

**THE ROLE OF ENVIRONMENTAL CONCERN AND PRO-
ENVIRONMENTAL BEHAVIOR OF EMPLOYEES IN THE
BANKING SECTOR IN BADULLA DISTRICT**



By

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ABSTRACT

The pro-environmental behavior of an employee is a key employee behavior in the workplace in the context of green organizational behavior. In general, employees environmental concern which promotes pro-environmental behavior of the employee. Based on the literature review, relevant environmental concern factors which can predict the pro-environmental behavior of employees in the workplace were identified. In this study, there are three dimensions of environmental concern such as biospheric concern, egoistic concern and altruistic concern. Thus, this study intends to investigate the level of environmental concern and the pro-environmental behavior, the relationship between environmental concern and the environmental performance and the impact of environmental concern on pro-environmental behavior of employee in the banking sector in Badulla district.

In this research study, primary data had been practiced by this study. The data were collected through questionnaires from 207 respondents from selected bank employees' in Badulla district. And also stratified random sampling method was used to make the sampling framework of the study. The quantitative research approach used for this study. To achieve the study objective, this study applied univariate, correlation, and regression analysis.

The findings indicate that there are high levels of environmental concern and pro-environmental behavior of the banking sector in Badulla district. And also the result showed that there is a significant positive relationship between environmental concern and pro-environmental behavior. Furthermore, environmental concerns significantly impact on pro-environmental behavior.

Keywords: Environmental concern, Biospheric concern, Egoistic concern, Altruistic concern, Pro-environmental behavior

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