

A STUDY ON FACTORS AFFECTING EMPLOYEES' INTENTION TO IMPLEMENT GREEN PRACTICES: WITH SPECIAL REFERENCE TO PEOPLE'S BANK IN RATHNAPURA DISTRICT

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Green banking is the green management practice in the banking industry which helps the banks to enjoy cost-effectiveness while positively contributing to the sustainability of the environment. Predicting behaviors is particularly important in the field of environmental management because the environment is greatly influenced by human behavior. The purpose of this research is to identify the factors affecting employees' willingness to embrace green practices at People's Bank in the Rathnapura district. The preliminary study of the current context has proved that there is less attention to implementing green practices among the employees who are currently working at People's Bank in the Rathnapura district. Therefore, the researcher decided to reveal the factors that impact the intention to implement green practices among the employees in the present context. The researcher has selected four factors based on the Extended Theory of Planned Behavior Model (ETPB) and the findings of empirical studies. The current study followed a deductive approach with the positivist paradigm, and selected factors were tested with the support of the survey questionnaire. The data was collected from 291 employees working in People's Bank in Rathnapura district by applying the census method, and mainly regression analysis was used as the analytical tool to analyze the collected data. Results indicated that the three factors, such as perceived behavior control, subjective norm, and environmental knowledge positively impact employees' intention to implement green practices except for employees' attitudes in the present context. Based on these results, the researcher recommends that the People's Bank take appropriate strategies to improve the employees' positive attitudes towards behavior, which is the major construct of pro-environmental behavior.

Keywords: *Attitude towards behavior, environmental knowledge, green banking, intention to implement green practices, perceived behavior control, subjective norm*