

**THE ROLE OF GREEN ATTITUDE ON THE IMPACT OF GREEN
HUMAN RESOURCE MANAGEMENT ON EMPLOYEE GREEN
BEHAVIOR: EVIDENCE FROM APPAREL SECTOR ORGANIZATIONS
IN GAMPAHA DISTRICT, SRI LANKA**

Dilhani T.H.S.¹ and Ranasinghe, V.R.²

The purpose of this study is to investigate how Green Human Resource Management (GHRM) practices influence the green behaviour of employees in the apparel sector organizations in Gampaha district, Sri Lanka and examine the mediating role of green attitudes. This research study adopts a quantitative research approach grounded in the positivist research philosophy. This study distributed a standardized questionnaire through Google Forms and printed documents to collect primary data. A mono-method approach is employed, focusing on individual employees in the apparel industry as the unit of analysis. The study targets a population of 2,400 employees working in three apparel sector companies in the Gampaha district. Based on Krejcie and Morgan's table, a sample size of 331 was determined, with 370 questionnaires distributed. Of these, 334 responses were received, 18 were discarded, and 309 were considered valid, resulting in an effective response rate of 90.27%. Simple random sampling was used as the sampling technique. Data analysis was conducted using SPSS version 20, analyzing techniques tools and techniques such as validity and reliability statistics, testing for outliers, descriptive statistics, normality testing, sample composition analysis, correlation, and regression. Further, the analysis has shown that green human resource management has an impact on green attitude as well as green behaviour, the green attitude has an impact on green behaviour. Further, the findings of the analysis disclosed that the green attitude partially mediates the impact of green human resource management on green behaviour. The findings of this study provide significant insight to apparel sector companies who wish to implement and perform green human resource management to enhance environmental sustainability in the business.

Keywords: Apparel Sector Organizations, Green Attitude, Green Behavior, Green Human Resource Management.

¹ Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [dilhanisakunthala1999@gmail.com]

² Senior Lecturer (GII), Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [vimanshar@kln.ac.lk]