

**ASSESSING THE INFLUENCE OF ATTITUDE TOWARD  
ECOPRENEURSHIP AND SUBJECTIVE NORMS ON  
ECOPRENEURSHIP INTENTION: MODERATED MEDIATION  
OF SELF EFFICACY AND ENTREPRENEURIAL RESILIENCE  
IN COLOMBO**

By

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**EU/IS/2019/MS/126**

**MS 2306**



FCM2984

Project Report  
Main Library, Eastern University, Sri Lanka

A Project Report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirements of the Bachelor of Business Administration Honours (BBAHons),

**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

2025

## ABSTRACT

This study examines the influence of attitude towards ecopreneurship and subjective norms on ecopreneurship intention, with self-efficacy as a mediator and entrepreneurial resilience as a moderator, within the Colombo District of Sri Lanka. Despite growing global attention, empirical studies on the subjective norms and contextual drivers of ecopreneur intentions in developing economies remain limited. Addressing this gap, the research employed a quantitative approach using a structured questionnaire administered to 400 businesses and aspiring entrepreneurs. Data were analyzed through SPSS and PROCESS macro to test direct, indirect (mediation), and conditional (moderation) effects.

Findings indicate that attitude, subjective norms, self-efficacy, and entrepreneurial resilience are all present at relatively high levels among respondents, reflecting a favorable context for green entrepreneurship. Regression analysis confirmed that attitude and subjective norms significantly and positively influence ecopreneurship intention, while also enhancing self-efficacy. Mediation analysis revealed that self-efficacy partially mediated the relationship between attitude and intention but did not significantly mediate the link between subjective norms and intention. Furthermore, entrepreneurial resilience was found to significantly moderate the relationships, suggesting that individuals with higher resilience rely less on attitudinal or social pressures when forming ecopreneurial intentions.

The study contributes to the literature by integrating psychological and resilience-based perspectives into the Theory of Planned Behavior. Practically, the findings provide valuable insights for policymakers, educators, and support institutions to design interventions that strengthen self-efficacy and resilience, thereby promoting sustainable entrepreneurship in Sri Lanka's urban context.

**Keywords:** *Ecopreneurship intention, attitude, subjective norms, self-efficacy, entrepreneurial resilience.*

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