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# Actual Behaviour of Academicians on Implementing Green Practices Based on Theory of Planned Behaviour



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ARTICLE INFO	ABSTRACT
<p><b>Received:</b> 05-05-2023 <b>Received in revised form:</b> 01-06-2023 <b>Accepted:</b> 03-06-2023 <b>Available online:</b> 30-06-2023</p> <hr/> <p><b>Keywords:</b> Attitude Towards Behaviour; Behavioural Intention; Behaviour Subjective Norms; Green Practices; Perceived Behavioural Control; Theory of Planned Behaviour.</p>	<p>Environmental issues and degradation are the consequences of human behaviour which have been caused by increasing population, expansion of industries, changes in consumption patterns of consumers and globalization at large. It has become an alarming issue and calls for immediate attention at all levels. It is therefore imperative to create awareness on green practices to protect the environment. Educational institutions and academicians play a vital role in any nation to contribute to sustainable environment as they would be instrumental in moulding the younger generation into responsible citizens. This study focuses on examining the impact of Intention to Implement Green Practices on Actual Behaviour on the basis of the Theory of Planned Behaviour. Data was gathered from 115 respondents in Chennai city through a standardized structured questionnaire. The data were analysed statistically using the weighted mean, Karl Pearson's correlation, and regression analysis. The findings indicated that Attitude Towards Behaviour and Subjective Norms substantially influenced Intention to Implement Green Practices. In contrast, it was not discovered that Perceived Behavioural Control significantly impacted the Intention to Implement Green practices. The Green Practises Intentional Behaviour Gap had significantly decreased the Green Practises Actual Behaviour Gap.</p>

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## 1.0 INTRODUCTION

The expanding global population, the spread of industrialization, and the excessive consumption of energy pose a significant threat to maintaining ecological balance. As a direct consequence of industrialisation, more than half of the world's population lives in urban areas ([de Moraes et al., 2021](#)). The concentration of people in cities has had an impact on both human and environmental conditions, leading to increased emissions of greenhouse gases and carbon dioxide

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through factors such as traffic, deforestation, and waste disposal. It is not surprising that human well-being relies on a healthy environment. Safeguarding the environment is crucial due to its long-term consequences, which can be detrimental to human survival (Varah *et al.*, 2021). Therefore, it is imperative to protect our environment by adopting and implementing environmentally friendly practices.

The escalating environmental issues have heightened the concerns of organizations and policymakers in advocating and adopting eco-friendly measures. According to Rahman *et al.*, (2012), green practices encompass activities that are environmentally conscious, aiming to minimize waste, conserve energy, and promote overall environmental well-being. Green practices entail the adoption of environmentally friendly methods that encourage sustainability by reducing, reusing, and recycling resources such as electricity, food, and water (Mills, 2012). The integration of green practices and sustainability has emerged as a driving force for implementing sustainable approaches across various industrial sectors (Rodrigues *et al.*, 2020). Environmental sustainability may be achieved by the adoption of green practises, which can also help businesses obtain a competitive edge in the marketplace (Rodrigues *et al.*, 2020).

Though various studies have been carried out on green practices and sustainability, very little research has been done on the Intention to Implement Green Practices on Actual Behaviour. As a result, the present research focuses on establishing the influence of academicians' intentions to implement green practices on actual behaviour using the Theory of Planned Behaviour.

Various theories were developed to study human behaviour. The Theory of Planned Behaviour explains human intention and their actual behaviour is applied in different disciplines like Management, Marketing, Environmental Psychology and so on. This Theory of Planned Behaviour has been adopted for the purpose of the study.

### 1.1 Theory of Planned Behaviour

The Theory of Reasoned Action is the foundation for the important framework known as the Theory of Planned Behaviour, which was established by Ajzen (1991). In the context of the workplace, this theory well describes human and environmental behaviour (Bouarar and Mouloudj, 2021). It gives insights into an individual's desire to engage in a given activity and their behaviour after completing that action. According to the Theory of Planned Behaviour, "an individual's intention to engage in behaviour increases when they have a more favourable attitude towards that behaviour, perceive stronger subjective norms, and feel greater control over it (Perceived Behavioural Control)." Consequently, the chance of carrying out a behaviour is proportional to the strength of the individual's desire to engage in that behaviour (Chow and Chen, 2009). This theory contends that a person's behaviour is influenced by their behavioural intention, which is influenced by three key elements: "attitude towards behaviour, subjective norms, and perceived behavioural control."

Chow and Chen (2009) define attitude towards behaviour as "a person's general positive or negative feelings towards a particular behaviour." According to Chow and Chen (2009), the term "subjective norms" refers to an individual's perspective on whether or not family and friends believe they should or should not participate in the behaviour in the situation. A person's perceptions of the elements that can help or hinder them in carrying out behaviour and their perception of their control over those factors are referred to as perceived behavioural control (Chow and Chen, 2009).

Behavioural Intention, a key component of the Theory of Planned Behaviour, represents a human being plan to carry out a particular behaviour (Ajzen, 2011). Intentions are considered to

reflect the motivational factors that influence behaviour, indicating the level of effort and planning individuals are willing to invest in performing the behaviour.

The Theory of Planned Behaviour emphasizes the importance of defining the behaviour of interest accurately, including its target, the efforts involved, the contextual factors, and the timeframe (Ajzen and Schmidt, 2020). It focuses on the respondents' genuine interest in translating their intentions into actual implementation.

## 1.2 Review of Literature

Yan *et al.*, (2019) used the "Theory of Planned Behaviour to investigate customer attitudes towards and actions related to purchasing electric vehicles in Beijing, China. Perceived Behavioural Control, Subjective Norm, and Behavioural Attitude were all considered in the research. According to the findings, all three variables had a significant impact on the willingness of consumers to make purchases."

Bouarar and Mouloudj (2021) extended the "Theory of Planned Behaviour scope to examine employees' intent to adopt environmentally friendly policies and procedures. Attitude Towards Behaviour, Subjective Norms, Perceived Behavioural Control, and Environmental Knowledge were some variables examined in the research. Positive and substantial relationships were found between Attitude Towards Behaviour, Subjective Norms, Environmental Knowledge and the Intention to Implement Green Practices. However, there was no relationship between perceived behavioural control and intention to adopt environmentally friendly practices."

The Theory of Planned Behaviour was used by Aziz *et al.*, (2021) to investigate the "environmental attitudes and actions of university employees in Malaysia. Emotional intelligence was a mediator between pro-environmental intentions and behaviours, while environmental ethics was a predictor of both. Attitudes towards behaviour, subjective norms, and perceived behavioural control were all shown to be strongly impacted by Environmental Ethics. There was also a favourable correlation between Pro-Environmental Intention and Attitude Towards Behaviour and Perceived Behavioural Control. University employees' pro-environmental intentions were related to their environmental behaviour via a medium of emotional intelligence."

Chow and Chen (2009) examined the relationship between green computing intentions and behaviours among regular computer users in Hong Kong universities. The research showed that "the intention to participate in green computing was heavily impacted by the criteria included in the Theory of Planned Behaviour. In turn, Green Computing Intentions strongly influenced Green Computing behaviours. Besides one's attitude towards green computing, subjective norms and perceived behavioural control were shown to impact actual green computing behaviour substantially."

## 1.3 Need for the Study

Environmental issues and degradation are the consequences of human Behaviour which have been caused by increasing population, expansion of industries, changes in consumption patterns of consumers and globalization at large. It has become an alarming issue and calls for immediate attention at all levels. It is therefore imperative to create awareness on green practices to protect the environment.

Environmental problems are a recurring issue which has attracted the attention of many researchers in order to contribute to the study of Environmental Sustainability. Environmental

degradation has a negative impact on environment, humans, wildlife and their wellbeing globally. Thus, it is necessary to address related problems and contribute towards sustainable development.

Various studies have proved that environmental problems are based on the behaviour of the human race. This has motivated the organizations to encourage eco-friendly practices to combat this issue. Though various organizations promote creating awareness on green practices, the need of the hour is to create awareness at a young age so as to bring about sustainable development and in this context, educational institutions and academicians play a crucial role in imparting knowledge about environmental issues and their impact on the environment by adding environmental education in the curriculum. Besides it is important that academicians follow green practices as it will impact the lives of their students who would emulate them and pave way for the current and future generations to move in the right direction. Therefore, this study has been carried out to determine the impact of Intention to Implement Green Practices on Actual Behaviour based on the Theory of Planned Behaviour amongst academicians.

#### 1.4 Objectives of the Study

1. To examine the factors of the theory of planned behaviour namely, attitude towards behaviour, subjective norms and perceived behavioural control, intention to implement green practices and actual behaviour.
2. To determine the relationship between the theory of planned behaviour factors and intention to implement green practices.
3. To determine the relationship between the Intention to implement green practices and actual behaviour.
4. To determine the Impact of the theory of planned behaviour factors on intention to implement green practices.
5. To determine the impact of intention to implement green practices on actual behaviour.

#### 1.5 Conceptual Framework

Figure 1

*Conceptual Framework*

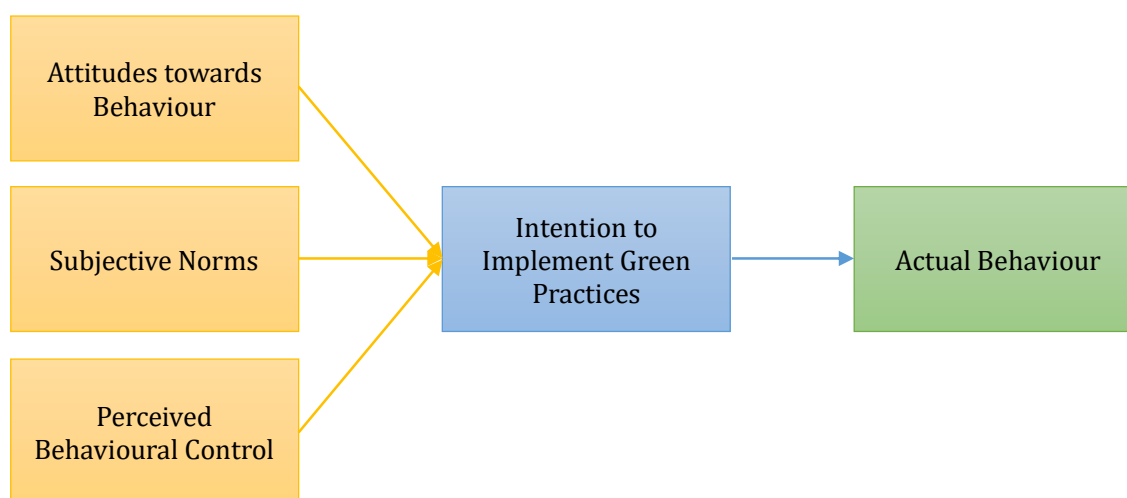


Figure 1 explains the Theory of Planned Behaviour by Ajzen (1991) has been adopted for the purpose of the study to determine the impact of Intention to Implement Green Practices on Actual Behaviour.

### 1.6 Limitations of the Study

- As the study utilised the questionnaire method of data collection, the limitations of the same are applicable to the present study.
- The sample for the study comprised of Female Academicians.
- The study considers academicians at workplace.
- This paper focused on implementing green practices in common.

## 2.0 RESEARCH METHODOLOGY

Analytical and empirical methods were used in the investigation. The study used a survey technique. The Purposive Sampling Technique was used to acquire primary data from a sample of 115 female teaching faculty in Chennai. The questionnaire used to collect this data was standardised and organised. Secondary data was collected from journals and e-articles. The questionnaires were administered using Google Forms. A five Point Likert Scale ranging from “Strongly Agree” to “Strongly Disagree” were used to measure the factors of the study. Weighted Mean, Karl Pearson Correlation and Regression Analysis were used for analysing the data through SPSS Version 21 software. The reliability tests were carried out using Cronbach’s Alpha and the overall reliability score was found to be 0.828.

## 3.0 DATA ANALYSIS AND INTERPRETATION

The first part of the analysis presents the demographic profile of the respondents.

### 3.1 Demographic Profile – Percentage Analysis

The sample for the study comprised 115 female academicians out of which 36% of the respondents belong to the age category of 31-40 years, 30% of the respondents are less than 30 years of age, 24% of the respondents belong to the age category of 41-50 years and 10% of the respondents are 50 years of age and above. 53% of the respondents are Ph.D. holders, 35% of the respondents are M.Phil., 9 % of the respondents are Postgraduates and 4% of the respondents belong to the category “Others”. Majority 36% of the respondents have 5–10 years of experience, 29% of the respondents have 10–15 years of experience, 18% of the respondents have an experience of 15 years and above and 17% of the respondents have the experience of 1-5 years. 65% of the respondents are Assistant Professors, 25% of the respondents are Associate Professors and only 10% of the respondents are Heads of Department.

The subsequent portion of the analysis focuses on evaluating the factors of the Theory of Planned Behaviour through the utilization of Weighted Mean.

Table 1

#### *Theory of Planned Behaviour Factors*

Factors	Weighted Mean Scores
Attitude towards Behaviour	4.25
Subjective Norms	3.78
Perceived Behavioural Control	3.50
Intention to Implement Green Practices	4.12
Actual Behaviour	4.04

Source: Field survey

Table 1 displays the weighted mean scores of Attitudes Towards Behaviour (4.25), Intention to Implement Green Practices (4.12), and Actual Behaviour (4.04), all of which are above 4. These scores indicate that the respondents have expressed agreement with the statements measuring these factors. It suggests that the respondents have a favourable inclination towards implementing green practices in the workplace, as they intend to conserve resources such as electricity, paper, and containers.

Furthermore, the weighted mean scores of Subjective Norms (3.78) and Perceived Behavioural Control (3.5) are above 3, indicating that the respondents have shown moderate agreement with the statements measuring these factors. It implies that the respondents possess a reasonable level of confidence in implementing green practices at the workplace and they feel concerned when others do not engage in green practices.

The subsequent part of the analysis involves examining the relationship between the study's factors using the Karl Pearson Correlation.

To find out the relationship amongst the independent variables of the study. The following hypotheses were framed and tested:

- H<sub>1</sub>: Attitude Towards Behaviour has a significant relationship with Intention to Implement Green Practices.
- H<sub>2</sub>: Subjective Norms has a significant relationship with Intention to Implement Green Practices.
- H<sub>3</sub>: Perceived Behavioural Control has a significant relationship with Intention to Implement Green Practices.
- H<sub>4</sub>: Intention to Implement Green Practices has a significant relationship with Actual Behaviour.

Table 2

*Level of Correlation Between the Theory of Planned Behaviour Factors and Actual Behaviour in Implementing Green Practices*

Factors	r value
Attitude Towards Behaviour and Intention to Implement Green Practices	0.544**
Subjective Norms and Intention to Implement Green Practices	0.310**
Perceived Behavioural Control and Intention to Implement Green Practices	0.126 <sup>NS</sup>
Intention to Implement Green Practices & Actual Behaviour	0.515**

Source: Field survey

\*\* Significant at 1% (2-tailed)

NS - Non-Significant

Based on the information provided in Table 2, it can be inferred that Attitude Towards Behaviour and Subjective Norms demonstrate a positive correlation with the Intention to Implement Green Practices at a 1% significance level, as indicated by  $p < 0.01$ . Consequently, Hypotheses H<sub>1</sub> and H<sub>2</sub> are accepted. This suggests that respondents perceive the importance of implementing green practices and intend to encourage others, such as coworkers and non-teaching staff, to do the same.

The Intention to Implement Green Practices exhibits a positive correlation with Actual Behaviour ( $p < 0.01$ ) at a 1% significance level. Hence, Hypothesis H<sub>4</sub> is accepted. This indicates that respondents effectively translate their intention to implement green practices into action by conserving resources.

On the other hand, Perceived Behavioural Control does not display a significant relationship with the Intention to Implement Green Practices ( $p > 0.05$ ) at a 5% significance level. Consequently, Hypothesis H<sub>3</sub> is rejected. This may be attributed to the respondents' perceiving challenges in implementing green practices at the workplace due to limited resources and a lack of knowledge regarding effective implementation methods.

The subsequent part of the analysis involves examining the impact among the study's factors using Regression.

To find out the impact of the theory of planned behaviour factors on intention to implement green practices. The following hypotheses were framed and tested:

- H<sub>5</sub>: Attitude Towards Behaviour (VAR1) has a significant impact on Intention to Implement Green Practices.
- H<sub>6</sub>: Subjective Norms (VAR2) has a significant impact on Intention to Implement Green Practices.
- H<sub>7</sub>: Perceived Behavioural Control (VAR3) has a significant impact on Intention to Implement Green Practices.

Table 3

*Impact of Theory of Planned Behaviour Factors on Intention to Implement Green*

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.062	0.429		2.478	0.015
VAR1	0.503	0.076	0.509	6.584	0.000**
VAR2	0.249	0.089	0.238	2.801	0.006**
VAR3	-0.06	0.073	-0.007	-0.086	0.932
R	0.592				
R-squared	0.350				
F-value	19.932				
Sig.	0.000**				

Source: Field Survey

Note: \*\*Significance at 1% level

Dependent Variable: Intention to Implement Green Practices

Based on the information presented in Table 3, it can be inferred that VAR1, VAR2, VAR3 collectively account for 35% ( $R^2 = 0.350$ ) of the variance in dependent variable.

The regression equation, denoted as Y, is as follows: Intention to Implement Green Practices = 1.062 (Constant) + 0.503\*VAR1 + 0.249\*VAR2 - 0.06\*VAR3,

Upon analysis, it is evident that VAR1 and VAR2 exhibit a significant positive impact on the dependent variable at a 1% significance level ( $p < 0.01$ ). Therefore, Hypotheses H<sub>5</sub> and H<sub>6</sub> are accepted. This suggests that when respondents possess a positive attitude and are influenced by their peers, they are more likely to develop the dependent variable in the workplace.

Furthermore, as indicated in Table 3, VAR3 does not demonstrate a significant positive impact on the dependent variable at a 5% significance level ( $p > 0.05$ ). Hence, Hypothesis H<sub>7</sub> is rejected. This may be attributed to the fact that individuals fail to develop the dependent variable in the workplace when they are not provided with sufficient time and resources. These findings align with the study

conducted by Bouarar and Mouloudj (2021), where VAR3 was not found to have a significant effect on the dependent variable.

To find out the impact of the intention to implement green practices on actual behaviour. The following hypothesis were framed and tested:

- **H<sub>8</sub>:** "Intention to Implement Green Practices (VAR4) have a significant impact on actual behaviour."

Table 4

*Impact of the Intention to Implement Green Practices on Actual Behaviour*

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.902	0.350		5.432	0.000**
Intention to Implement Green Practices	0.549	0.086	0.515	6.380	0.000**
R	0.515				
R Squared	0.265				
F-value	40.698				
Sig.	0.000**				

Source: Field Survey

Note: \*\* Significance at 1% level

Dependent Variable: Actual Behaviour

Based on the information provided in Table 4, it can be deduced that the VAR4 explains 26.5% ( $R^2 = 0.265$ ) of the variance in dependent variable.

The regression equation, denoted as Y, is as follows:

$$\text{Actual Behaviour} = 1.902 (\text{Constant}) + 0.549 \cdot \text{VAR4},$$

Upon analysis, it is evident that the VAR4 has a significant positive impact on dependent variable at a 1% significance level ( $p < 0.01$ ). Therefore, Hypothesis H<sub>8</sub> is accepted. This suggests that when individuals possess the VAR4, they actively make efforts to do so in the workplace by engaging in activities such as turning off computers and lights when not in use and using reusable containers.

In summary, individuals' intention to implement green practices strongly influences their actual behaviour, leading them to take proactive steps in practicing sustainability in the workplace.

#### 4.0 RESULTS AND DISCUSSION

Based on the Theory of Planned Behaviour, the current research attempted to determine the influence of Intention to Implement Green practices on Actual Behaviour. It was discovered that Attitude Towards Behaviour and Subjective Norms strongly influenced the Intention to Implement Green practices. This shows that the participant's positive mindset and support from their superiors and fellow workers have made them desire to adopt green practices and do the same.

However, Perceived Behavioural Control was not found to have a significant impact on Intention to Implement Green Practices indicating that the respondents are not provided with enough resources and opportunities to implement green practices. The management of educational institutions must provide sufficient opportunities and facilities to encourage them to follow green practices. Further, Intention to Implement Green Practices had a significant positive impact on Actual



Behaviour. This shows that the respondents who intend to implement the green practices actually put in effort and implement the same by conserving energy. It is suggested that the educational institutions should encourage green practices. Besides, programmes may be organized by the faculty to create awareness among the students so that they inculcate the habit of following green practices at a much younger age.

## 5.0 CONCLUSION

The Theory of Planned Behaviour has been widely utilized in numerous studies. This particular study contributes to the theory by incorporating the green practices of academicians within its framework. The findings of the study indicate that the Intention to Implement Green Practices in the workplace among academicians has a significant positive impact on their Actual Behaviour. As a result, educational institutions bear the responsibility of creating a supportive environment and providing ample opportunities for academicians to embrace green practices. This, in turn, will enable them to cultivate a culture of sustainable practices among students. By influencing the younger generation in this manner, educational institutions can play a crucial role in promoting environmental consciousness and nurturing responsible citizens who are committed to maintaining a sustainable environment.

## 6.0 IMPLICATIONS FOR FUTURE RESEARCH

- Further research can be conducted by extending the Theory of Planned Behaviour and exploring other factors like Environmental Attitude, Environmental Awareness, and the like.
- Only academicians at workplace constituted the sample of the study. However, studies can also be conducted considering the others.
- Longitudinal research can be conducted to determine the impact of Intention to Implement Green Practices on Actual Behaviour.
- Research can be conducted on specific kind of green practices like share the transportation, using recyclable products, conserving energy, and saving water.

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