A COMPARATIVE STUDY ON EMPLOYEE GREEN BEHAVIOUR AMONG TEA PLANTATION AND APPAREL INDUSTRIES EMPLOYEES SPECIAL REFERENCE TO NUWARA-ELIYA DISTRICT

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Abstract

Nowadays the concept of environment awareness is getting more attention in world because of huge environmental issues and the effects of global warming. Employee green behaviour is very essential for an organization to ensure the sustainability of the organization. In the organizations working sustainably, avoiding harm, conserving, influencing other and taking initiative of employees, make it easier to define the attributes and characteristics of employee green behaviour.

The objectives of this study are to identify the level of EGB, to identify whether any differences in EGB based on age, gender and educational level among selected companies in tea plantation and apparel industry in Nuwara-Eliya district. The researcher identify the level and compare the mean by using descriptive statistics, independent sample t-test and One way ANOVA test.

In order to achieve the research objectives primary data was collected using convenience sampling method. There are 150 respondents selected as sample for each company. The findings show that there is higher level of EGB in both tea plantation and apparel industries. However, the EGB level of apparel industry is little bit higher than tea plantation industry. Moreover, the level of EGB differed in apparel industry based on age and education level. However, there are no any differences in the level of EGB in tea plantation industry. And also there is no any difference in the level of EGB based on gender in both industries.

Keywords: Employee Green Behaviour, Working Sustainability, Avoiding Harm, Conserving, Influencing Others, Talking Initiative
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