

Impact of Employee Behavior on Energy Conservation: Evidence from a Leading Tire Manufacturing Company in Sri Lanka

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This study investigates the significant role of energy consumption within the Sri Lankan manufacturing sector and its implications for the country's overall energy landscape. Specifically, the research aims to assess the influence of employee behavior on energy conservation in the tire manufacturing industry. To achieve this, the current quantitative & explanatory study incorporates four key independent variables: attitude toward behavior, subjective norms, perceived behavioral control, and performance shaping factors, all embedded within a well-defined conceptual framework. These variables were thoughtfully selected to comprehend their collective impact on how workers perceive and engage in energy conservation practices at their workplace. The sample consists of 300 employees randomly selected from a leading tire manufacturing company, ensuring a thorough examination of the factors that shape energy-saving behaviors within the industry. To gauge the measurement accuracy of the chosen variables concerning perceived energy conservation, Confirmatory Factor Analysis (CFA) was employed. The primary objective of employing multiple linear regression analysis was to establish a model that captures the linear relationship between the explanatory (independent) variables and the response (dependent) variables. The study's findings underscore that all the independent variables under investigation significantly influence how employees within the tire manufacturing industry perceive the importance of energy conservation. Remarkably, attitude was identified as the most influential variable in this context. This outcome underscores the critical importance of cultivating a sustainable workplace energy-saving culture by fostering positive attitudes toward energy conservation among employees.

Keywords: *Employee Behavior, Energy Conservation, Performance Shaping Factors, Tire Manufacturing Industry*

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