

Factors Affecting Pro-Environmental Behavior of Employees in The Apparel Industry

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In the realm of Sri Lankan apparel manufacturing organizations, comprehending the drivers behind pro-environmental conduct among employees holds pivotal importance for fostering sustainable practices and environmental stewardship. This study aimed to delve into the internal and external factors shaping pro-environmental behaviour within such companies. By identifying these influential elements, the research sought to shed light on pathways to promote sustainable practices within organizational settings. Employing a quantitative approach, the study sampled 306 employees from a production plant in the Western province of Sri Lanka, utilizing a structured questionnaire to assess internal factors like social norms, personal norms, and environmental attitudes, alongside external factors including situational factors, leadership behaviour, and support. Descriptive statistics, correlation, and regression analysis revealed a significant and positive impact of both internal and external factors on employees' pro-environmental behaviour. While internal factors such as social norms and personal attitudes played a role, external factors like leadership behaviour and organizational support exhibited a more substantial influence. Managerial conduct and group norms emerged as critical determinants of pro-environmental behaviour. The findings underscored the need to address internal and external factors to foster pro-environmental behaviour within Sri Lankan apparel manufacturing organizations. Theoretical implications emphasized the study's contribution to understanding behavioural dynamics in organizational contexts. In contrast, practical implications suggested avenues for enhancing environmental initiatives through supportive leadership and the promotion of environmental norms. Despite limitations such as sample size constraints and potential biases in data collection, the study's contribution to the literature on pro-environmental behaviour in organizational settings, particularly within the Sri Lankan apparel sector, is significant. Suggestions for future research include exploring cultural variations in behavioural influences and delving deeper into the nuances of leadership behaviour's impact on employee conduct.

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