

EMPLOYEES' OPINION ABOUT GREEN INVOLVEMENT OF TEXTILE RETAIL STORES

Lilly Sandhya T

Reg. No. : 17224011062050, Research Scholar (Part-Time), Xavier Institute of Business Administration (XIBA), St. Xavier's College (Autonomous), Palayamkottai affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu, India

Dr. T. Rita Rebekah

Associate Professor & Research Supervisor, Xavier Institute of Business Administration (XIBA), St. Xavier's College (Autonomous), Palayamkottai affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu, India

Abstract

Low Employee Environmental Commitment (EEC) can limit the potential for innovation in sustainability practices, potentially resulting in missed opportunities for environmental performance improvement and competitive advantage. From a societal perspective, insufficient EEC can contribute to the larger environmental crisis, given the significant role that businesses, particularly the textile retail industry, play in resource consumption and waste generation. The adopted research design for this study was a single cross-sectional design. Given the nature of the study and the unknown population size of employees in textile retail stores (both registered and unregistered), a Non-Probability sampling technique was utilized, specifically Purposive sampling. Four district was selected for the study southern districts of Tamil Nadu, namely Tirunelveli, Thoothukudi, Tenkasi, and Kanyakumari. 733 fully completed questionnaires were obtained, serving as the final dataset for analysis. It was found that employees generally agree that they actively participate in eco-friendly initiatives. However, they tend to disagree regarding their involvement in green decision-making processes. While perceptions are neutral regarding commitment to sustainable activities, there may be an opportunity to enhance employee engagement and commitment towards sustainability efforts. These findings can guide the implementation of more inclusive and participatory approaches to green involvement, such as involving employees in decision-making and fostering a stronger sense of commitment and dedication to sustainable practices in the textile retail stores.

Keywords: Green Involvement, Commitment, Retail Textile Industry, Employee Environmental Commitment

Introduction

The relevance of GHRM becomes even more pronounced when considering its impact on Employee Environmental Commitment (EEC). EEC refers to the psychological state of employees that influences their willingness to participate in environmentally friendly activities within the organization. In the context of textile retailers, GHRP can play a crucial role in nurturing EEC, thereby fostering pro-environmental behaviors and practices. The level of EEC can profoundly influence the success of a firm's green initiatives. However, if EEC is low within an organization, it can lead to reduced implementation of green practices, lower compliance with environmental regulations, and increased wastage of resources. Furthermore, low EEC can limit the potential for innovation in sustainability practices, potentially resulting in missed opportunities for environmental performance improvement and competitive advantage. From a societal perspective, insufficient EEC can contribute to the larger environmental crisis, given the significant role that businesses, particularly the textile retail industry, play in resource consumption and waste generation. Organizational Environmental Performance (OEP) is another critical factor in the quest for sustainable business practices. OEP refers to the effectiveness with which an organization manages its environmental aspects and impacts and its compliance with environmental regulations. In the current scenario, where businesses are increasingly being held accountable for their environmental footprint, OEP holds paramount importance. Businesses with poor OEP face a plethora of challenges, ranging from non-compliance penalties and increased operating costs to loss of customer trust and reduced market share. More specifically, for textile retailers, poor OEP can lead to severe consequences such as stricter regulations, increased scrutiny from stakeholders, and potential backlash from environmentally conscious consumers. Moreover, poor OEP can further exacerbate the environmental issues associated with the textile retail industry, including excessive water usage, chemical pollution, and high energy consumption.

In light of the above, there is a pressing need for empirical research investigating the role of GHRP in enhancing OEP, particularly within the textile retail industry. The need for this research is further accentuated by the increasing pressure on businesses to act responsibly towards the environment and the heightened environmental consciousness among consumers,

shareholders, and society at large. By focusing on the textile retail sector in Southern most Tamil Nadu, India - a region with a significant textile industry. This study seeks to provide insights into the state of GHRP, the level of EEC, and the status of OEP within this crucial industry. The outcomes of this research can help identify gaps and opportunities in the implementation of GHRP, the enhancement of EEC, and the improvement of OEP, thereby contributing towards the overall environmental sustainability of the textile retail industry. It can also inform the development and refinement of policies, strategies, and practices aimed at fostering a culture of environmental responsibility within organizations and enhancing their environmental performance

Methods and Materials

Upon completion of the pilot study, the researcher reviewed the responses to identify where revisions to the questionnaire were necessary. Certain questions and response options required rephrasing to enhance clarity, and ambiguous queries were removed. Additionally, the reliability and validity of the questionnaire were assessed using statistical methods, including Cronbach's alpha analysis, to ensure that the tool was accurately measuring the intended variables and providing consistent, stable results over time. The pilot study was instrumental in refining the questionnaire, resulting in a reliable and valid measurement tool for examining Green HRM practices, employee environmental commitment, and organizational environmental performance. These efforts ensured the accuracy of the study's results, which, in turn, are poised to inform decision-making processes in the relevant sectors. The adopted research design for this study was a single cross-sectional design. Given the nature of the study and the unknown population size of employees in textile retail stores (both registered and unregistered), a Non-Probability sampling technique was utilized, specifically Purposive sampling. The rationale for this approach was to select participants who could provide the most relevant and valuable data. The geographical focus of this study was constrained to the four selected southern districts of Tamil Nadu, namely Tirunelveli, Thoothukudi, Tenkasi, and Kanyakumari. The research aimed to distribute the questionnaire proportionately across these districts based on the estimated population in each. The researcher initially targeted a sample size of 800 respondents. Upon collection, a total of 733 fully completed questionnaires were obtained, serving as the final dataset for analysis. This volume of data provided substantial insights into Green HRM practices in the targeted areas.

Results and Discussion

Employee perception on textile retail stores' green human resource practices, specifically focusing on green involvement. The data includes the weighted average scores and the corresponding result for each particular.

Table No.1 Employee perception on their textile retail stores' Green involvement

Particulars	Weighted Average Score	Result
Participation in eco-friendly initiatives: The extent to which you actively engage in programs or initiatives aimed at improving environmental performance within the textile retail industry	4.14	Agree
Involvement in green decision-making: The extent to which you have a say in shaping the organization's environmental policies	2.16	Disagree
Commitment to sustainable activities: The extent to which you demonstrate dedication to implementing sustainable practices and promoting environmentally responsible behavior in the textile retail industry.	3.27	Neutral

The first aspect of employee perception, which relates to participation in eco-friendly initiatives, received a relatively high weighted average score of 4.14. This indicates that employees generally agree or perceive that they actively engage in programs or initiatives aimed at improving environmental performance within the textile retail industry. This suggests that employees are actively involved in and committed to participating in eco-friendly activities and initiatives. The second aspect of employee perception, concerning involvement in green decision-making, received a lower weighted average score of 2.16. This indicates that employees tend to disagree or perceive that they do not have a say in shaping the organization's environmental policies and practices in the textile retail context. This suggests that there may be limited employee involvement in green decision-making processes within the textile retail stores. The third aspect of employee perception, which focuses on commitment to sustainable activities, received a neutral weighted average score of 3.27. This suggests that employees neither strongly agree nor disagree regarding the extent to which they demonstrate dedication to implementing sustainable practices and promoting environmentally responsible behavior in the textile retail industry. This suggests that there may be a range of employee commitment levels towards sustainable activities. The employee perceptions on their textile retail stores' green human resource practices related to green involvement highlight areas of strength and

areas for improvement. Employees generally agree that they actively participate in eco-friendly initiatives. However, they tend to disagree regarding their involvement in green decision-making processes. While perceptions are neutral regarding commitment to sustainable activities, there may be an opportunity to enhance employee engagement and commitment towards sustainability efforts. These findings can guide the implementation of more inclusive and participatory approaches to green involvement, such as involving employees in decision-making and fostering a stronger sense of commitment and dedication to sustainable practices in the textile retail stores.

Conclusion

Green HRM was put forward a long time back by Wehrmeyer (1996) who had mentioned that GHRM encompasses the HRM policies and practices with an aim to encourage and promote the sustained green resources within the firm. Green HRM practices lead to a needed environmental friendly climate in the organization. It is a process of utilizing resources within the organization in a way that favours the global agenda of sustaining the environment. No green HRM system can work without employees' cooperation and collaboration. It positively affects employees' pro-environmental behaviour in the organizations. Adopting green culture gives an organization a number of benefits that include employee commitment, higher productivity, improved reputation, satisfied workforce and competitive advantage.

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