enhance the performance of small enterprises in Moshi District. The majority of the small enterprises lacked the requisite skills that could enable them to tap into the readily available potentials. This is because one element of entrepreneurship skills was easily noticing green business opportunities, which was observed to have the highest percentage. This is due to the fact that SEs owners had the desire to have high earnings from the green business. In relation to the extent influence of entrepreneurship motivation, the study concludes by acknowledging the important contribution that entrepreneurship motivation could do concerning the extent influence of entrepreneurship motivation, the study concludes by acknowledging the important contribution that entrepreneurship motivation could make to enable the SEs to take up more actively the challenge of investing in the green entrepreneurship in Moshi District.

Concerning the contribution of green entrepreneurship on the performance of SEs, it is concluded that SEs benefit from green entrepreneurship since there is an increase in sales which contributes to an increase in the performance of the SEs. Although benefits are obtained by adopting green entrepreneurship, small enterprises still undergo challenges that force most of them to go out of business. Absence of green funds, less support and sensitization by the government and

concerned bodies, and shortages of technology for green products are the major challenges encountered by green entrepreneurship among small enterprises. There seems to be an air of frustration amongst green entrepreneurs that there appears to be a lack of funds 'around' to support their green businesses; however, for the available funds, they find it very difficult to access it and also find it difficult to fulfil the funding conditions.

Determine the influence of green competitiveness on performance among small enterprises. The findings have confirmed that the green competitiveness is positively significance affect performance of small enterprises in northern part of Tanzania. To say, the green standard, green accounting auditing, the transfer of technology, organic production, green taxation, and state support are the main indicators that enhance the performance of small enterprises significantly. URT urge to use these factors and to create the policy framework to the niche start-up small enterprise regarding the rammifications of the green competitiveness at the local level. By doing so, it will spread awareness about the fundamentals of the green enterprenurship for now and the future trajectory.

Conclusively, the dissertation has indicated numerous factors that influence the relationship between the enterprise's performance and the green driving entrepreneurship in the Moshi District in Tanzania.

5.3 Recommendation

In light of the above discussion and conclusion, first, the relation to the influence of green technology on the performance of SEs, it is recommended that SEs owners should be given more training and seminars on how to use green technology. This will enable them to gain more knowledge that would help them to easily adapt to the technology. This can be done by ensuring the technology is available for SEs and ensuring it is not difficult for the SEs to use. Second, Regarding the entrepreneurship skills used in the performance of SEs, it's recommended that SEs should be provided with enough training and seminars on green entrepreneurship. This will enable them to gain entrepreneurship skills such as training in green business activities, green management, green business planning, green management, green business planning, green marketing activities, and training on how to easily notice a green business opportunity. In order to provide SE owners with information on the kind of training that will be provided to them so that the

employees can acquire the knowledge, skills, and attitude necessary for effective business performance, entrepreneurs in the SE sector should make sure that the organization has a training policy in place. This policy should also clearly indicate the content of training, time of training, trainer of trainers, and training technique

Third, the extent of influence in entrepreneurship motivation on the performance of SEs, it is recommended that the Government should take the responsibility of motivating green business owners to start green entrepreneurship. This can be done by providing finance which would be used to invest in green activities, which in turn would enhance better performance.

Fourth, with reference to the contribution of green entrepreneurship to the performance of SEs, it is recommended that SEs be more innovative, enabling them to create unique green products that would attract more customers and increase sales. This can be done by accessing green technology. However, access to funding remains a big challenge and an area in which governments can make a significant contribution. Through a financial institution, the government should support the financing of green SEs through soft loans granted at reduced interest rates during the kick-off or incubation period, and create grant programmes to boost and support green business development. Policymakers should also encourage private sector funding of green SEs by educating the financial sector about green SEs and by creating long-term frameworks that establish “green” as an area of long-term importance.

5.3 Future Research Direction

Future studies should concentrate on additional elements that could affect the success and expansion of SE's business, such as the accessibility of markets, legal requirements, government policies, infrastructure networks, and macroeconomic variables (political, economic, competitive, and global).

The findings of this study underline the significant role that green entrepreneurship plays in the performance of small enterprises, particularly in the Moshi District. The influence of green technology has been highlighted, pointing to a relationship where accessibility and knowledge availability are primary drivers. The assessment of entrepreneurial skills and motivations adds depth, showing that there's a diverse

skill set and motivational factors that underpin the adoption and implementation of green business practices. These discoveries bolster the existing theoretical frameworks, instigating a nuanced understanding that integrates practical insights with theoretical postulations.

The research paves the way for an enriched theoretical landscape where green technology, skills, and motivations are intricately linked with the performance of small enterprises. It extends the discourse beyond traditional entrepreneurial theories to accommodate the green entrepreneurship paradigm. Concepts like the availability of green technology opportunities, entrepreneurial skills in green business, and the multifaceted motivations that propel entrepreneurs towards green business, are poised to inform and refine existing theoretical models. These insights provide a springboard for future research and theory development, instilling a multidimensional perspective that encapsulates the dynamic and complex nature of green entrepreneurship.

Furthermore, the dissertation has contributed to the theoretical perspective in two ways, first the dissertation has posited the conceptual framework that illustrates the interplay between green entrepreneurship and enterprise performance the main literature reviews have missed the discussion in this direction. Therefore, this is the first study to measure the relationship between green entrepreneurship factors and enterprise performance using the specified above conceptual framework. Second, the study contributed to theory showcasing the application of green entrepreneurship and performance using the CFA and EFA. Thus, this dissertation has presented the appropriate framework that is useful to the owners and practitioners of the green enterprise on how to increase performance.

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APPENDICES

Appendix I: Questionnaires

The below questions are aiming at providing findings to the research topic namely *green entrepreneurship and performance of small enterprises in Tanzania taking Moshi District as a case study*. The purpose of the findings is for academic use in which an MBM student at Moshi Co-operative University is to establish these findings as part of the study. Kindly respond to the below questions. Please answer all questions honestly according to the given instructions:

Part 1: Demographic characteristics: Please tick appropriate option

1. Your gender? () Male () Female
2. Your age () 21 -30 () 31 – 40 () 41-50 () Above 50
3. Marital status () Married () Single

PART B: GREEN ENTREPRENEURSHIP AND PERFORMANCE OF SMALL ENTERPRISES IN TANZANIA TAKING MOSHI DISTRICT AS A CASE STUDY

Research Question one: *What is the influence of green technology on performance among small enterprises?*

Please indicate your selections, based on your level of acceptance, by marking [✓],

1= Strongly Disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree

Items	Rating				
It is easy to acquire knowledge of green technology					
It is easy to adapt green technology					
There is an availability of green technology					
It uses mobile money technology					
It includes buying marketing materials locally					
It promotes a long-term business plan					
There are many green technology opportunities					

Research Question two: *What entrepreneurship skills are used in the growth of small enterprises?*

Please indicate your selections, based on your level of acceptance, by marking [✓].

1= Strongly Disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree

Items	Rating				
Skills on green business activities					
Skills in green management					
Skills in green business planning					
Skills in green business sustainability					
Skills in green marketing activities					
Skills on green business opportunities					
Skills in green business performance					

Research Question three: *What is the extent influence of entrepreneurship motivation on performance among small enterprises?*

Please indicate your selections, based on your level of acceptance, by marking [✓],

1= Strongly Disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree

Items		Rating				
	Followed the example of a person I admire					
	Desire to have high earnings from green business					
	Freedom to adapt my own approach to work					
	Contribute to welfare of my community where I live					
	Developed an idea for green product/business					
	Desire to benefit from green business opportunities					
	Desire to acquire knowledge of green technology					

Research Question four: *What is the extent influence of Green Competitiveness on performance among small enterprises?*

Please indicate your selections, based on your level of acceptance, by marking [✓],

1= Strongly Disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree

Items		Rating				
	The small enterprise follows the green standard procedures					
	The enterprise has a green accounting and auditing					
	The small enterprise engaged with the organic production					
	The small enterprise contributed to green taxation					
	The enterprise received the state support to improve green technology					
	The owners of enterprises have knowledge about green technology					

Outcome variables: Sustainable performance

Please indicate your selections, based on your level of acceptance, by marking [✓],

1= Strongly Disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree

Items	Rating				
Green technology enhances small enterprises and reduces operating costs.					
Green competitiveness improves the enterprise to increase sales.					
Brand image and reputation of enterprise improve performance of enterprises					
Providing workers with training in green entrepreneurship improves performance					
The price the final product is steady and stable					

THANK YOU FOR YOUR PARTICIPATION

Appendix II: Checklist for Key Informants

- i. What's the influence of green technology on performance among small enterprises?
- ii. What entrepreneurship skills are used in the growth of small enterprises?
- iii. What is the extent of the influence of entrepreneurship motivation on performance among small enterprises?
- iv. Benefits of green entrepreneurship on performance of small businesses?
- v. What are the challenges that encounter green entrepreneurship among small businesses?

Appendix III: Table for Determining Sample Size

Population Size	Sample Size	Population Size	Sample Size	Population Size	Sample Size
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Source for sample size table: Krejcie and Morgan (1970)