

**THE PRO-ENVIRONMENTAL BEHAVIOR OF EMPLOYEES
IN APPAREL MANUFACTURING FIRMS
IN NUWARA-ELIYA DISTRICT**



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Abstract

The aim of this study is to identify the impact of internal and external factors on pro-environmental behavior of employees in the workplace. While many studies focused on only the pro-environmental behavior of households, this is one of the studies that focus exclusively on pro-environmental behavior of employees in the workplace. Based on the comprehensive literature review, two groups of factors were identified which could predict pro-environmental behavior in the workplace. They are internal and external factors, internal factors include social norms, personal norms and attitude toward pro-environmental behavior, external factors includes situational factors, leadership behavior and leadership support.

The studies mainly analyze the objective of whether the internal and external factors have been impact on pro-environmental behavior of employees. The study is mainly considers the primary data. The primary data were collected through closed structure questionnaire from 130 respondents from selected apparel manufacturing firm in Nuwara-Eliya District and used univariate, bivariate and multivariate analysis techniques in order to analyze data and find the results of study objectives.

At the same time the results show that both internal and external factors have positive impact on pro-environmental behavior of employees but external factors have relatively high impact than internal factors. Furthermore, the dimensions of external factor such as leadership support is having high level of contribution to determine the pro environmental behavior of employees. The findings of this study have various managerial implications for other apparel manufacturing firms and other industries.

Keywords: Pro-environmental Behavior, Internal factors, External factors

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