

# DETERMINANTS OF PRO-ENVIRONMENTAL BEHAVIOR OF EMPLOYEES IN THE APPAREL INDUSTRY WITH SPECIAL REFERENCE TO THE GAMPAHA DISTRICT, SRI LANKA

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## 1. Introduction

Employee pro-environmental behavior is a critical employee behavior in the context of green organizational behavior, and the identification of workplace pro-environmental behavior elements has drawn more attention in prior studies. As a result, this study aimed to identify the factors that affect employee pro-environmental behavior (PEB) and explore how these factors affect PEB at work.

## 2. Research Methodology

In the context of positivist philosophy, researchers typically employ a deductive technique. This study is quantitative, and a descriptive cross-sectional survey design was used in this investigation. The primary data were collected through a structured questionnaire from 360 respondents from selected three apparel manufacturing organizations in the Gampaha District of Sri Lanka via stratified and convenience sampling. Correlation and multiple regression analysis were used to analyze the hypotheses to attain the research objective.

## 3. Findings and Discussion

Personal norms, attitudes towards PEB, and leadership support were found to be positively affecting factors of employee PEB. However, the impact of leadership behavior was not significant, and attitudes towards PEB are the most influential factor towards PEB of employees.

## 4. Conclusion and Implications

This study provides valuable insights into the variables in which the PEB of employees can be enhanced. Similarly, this study has recommendations for future researchers, such as understanding the variables of this study that will influence employees and their leaders to increase the sustainability in their working environment. Green apparel manufacturing organizations should conduct adequate education and training programs to inform employees of the value of environmental practices, and leaders in the apparel industry should also remember that giving their employees their full support will help them become more environmentally conscious.

**Keywords:** Apparel industry, Attitude towards PEB, Leadership behavior, Leadership support, Personal norms, Pro-environmental behaviour.