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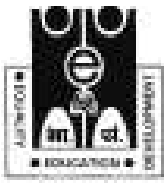

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Effect of Pro-environmental Behavior on Pro-Environmental Habit at Workplace: An Empirical Analysis

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Abstract:

Many studies have been done regarding individual habits in the psychology and health domain, but there are relatively fewer studies in management studies. For a long-term behavioural commitment towards Sustainability, the study of desired habitual patterns and the effect Pro-environmental behaviour theorized and have been empirically tested through this paper. The sample size adopted was 260 employees working in accommodation sector around India and the same was analysed using SMART PLS 4. The model offers a useful framework for understanding the factors affecting Pro-environmental habit at workplace. The result shows that there is a positive correlation between Pro-environmental behaviour and Pro-environmental habit. Future research could focus on finding ways to find intervention to convert this desired behavior into habit at workplace.

Keywords: Pro-Environmental Behavior, Green Behavior, Pro-Environmental Habit, Green Habit, Sustainability

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Introduction:

The study of sustainability science has expanded greatly as a result of the increase in global temperatures and changes in weather patterns. The Theory of Planned Behavior, which in some ways explains an individual's behaviors but falls short of offering a long-term solution, has served as the theoretical basis for the majority of academics' research on the element of sustainable attitude and behavior. A sustainable environment and economy are only feasible if they support a sustainable lifestyle, claims Cohen (2017). This way of life aims to have as little of a negative impact on the biosphere as possible while viewing material consumption as a means rather than an end. The only way to reduce humanity's overall impact on the environment is to change one's lifestyle, improve technology, or reduce one's population (Gardner et. al 2004).

The "Habit Theory" put out by Wood and Rünger (2016) explains why we frequently repeat particular behaviors even when we don't want to. These are practices that a person may engage in automatically in response to a stimulus because they have

become so ingrained in them (Lally et al., 2011; Lally & Gardner, 2013). What distinguishes a habit from other forms of behavior is the certainty of its repetition. Instead, comparable categories like behavioural recall and procedural memory are used to describe the ability to remember and perform a set of behaviors (Robbins & Costa, 2017). Thus, both of these theories demonstrate that there is a significant connection between attitude, behavior, and habit. Attitude motivates behavior, and behavior that occurs more frequently develops into habit. So, we might conclude that changing one's perspective can be an essential first step in changing one's behavior. The desired behavior alteration may eventually become automatic or a habit if the attempt is successful. This may occur naturally, such as when a person decides to start exercising frequently, or it may be aided by intervention aimed at creating new habits (Verplanken and Orbell, 2022).

Objective:

The aim of this study is to determine the relationship between their Pro-Environmental behaviour (OCBE) of employees and their Pro-Environmental habits.

Research Hypothesis:

H1: - Pro-Environmental Behaviour has a positive relationship with Pro-Environmental Habits.

- H1a: Eco-Helping positively influences Recycling Habit.
- H1b: Eco-Helping positively influences Reducing Habit.
- H1c: Eco-Helping positively influences Reusing Habit.
- H1d: Eco-Initiatives positively influence Recycling Habit.
- H1e: Eco-Initiatives positively influence Reducing Habit
- H1f: Eco-Initiatives positively influence Reusing Habit
- H1g: Eco-Civic Engagement positively influences Recycling Habit.
- H1h: Eco-Civic Engagement positively influences Reducing Habit.
- H1i: Eco-Civic Engagement positively influences Reusing Habit.

Literature Review and Hypothesis Development:

1. Pro-Environmental Behaviour

Employee Green behaviour (EGB) evolves from pro-environmental behaviour, which refers to actions that protect and benefit the environment (Steg and Vlek, 2009). When pro-environmental behaviour focuses on the workplace and is relevant to employees, such behaviour becomes EGB (Ones and Dilchert, 2013). A company's environmental Sustainability relies heavily on employee green behaviour (EGB), which stems from pro-environmental actions and is the first and most crucial step in turning a company's strategic sustainability strategy into tangible outcomes (Galpin and Whittington 2012). If employees perceive that the environmentally friendly behaviour of their colleagues is appropriate, then there is a higher chance for the imitation of such behaviour by them at the workplace; thus, it could act as a motivation within the group dynamics in the organization. When businesses

encourage their employees to decrease waste and maximise resource efficiency, everyone wins (Paille et al., 2014). Professionals in the business world care about the environment (Starik & Marcus, 2000) and generally agree that "going green" is a smart financial move. In empirical research by (Xu et al., 2017) it was found that employees who believed in the importance of saving energy in the workplace were more willing to save energy at some cost of personal comfort. It shows that the attitude of an individual plays an important role in his or her practical actions.

2. Pro-Environmental Habit

Although the term "habit" is used often in academic writing, it is rarely defined (Southerton, 2013, Verplanken, 2018). Nonetheless, habits are built on three main pillars: they require repetition to create, they automatically drive behaviour, and they are dependent on the surrounding environment (e.g. Kurz et al., 2015). Using our propensity to rely on the impulsive, instinctive system, sustainability interventions may be powerful instruments for encouraging certain eco-friendly habits. The problems of routines, habits, and resistance to change in the workplace are not always addressed by conceptual frameworks that draw on the combined literature of psychology and organisational behaviour (Redmond et al., 2016). A pro-environmental habit is an established pattern of conduct that originates with a person's conscious choice to minimise their impact on the natural world. Therefore, the behaviour option is consistent whether at home or in a hotel. Organizations with environmentally conscious employees are better able to ensure their "long-term environmental sustainability" (Dilchert and Ones, 2012, p. 189). Rapid behaviour changes at all levels of society, from people to leaders, are required to achieve sustainability goals and guarantee a safe operating area for life on Earth (Steffen et al. 2015; UN General Assembly 2015). Despite being highlighted as a possible obstacle for aligning intrinsic motivation with sustainable behaviour modifications (Verplanken et al. 1998; Kollmuss and Agyeman 2002), habits appear to be mostly ignored within the area of sustainability research. The current study helps close this gap in understanding by delving into the significance of a concept that has been understudied in the context of looking at environmentally responsible actions taken by employees on the job: habit.

Proposed Conceptual Model:

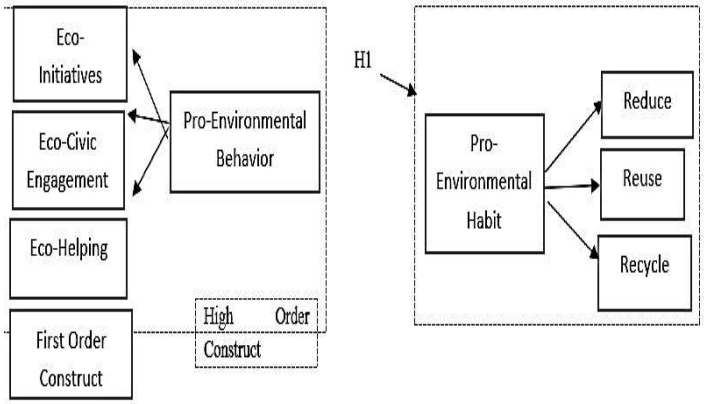


Table 1

Convergent Validity	**Outer Loadings**
Eco-Civic Engagement	
I actively participate in environmental events organised in and/or by my company	0.848
I stay informed of my company's environmental initiatives	0.849
I undertake environmental actions that contribute positively to the image of my organisation	0.841
I volunteer for projects, endeavours or events that address environmental issues in my organization	0.785
Eco-Helping	
I spontaneously give my time to help my colleagues take the environment into account in everything they do at work	0.838
I encourage my colleagues to adopt more environmentally conscious behaviour	0.837
I encourage my colleagues to express their ideas and opinions on environmental issues	0.853
Eco-Initiatives	
In my work, I weigh the consequences of my actions before doing something that could affect the environment	0.812
I voluntarily carry out environmental actions and initiatives in my daily work activities.	0.872
I make suggestions to my colleagues about ways to protect the environment more effectively, even when it is not my direct responsibility.	0.821
Reuse	
I do automatically bring reusable eating utensils to work (e.g. travel coffee mug, water bottle reusable containers, reusable cutlery)	0.8
At work, I utilize reusable items without having to consciously remember	0.773
I would find it hard not to switch off lights that are not being used at work.	0.667
At work, I search for ways to reuse office items.	0.808
Recycle	

I do frequently recycle materials, such as papers, cans, and bottles, at work.	0.777
At work, I sort trash on the basis of recyclability and that makes me feel weird if I do not do it.	0.796
I am a person who properly disposes of electronic waste that would require effort not to do it.	0.82
I start sorting and recycling the garbage in the workplace before I realise, I'm doing it.	0.826
Reduce	
At work, I switch off the air conditioner/heater when it is not being used without thinking	0.7
At work, I reduce the usage of paper, such as writing paper, toilet paper, and paper towels, which belongs to my daily routine.	0.781
I need not require thinking much before using scrap paper for notes instead of fresh paper. (i.e. Prefer using scrap paper for notes)	0.744
At work, I conserve water and that is typically "me"	0.777
Higher Order Construct	
LV scores - Eco-Helping <- Pro-Environmental Behavior	0.933
LV scores - Eco-Initiatives <- Pro-Environmental Behavior	0.904
LV scores - Eco-civic engagement <- Pro-Environmental Behavior	0.937
LV scores - Recycle <- Pro-environmental Habit	0.904
LV scores - Reduce <- Pro-environmental Habit	0.926
LV scores - Reuse <- Pro-environmental Habit	0.929

Table 2

Table 2 Discriminant validity: HTMT Ratio						
	Eco-Helping	Eco-Initiatives	Eco-civic Engagement	Recycle	Reduce	Reuse
Eco-Helping						
Eco-Initiatives	**0.955**					
Eco-civic engagement	**1.013**	**0.933**				
Recycle	0.755	0.757	0.738			
Reduce	0.815	0.807	0.827	**0.945**		
Reuse	0.841	0.795	0.787	**0.946**	**1.073**	
Higher Order Construct: HTMT Ratio		Pro-Environmental Behavior		Pro-environmental Habit		
Pro-Environmental Behavior						
Pro-environmental Habit		**0.815**				

Table 3

	Cronbach's alpha	Composite reliability (rho_a)	Composite Reliability (rho_c)	Average variance extracted (AVE)
Eco-Helping	0.796	0.796	0.88	0.71
Eco-Initiatives	0.783	0.787	0.874	0.698
Eco-civic engagement	0.851	0.857	0.899	0.691
Recycle	0.82	0.826	0.88	0.648
Reduce	0.743	0.749	0.838	0.564
Reuse	0.76	0.766	0.848	0.583
Higher Order Construct				
Pro-Environmental Behavior	0.915	0.916	0.947	0.855
Pro-environmental Habit	0.909	0.909	0.943	0.846

Table 4

Model Fit Indicators	Saturated Model	Model Fit Indicators (Higher Order Construct)	Saturated Model
SRMR	0.068	SRMR	0.042
d_ULS	1.18	d_ULS	0.037
d_G	0.514	d_G	0.068
Chi-square	750.64	Chi-square	108.72
NFI	0.778	NFI	0.916

Table 5

Total Effects				
Hypothesis	Relationship	Path Coefficients	P Values	Supported
H1a	Eco-Helping -> Recycle	0.208	0.026	Yes
H1b	Eco-Helping -> Reduce	0.173	0.06	No
H1c	Eco-Helping -> Reuse	0.327	0.001	Yes
H1d	Eco-Initiatives -> Recycle	0.26	0.001	Yes
H1e	Eco-Initiatives -> Reduce	0.221	0.005	Yes
H1f	Eco-Initiatives -> Reuse	0.22	0.007	Yes
H1g	Eco-civic engagement -> Recycle	0.26	0.009	Yes
H1h	Eco-civic engagement -> Reduce	0.351	0	Yes
H1i	Eco-civic engagement -> Reuse	0.196	0.03	Yes
H1	Pro-Environmental Behavior -> Pro-environmental Habit	0.743	0.00	Yes

Research Methodology:

1. Sampling & Data Collection:

The research focuses on Pro-environmental habit of employees working in accommodation sector and the role of pro-environmental behaviour. The data has been collected from the employees working in accommodation sector around India from the month of 3rd April to 18th of August 2023. Random sampling has been used to collect data with self-administered questionnaires. A total of 375 response were collected. Following the data entry process, including screening for missing values, outliers and incomplete questionnaire, 260 valid responses were selected for study.

This study has 22 items in its questionnaire for assessment of hypothesis and hence the sample size is enough following the "10-times rule " (Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. and Tatham, 1998). Among the valid response received it has been further analysed that, 23.8% of respondents were female, while 76.2% were male. This result also shows that the relative employment opportunities for women is lesser in accommodation sector compared to male. Out of the 260 responses, 48.1% of the responses has been received from 5 star and above category of accommodation, 39.2% from 3–4-star hotels, 3.5% and 9.2% from 1-2 star and unrated accommodation properties respectively

2. Measurements

The questionnaire for this study had two sections. The initial set of demographic data includes the following: gender, age, educational background, work experience in the industry, property star rating, and administrative position at the lodging. In the second portion, respondents were asked to rate their pro-environmental habits and behaviours on a 5-point Likert scale. An appropriate protocol was followed, and the questionnaire's content validity was determined before data collection began in order to assess the questionnaire's item content. Eight subject experts—four from academia and four from business—reviewed the questionnaire items to make sure they were simple, representative, and relevant to the viewpoints and experiences of the target demographic. Measurement equipment accuracy, data compression, and dimension generation were evaluated in pilot research with 100 respondents using exploratory factor analysis. Reliability and validity were ensured by keeping items in the questionnaire that had a factor loading of 0.50 or above.

3. Measurement Scales:

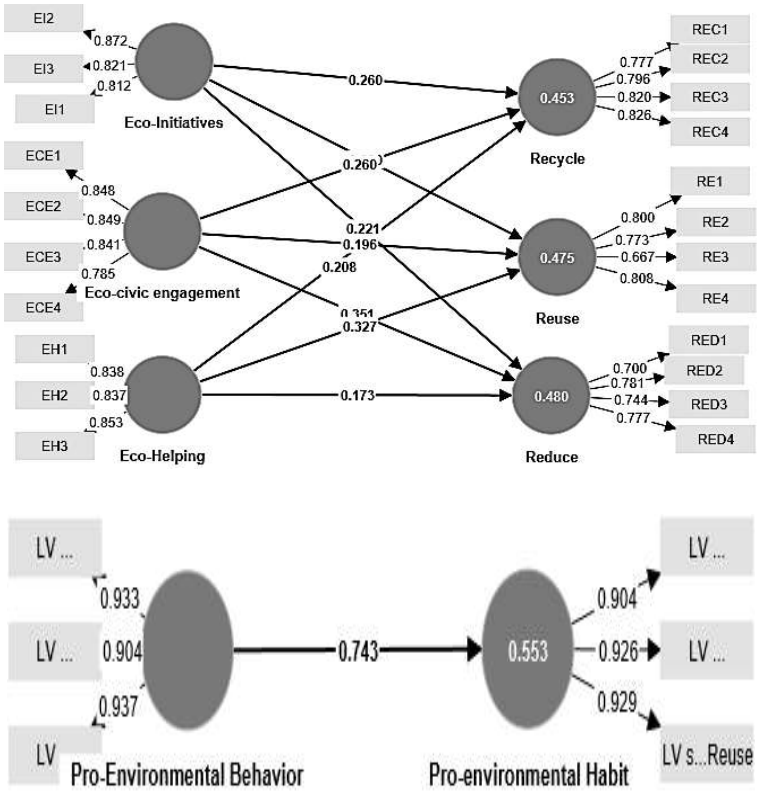
3.1 Pro-Environmental behaviour

For the measurement of Pro-environmental behaviour, a scale developed by (Boiral et al. 2012) has been selected for analysis. The construct has been analysed into three different dimensions, namely eco-initiatives, eco-civic management and eco-helping. This scale has ten items, and it has been measured by using 5 point Likert scale.

3.2 Pro-Environmental habit

The Self-Reported Habit Index (SRHI), which was developed after analysing the three dimensions of recycle, reuse, and reduce, has been adopted for the measuring of pro-environmental habits. The context of the workplace at an organisation and the activities made by employees were taken into consideration when developing this scale to assess the frequency and repetitiveness of employee behaviour. For the scale's selection, the Habit Index (HI), an observational rather than a self-report measure, is also examined. By watching the behaviour directly, rather than through self-report, it determines the frequency and automaticity of a particular behaviour. A self-report measure called the Self-Report Habit Index (SRHI) was created by Verplanken and

Orbell in their 2003 article "Reflections on Past Behavior: A Self-Report Index of Habit Strength." The scale was created using components from various pro-environmental behaviour evaluation instruments. Eight of the total twelve components are collected from Manosuthi (2022), two from Lamme et al. (2013), one from Chou (2014), and one from (Robertson & Barling, 2013).



Research Framework and summary of results

Results

1. Research Model Analysis

Data analysis for this study was done using SmartPLS 4 software. The two-stage analytic method (Anderson & Gerbing, 1988) was applied. Convergent and discriminant validity of the measuring model were initially evaluated. The second step involved testing the structural model in order to validate the research study's hypotheses. The significance of manufactured relationships is examined at this stage. According to (Hair, J. F., Jr., Hult, G. T. M., Ringle, C., & Sarstedt, 2017), bootstrapping using 5000 resamples evaluated the statistical significance of outer loadings and path coefficients.

2. Measurement Model Assessment

Outer Loadings, Composite Reliability (CR), and Average Variance Extracted (AVE) assessed convergent validity. The table shows outer loadings, ranging from 0.667 to 0.937 in first order and higher order construct demonstrating

accuracy for each measurement indicator. All CR values exceeded 0.70 (Chin, 1998). They were range between 0.838 and 0.899. All AVE values above 0.50 as per (Hair, J. F., Jr., Hult, G. T. M., Ringle, C., & Sarstedt, 2017) . A latent variable can explain more than half of the variance associated with its indicators if its AVE value is at least 0.50. Thus, the measurement model has acquired adequate convergent validity. The discriminant validity has also been analysed by using HTMT ratio method. The violation of the discriminant validity occurred in the first order construct because eco-helping, eco-civic engagement and eco-initiatives sub-constructs of Pro-environmental behaviour and thus are conceptually correlated (Hair et al., 2011). In the analysis this is also with the case of sub-constructs of Pro-environmental behaviour. However, the literature offers a correction for the discriminant validity violation, and researchers are recommended to model conceptually associated constructs as signs of a second-order construct (Pattnaik, 2019; Hair et al., 2017. P 58).

In tale 2, the results of HTMT criteria show that its values for the relationships between constructs that are conceptually distinct are less than the recommended threshold value of 0.85 which is .815. The values for variables which are from different constructs are also lesser than .85 in the first order construct. To remedy discriminant validity issues, the literature recommends that researchers should moel first-order constructs into a single multidimensional higher-order construct (Pattnaik, 2019; Hair et al., 2017, p. 58&223).

In table 3 the analysis of the reliability and validity measures for the individual and higher-order constructs in the study indicates robust and trustworthy constructs for use in the structural model. All individual constructs, namely Eco-Helping, Eco-Initiatives, Eco-civic Engagement, Recycle, Reduce, and Reuse, exhibit strong internal consistency, reliability, and convergent validity, with Cronbach's Alpha, Composite Reliability (rho_a and rho_c), and Average Variance Extracted (AVE) values consistently meeting or surpassing established benchmarks. Additionally, the higher-order constructs, Pro-Environmental Behavior and Pro-environmental Habit, demonstrate exceptional internal consistency, reliability, and convergent validity. These findings affirm the high-quality measurement model, ensuring that the constructs effectively capture the intended underlying concepts with consistency and minimal measurement error, thus providing a solid basis for subsequent structural model analyses.

3. Structural Model Assessment

The statistics in table 5 represent the relationships between different Pro-environmental behaviors (Eco-Helping, Eco-Initiatives, and Eco-civic Engagement) and three specific actions (Recycle, Reduce, Reuse). In some cases (e.g., Eco-Helping -> Reuse, Eco-Initiatives -> Recycle, Eco-Initiatives -> Reduce, Eco-civic Engagement -> Reduce), the low p-values (e.g., 0.001, 0.005) suggest statistically

significant relationships between the ecological behaviors and actions. However, in some other cases (e.g., Eco-Helping -> Reduce), the p-values are higher (e.g., 0.060), indicating weaker evidence of a relationship.

Overall, these statistics provide valuable information for assessing the strength and significance of these ecological behavior-action relationships, which can be useful for making informed decisions or drawing conclusions in an ecological context. The data suggests that there is a significant relationship or effect in the "Behavior -> Habit" structural model. The sample mean (0.743) is significantly different from what would be expected by random chance (given the low p-value). Additionally, the T statistic of 18.307 indicates a substantial deviation from the expected mean, further supporting the idea of a meaningful relationship. Overall, this structural model assessment suggests that there is a strong and statistically significant connection between behavior and the development of habits.

Conclusion and Future Recommendations:

The study support hypothesis that Pro-environmental behavior has a positive relationship with Pro-environmental habit. In conclusion, the statistical analysis presented in Table 5 provides valuable insights into the relationships between various pro-environmental behaviors (Eco-Helping, Eco-Initiatives, and Eco-civic Engagement) and specific environmental actions (Recycle, Reduce, Reuse). The results indicate that several of these relationships are statistically significant, as evidenced by low p-values (e.g., 0.001, 0.005), suggesting that certain ecological behaviors indeed influence environmentally responsible actions. However, it is worth noting that in some instances, such as the relationship between Eco-Helping and Reduce, the evidence for a direct association appears weaker due to higher p-values (e.g., 0.060). Moreover, the structural model assessment, particularly in the context of the "Behavior -> Habit" relationship, reveals a strong and statistically significant connection between behavior and the development of pro-environmental habits. The low p-value (0.000) and the substantial T statistic (18.307) underscore the meaningfulness of this relationship.

Suggestions:

1. Additional Research: Given the differences in the intensity of links between pro-environmental attitudes and deeds, it is prudent to explore further into comprehending the underlying variables that affect these connections. In-depth surveys or qualitative research techniques might shed light on the subtleties of these correlations.
2. Long-Term Research: Longitudinal studies may be useful to establish causation and monitor the evolution of pro-environmental habits through time. These investigations can help determine whether certain actions result in the development of long-lasting habits or if other factors are at work.
3. Segmentation Analysis: Take into account segmenting the study population to find possible subgroups that could show various degrees of receptivity to pro-

environmental actions. This may make it possible to more effectively adapt actions and policies.

4. Intervention Design: Taking into account that certain behaviors may have a greater influence on particular ecologically responsible acts, use the findings to develop focused interventions that promote pro-environmental behaviors.

5. Policy Implications: Inform decision-makers and others involved in the environment about the research's findings. The information can help with the creation of events and policies that encourage the public to adopt sustainable practices.

In conclusion, although this analysis has shed light on the connections between pro-environmental attitudes and deeds, there is still potential for more research and application. Advancement of initiatives to encourage sustainability and environmentally friendly behaviors in society depends on understanding the dynamics of these interactions. .

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