

**INSTITUTIONAL PRESSURES OF GREEN PRACTICES ON
SUSTAINABILITY PERFORMANCE IN APPAREL INDUSTRY IN
BATTICALOA DISTRICT**



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ABSTRACT

This study investigates the impact of institutional pressures on sustainability performance in the apparel industry in Batticaloa District, Sri Lanka. The research is grounded in institutional theory, which suggests that organizations experience coercive, mimetic, and normative pressures that influence their behavior and practices, including *their sustainability performance*. The study aims to assess the levels of coercive, *mimetic*, and normative pressures, as well as sustainability performance, among employees in the apparel industry. It further examines the relationship between these institutional pressures and sustainability performance, and investigates the individual impacts of coercive, mimetic, and normative pressures on sustainability performance.

The study employed a quantitative approach, collecting data through closed-ended questionnaires from a sample of 300 employees in the apparel industry in Batticaloa District. The data were analyzed using Statistical Package for Social Sciences (SPSS), including reliability analysis, validity analysis, univariate analysis, correlation analysis, and regression analysis.

The findings reveal high levels of coercive, mimetic, and normative pressures, as well as high levels of sustainability performance, among the employees surveyed. The results also indicate a strong positive relationship between institutional pressures and sustainability performance. Furthermore, the regression analysis demonstrates that coercive, mimetic, and normative pressures individually have a significant and positive impact on sustainability performance.

The study contributes to the literature by providing empirical evidence on the influence of institutional pressures on sustainability performance in the apparel industry context. The findings highlight the importance of considering institutional pressures in enhancing sustainability practices and performance within organizations. The research has implications for policymakers, industry stakeholders, and academic researchers interested in promoting sustainable practices in the apparel industry and other sectors.

Keywords: Institutional pressures, Coercive pressures, Mimetic pressures, Normative pressures, Sustainability performance, Apparel industry, Batticaloa District.

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