ENERGY CONSERVATION BEHAVIOUR OF THE EMLOYEES AT WORKPLACE – SPECIAL REFERENCE TO EMPLOYEES OF MANMUNAI NORTH DIVISIONAL AREA.

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REG NO: EU/IS/2015/MS/72

INDEX NO: MS 1822

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Project Report
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A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfilment of the requirement for the degree of Bachelor of Business Administration (BBA)

DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2020

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ABSTRACT

Managing the energy conservation has become a most important phenomenon in Intention to Conserve Energy (ICE). Majority of the organizations in Sri Lanka are experiencing employees' performance as an effective variable where it represents dimensions that employees endure. Most of the individual's willingness to save energy in workplaces is crucial to reduce energy consumption and carbon emissions. This state of performance is created through the high support from relevant parties and some conditions where a person does succeed in balancing his or her roles at ICE. Also there is a gap in literature to reveal the relationship of attitude towards energy saving (AES), subjective norm (SN), perceived behaviour control (PBC), personal moral norm (PMN) and descriptive norm (DN) on ICE among the employees especially in selected organizations.

Thus, the present study was conducted with the aim of investigating the attitude towards energy saving (AES), subjective norm (SN), perceived behaviour control (PBC), personal moral norm (PMN) and descriptive norm (DN) on Intention to Conserve Energy (ICE) of organization employees at Manmunai North Divisional Secretariat Organizations, Batticaloa. The study is mainly considering the primary data. The data were collected through a self-administrated survey method with the use of closed structured questionnaire from 200 respondents of selected organizations' employees. The study used univariate, bivariate and linear regression analysis techniques in order to analyze the data and find the results of the study objectives. The findings of the study revealed that the AES and PBC have a strong positive relationship with ICE and SN, PMN and DN have a weak positive relationship with ICE. Consequently, AES and PBC control are significantly contributing to determine the ICE and PMN and DN are insignificantly contributed to determine the ICE. Moreover, the high levels of AES, SN, PBC, PMN and DN among the respondents lead to higher level of ICE among the selected organization employees in Batticaloa. The findings of the study have various implications for other organizations.

Keywords: ***Attitude towards Energy, Subjective Norm, Perceived Behaviour Control, Personal Moral Norm, Descriptive Norm and Intention to Conserve Energy.***

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