

**GREEN LIFESTYLE AND JOB PERFORMANCE OF
EMPLOYEES OF BANKS IN KEGALLE DISRICT**



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ABSTRACT

In studies about the relation between human and environment, a number of different concepts and instruments have been used to measure the environmental behavior known as green lifestyle construct. The earth condition which is currently in danger is becoming a threat for the life of ecosystem. Indeed, it is widely agreed that most of the environmental problems are caused by the habit of human activities and lifestyle of the humans. Recently green lifestyle activities for protection of environment and role of human behavior are often highlighting in especially in developing countries like Sri Lanka.

An empirical knowledge gap was observed and literature gap was identified by reviewing the existing literature of green lifestyle and job performance of banking sector employees. In order to fulfill this gap this research was conducted with mainly three research objectives. A survey questionnaire was developed and employed to collect data from 150 numbers of employees from 11 numbers banks in kegalle district. In this study nine variables are analyzed under the independent variable as (environmentally friendly buying behavior, environmental activism, environmental knowledge, environmental concern, recycling, perceived consumer effectiveness, resource saving, economic factor, and environmental claims) and dependent variable as job performance. For presenting and analyzing the data both descriptive and inferential statistics were used through SPSS 22.0 version. Univariate, bivariate and regression analysis ate used to find out the empirical results.

This study analyzes the level of green lifestyle, nine dimensions of green lifestyle and job performance. In connection with the second objective of this study concluded that, there is higher level of green lifestyle was found to be positive correlated with job performance in employees of banks. Further, connection with the third objective of the study, the results concluded that green lifestyle is significantly and positively impact on job performance in employees of banks in kegalle district.

Keywords: Green Lifestyle, Environmentally Friendly Buying Behavior, Environmental Activism, Environmental Knowledge, Recycling, Economic Factor, Environmental Claims, Environmental Concern, Perceived Consumer Effectiveness, Resource Saving and Job Performance.

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