FACTORS INFLUENCING INTENTION TO CONSERVE ENERGY IN THE WORKPLACE

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Abstract

Now days, energy conservation in the workplace is an essential measure that taken toward environmental and economic growth for organizations. In order to, minimizing carbon emissions and reduces expenses global organizations adopts energy conservation measures to support their sustainable goals. This study focuses on identifying root of the behavioural intention to conserve energy at the workplace, and the design of this study mainly adopts a quantitative approach. Questionnaire also developed on 101 participants with the view to understanding their perspective on energy use and energy saving in their workplaces. The information gathered through the surveys that conducted with Microsoft Forms. Data is analysed by SPSS software to identify interconnections and patterns of the variables. Aside from the quantitative analysis, a thematic analysis was also employed to support survey data meaning, and obtain an in-depth understanding of the all-complex data. This dual approach made it possible to gain a through overview into factors that influencing and constraining employee's energy conservation behaviour. The results of this study imply that awareness of energy conservation strategies, as well as support from the organizational culture, should be particularly promoted if the intention of the employees is to be elevated. Finally, this research advances the knowledge base on energy reduction in organizational context and offers relevant findings for applied professionals interested in successful energy-saving programs. In this way, both a quantitative and qualitative focus of the issue highlights how the decision to save energy requires a complex approach, which the undertaken research tries to promote at the level of organizational workplaces.

The intention to conserve energy in the workplace is influenced by various factors, including individual attitudes, organizational culture, and environmental awareness. Employees personal beliefs about energy conservation and its benefits, such as cost savings and environmental

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impact, play a significant role. Organizational policies, leadership commitment, and the provision of energy-efficient technologies further shape these intentions. Additionally, workplace incentives, communication strategies, and the visibility of energy conservation practices can reinforce employees' motivation to adopt energy-saving behaviours. Understanding these factors can help businesses develop effective strategies to enhance energy conservation efforts, reduce consumption, and promote sustainability.

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CHAPTER 1: INTRODUCTION

1.1 Background

Energy conservation in the workplace is one of the most significant measures taken toward environmental and economic success for organizations. Through the adoption of energy conservation measures, global organizations are also significantly minimizing carbon emissions and operating expenses to support their sustainable goals (Raman *et al.* 2024). The use of practical and efficient practices such as switching off lights that are not required, unplugging unused electrical appliances, and regulating the use of heating or cooling appliances can achieve prominent results. In this regard, minimization of energy consumption is a suitable technique that lowers operational costs. The United States Environmental Protection Agency has been updating this context regularly and provided evidence that an average office can lower energy expenses by up to 30 percent by practising these measures (Energy Star, 2024). Energy conservation is a positive way to ensure a reduction in carbon footprint in the fight against climate change. The current trends in energy saving in the workplace environment can contribute to the utilization of energy-saving lighting equipment such as LED which are 75 per cent more efficient with 25 times the service life of traditional bulbs (Ecomasteryproject, 2024).

Intelligent space heating and cooling technologies have been practised by organisations to ensure automatic and centralised control for energy consumption. According to the report, the global industrial sector uses approximately 64 quadrillion British thermal units of natural gas for their operations which is the most used energy source. It has been projected that the industrial energy consumption amount can reach up to 336 quadrillion British thermal units by the end of

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2050, highlighting the importance of renewable energy resources for decreasing costs (Statista, 2024). For this reason, the execution of energy audits has become a common practice that helps business organisations identify areas of energy inefficiency as well as take tactical measures to implement efficient practices. For this reason, it is essential for businesses to engage employees in these practices and to motivate them by promoting knowledge to imply their supportive behaviours. They can help businesses to save their economic balance and support further development of sustainability.

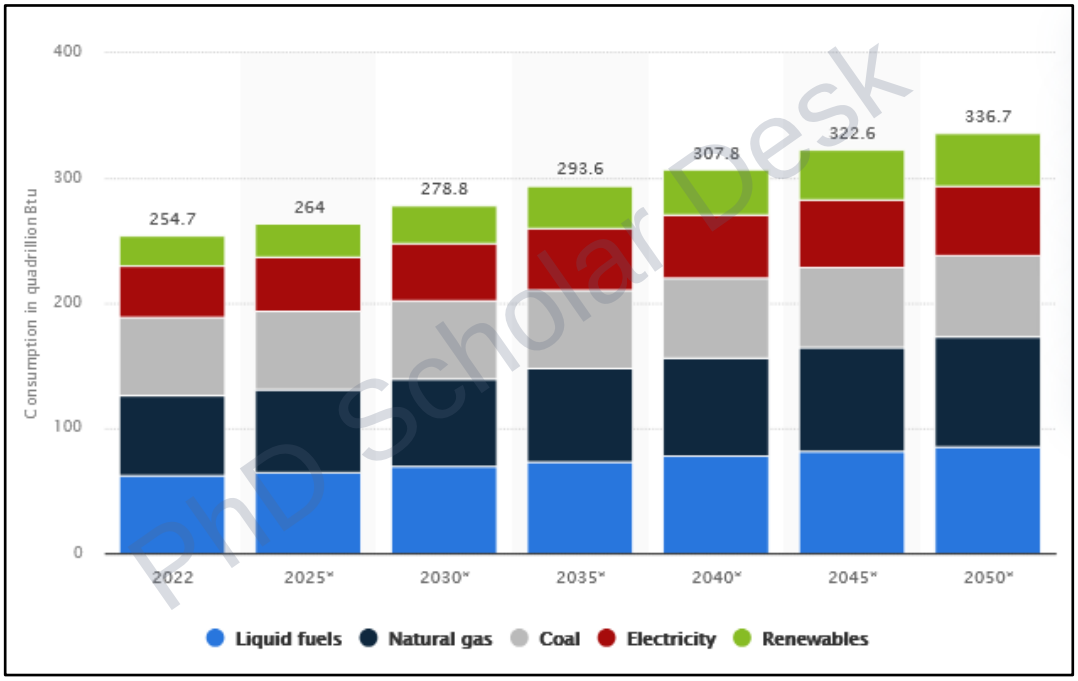


Figure 1.1.1: Industrial Energy Consumption from 2022-2050

(Source: Statista, 2024)

At the time of changing workplace energy consumption practices, behavioural, psychological and organisational characteristics of the employees remain crucial. Psychological factors denote that employees show their behavioural intentions to save money, directed by employers. Their attitudes may impact energy conservation techniques such as social values behavioral control and personal engagement that determine their contribution in practicing these

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measures. On the other hand, behavioral factors of individuals include social influence, daily habits and possible challenges to understand their involvement in energy conservation practices. For instance, daily light and equipment off switch by employees leads to lower energy usage (Pode, 2020). Another factor which includes significant contribution in this context is organisational factors which include culture, policies, rewards and managerial support to encourage employees to perform energy conservation behaviour. A workplace where sustainability is achieved supported by energy policies ensures that employee strictly follows sustainable energy policies. Leadership commitment supports such behaviours also as workers are bound to meet expected behaviour of the supervisor.

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1.2 Problem Statement

Organisations have taken several actions to decline their energy consumption in the workplace by engaging employees, managers and other members. However, despite practicing environmental sustainability awareness practices, businesses face issues in incorporating energy conservation behaviours among employees. The major challenge includes the complexities present in the relationship between behavioural, psychological and organisational factors that affect the intentions and actions of employees towards energy usage. In this regard, several challenges such as insufficient motivation, lack of awareness and improper support from management can be found that hampers energy saving practices. For instance, the report proposed by the United States Department of Energy has highlighted energy-wasting behaviours among employees such as leaving computers on overnight which increases costs as well as excessive greenhouse gas emissions (Heib *et al.* 2023). A significant gap usually exists between actual and expected energy conservation behaviors, mainly because of inconsistencies in the

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effectiveness of corporate policies and incentives. This study aims to address these challenges by thoroughly examining the factors that can enhance energy conservation in the workplace. Through the identification of organisational, psychological and behavioural factors, the study provides prominent actions for companies to ascertain sustainable energy consumption practices. For instance, global companies such as Google have successfully implemented energy-efficient lighting and smart heating systems, resulting in significant energy savings and reduced operational costs (Google Store, 2024). Focusing on these strategies can positively assist businesses in saving money and contribute to a more sustainable future.

1.3 Aim & Objectives

Research Aim: This research aims to explore the psychological, organisational and behavioural factors that influence the intentions of employees to conserve energy in workplace environments.

Research Objectives:

- To identify psychological factors that impact employees' intentions to conserve energy in the workplace environment.
- To underpin the habitual and behavioral factors that direct employees to energy usage and conservation.
- To explore the influence of organisational culture, policies and incentives on employees to direct them towards energy conservation behaviours.
- To acknowledge effective strategies for businesses to promote sustainability within their corporate environment.

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Research hypothesis:

- H1: Psychological factors for instance perception towards energy conservation, perceived behavioural control, and environmental awareness have a significant influence on the intentions of employees to conserve energy in the workplace.
- H2: Organisational policies, incentives, and cultures that signify energy conservation and sustainability improve employee's intentions and motivations to adopt energy-saving behaviours at the workplace.
- H3: Behavioral and habitual factors such as the ease of incorporating energy conservation actions and energy saving behaviours impact their present energy conservation intentions at the workplace

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1.4 Research Questions

- What are the psychological factors that impact the intentions of employees to conserve energy in the business workplace?
- How do behavioural and habitual factors affect employee involvement towards energy usage and conservation practices in the workplace?
- How do organisational culture, policies and incentives direct energy conservation behaviours of employees in businesses?
- What are the effective that guide businesses to promote sustainability and energy conservation within their corporate environment?

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1.5 Research Rationale

The rationale for the present study is heavily aligned with the urgent need for businesses to integrate their environmental sustainability goals by meeting expected operational efficiency. It has been observed that high energy conservation in the workplace can lead to significant cost savings along with contributing to global efforts to mitigate climate change (Cabeza and Chàfer, 2020). However, despite having several benefits, many organisations face issues regarding the effective promotion of energy-saving behaviours among employees within the corporate workplace. This study has aimed to address these present challenges by exploring present psychological, behavioural, and organisational factors that impact the intentions of employees to conserve energy. Execution of a detailed analysis of the psychological factors such as beliefs, attitude and perceived control, the study has proposed reasons that direct employees to imply or avoid practices that may save energy at the workplace. Moreover, this research can assist in understanding the daily activities of workers based on their behavioural tendencies such as habits and social factors that direct their energy usage. Individual factors can also influence energy conservation behaviours among employees, including organisational culture, policies and incentives (König, 2020). Consideration of the suggestions obtained from the current research has helped to gather deeper insights on the real-world guidelines that can assist organisations to foster sustainable organisational environments. It can also support development of operational practices of workplaces where energy conservation can become a common goal in the long term by accommodating sustainable benefits.

In terms of environmental sustainability and cost efficiency, the way of energy conservation is one of the most important factors. However, the implementation process of the different types of energy-saving ways is mostly dependable on the adaptation process of the

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employees and their behaviours. The factors which are responsible for influencing the development of some strategic approaches in terms of promoting energy conservation for the companies and their organizational settings (Nižetićs *et al*., 2019). Usually, the energy conservation process is mostly relying on the beliefs of the employees and their values. Highlighting positive attitudes about the managing process of environmental balance and the benefits of saving energies can be responsible for their energy conservation behaviours. After the complete adaptation process of the energy-saving practices employees can utilize the necessary support to save energy which is quite a beneficial thing.

Apart from that, the influencing process needs to be implemented within the work culture of the organizations. Depending on this factor employees can be aware and they can implement the energy-saving approach. In addition, the leaders should highlight the mentioned factors which help employees to manage a sustainable culture in terms of saving energy. On the other hand, the availability of energy-conserving infrastructure and the different types of technologies like automated lighting systems, variable energy efficient tools, and many more (Javaid *et al*., 2022). The successful utilization of the mentioned tools helps employees to manage energy-saving approaches within the organization. Furthermore, providing prominent education and training are also required before the implementation of the mentioned approach within the organization.

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1.6 Research Significance

The significance of the study is to determine the prominent contributions to both organisational practice and extensive environmental sustainability goals by businesses. Through the recognition of key factors that determine the intentions of employees to conserve energy, this

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research has been executed to provide advanced insights that are implemented to businesses with effective strategies by influencing their energy-saving behaviour (Zhang *et al.* 2022). These insights will result in the development of productive working environments ensuring sustainability which can help businesses to reduce energy consumption levels and decrease operational costs (Aktar *et al.* 2021). The study has also purposed to support global corporations that intend to meet their environmental sustainability commitments and corporate social responsibilities. It sheds light on the importance of the psychosocial, behavioural and organisational factors that influence energy conservation practices among employees. Findings from this study can help businesses to achieve sustainability objectives and strengthen their reputation in the markets by positively contributing towards efforts to address global climate change.

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1.7 Structure of The Research

Chapter 1: Introduction	The first chapter has provided a basic knowledge of the selected research topic supported by study aims, questions, objectives, rationale and problem statement.
Chapter 2: Literature Review	The literature review chapter has directed to gather vast information on the topic from existing resources.
Chapter 3: Methodology	In the methodology chapter, the prominent methodological paradigm followed for executing the task has been explained including the necessary research design, philosophy, approach, data collection and analysis procedure.

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Chapter 4: Findings, Analysis and Discussion	The findings, analysis and discussion chapter has included an in-depth overview of the data collected for meeting study objectives
Chapter 5: Conclusion and Recommendations	The last chapter has provided a detailed summarisation of the overall research highlighting key findings and observations followed by further recommendations.

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CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The energy demands from a global perspective are increasing day by day due to several factors such as increasing growth of the population and expectation for higher living standards. The concept of saving energy has become significantly crucial even in the workplace, using traditional industrial and household terms to meet global demands in an efficient manner. The energy conservation aspect is perspective-based in nature and can be utilized in different globalization scenarios. This study analyzed some previous research studies regarding the encouragement of employees to initiate conserving practices, especially in the energy sector. According to Asif *et al.* (2023), proper practices of energy consumption can change user behavior by improving the culture of enhanced conservation. This study provided a visionary but transparent concept of how engagements of employees and employers react to the energy-conserving practices treated as effective in vice versa. All habitual and behavioral patterns of employer and employee with proper assessment of organizational role for better and sustainable practices upon energy conservation have also been elaborated in this study. Moreover, a clear concept of intra-cultural relationships within the organizational framework and how they impact the workforce has been strategically aligned in this research work.

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2.2 Identification of all psychological factors that impact employees' intentions to conserve energy in the workplace environment

Human psychology reacts positively to motivation-driven scenarios such as conserving energy in the work culture in an effective way. Several important factors nurture human mental health in a regular workflow in case of interventions for energy conservation and boost the

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employees' encouragement to adapt to it. The concepts of conserving energy and energy-saving behavior are divided through different key factors such as ecological attitudes, pro-environmental values, and vigilance regarding consequences among employees' behavior. These factors were based on some factual beliefs such as emotions, intentions, and changing the environment of the work culture which are often considered potential antecedents of energy conservation behaviors (Xiao *et al.* 2023). In this study, all five variables are thoroughly analyzed as the attitude of employees toward any strategic change of organization also needed to be assessed to evaluate his pattern of response. The 'value' on the other side was defined by the employer's approaches on which an individual employee got judged. In the middle of this scenario, the emotional connection between employer, employee, and organizational values played a pivotal role in shaping the structure of the ecological habitat for conserving energy in the workplace (Wang *et al.* 2023). All the responsible psychological variables and factors to drive the human mind for eco-friendly sustainable practices or mainly the intention of the organization have also been considered under both self-reported and actual practices. It has also been noticed that a proxy nature of behavioral patterns existed with the culture of energy-conserving interventions in the workplace. In order to discuss all identified factors accountable to encourage any employee for such practices also dependent upon different factual variables which include satisfaction of the job that signifies how an individual within the workplace accepts new norms regarding energy observation and vice versa. Employment and psychological support from the organizational perspective were observed as relevant factors that motivate employees to be compelled with strategic orders of significant workflow. The evaluation of influencing employees for sustainable practices within the work culture whether for conserving energy or much more, was mainly reflected as cognitive as these inversely defined the commitments of the

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organization for the better and sustainable structure of business growth (Afsar and Umrani, 2020). The attitudes of the employed workforce varied with different key scenarios of work culture. It became mostly indistinguishable to compare the need for energy and actual practices of conserving energy as ecological ethics in the workforce psychology played with individual sentiments of workers for many industries. The opposite structure of psychological barriers is also discussed in this study as in many situations there was a lack of communication transparency which prevented employees from growing without the ingrained culture of workplace practices (Afsar and Umrani, 2020). The above-mentioned responsible psychological factors were part of defined social dimensions with the sustainable eco-friendly energy conservation habit within workplace environments. The understanding of these psychological variables would boost the intention of employees in every organization about the initiative of energy savings with fostered green synergy goals aligned with business perspectives.

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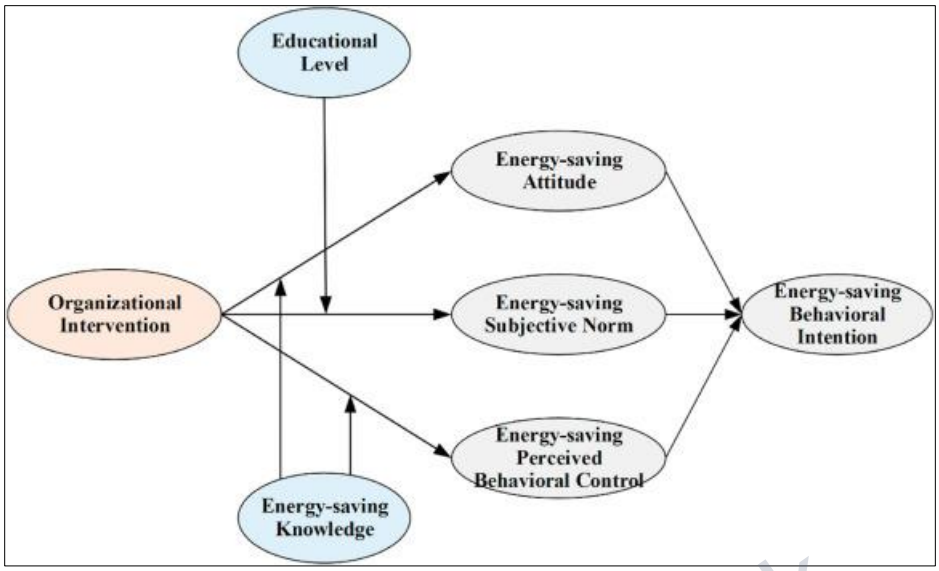


Figure 2.2.1: Structure of psychological pattern for energy saving intentions

(Source: www.iopscience.iop.org, 2024)

The above structure represented how response structure and attitude of employees are connected with all subjective norms for conserving energy in workplace in a sustainable manner. As per the opinion of Chen *et al*.,(2020), it is quite evident that psychological factors can be responsible for influencing employees' behaviours in terms of energy energy-conserving approach. Positive attitudes of employees can be beneficial for managing environmental sustainability and it may also affect the energy conservation approach as well. In addition, the knowledge regarding the different types of environmental issues can also help employees to understand the effectiveness of energy consumption. The managing process of intrinsic motivation also influences the sustainable future of managing energy-saving approaches within the work culture.

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2.3 The behavioural and habitual factors that direct employees to energy usage and conservation

Employees can assist firms attain corporate environmental performance objectives and save on energy bills by significantly conserving electricity. Corporate environmental performance refers to the organisation-wide critical commitment to environmental excellence regarding the rest of the sector in diverse areas (Yu *et al.* 2021). Presently, corporate environmental performance defines the outcomes of the management of a firm in terms of its strategic environmental aspects. The significance of energy conservation within public buildings and organisational environments emerges from a different number of facts. Adverse climate change is a critical challenge that has been identified globally through treaties, and international actions with the ultimate requirement to intensify overall efforts towards minimising emissions of greenhouse gas to safeguard the environment. Greenhouse gas emissions from critical electricity generation are required to be reduced between 2021 and 2030 to accomplish net-zero emissions. It is also important to reduce greenhouse gas emissions by 10 percent per year between 2032 and 2040 to accomplish a nearly 90 percent reduction by the year 2050 (Foster *et al.* 2022). This can be achieved by the critical deployment of effective energy-saving measures with behavioural change. The majority of the behavioural changes within the net-zero emission scenario significantly target additional energy consumption, mainly in developed countries to minimise emissions and improve global inequalities in terms of per capita consumption of energy.

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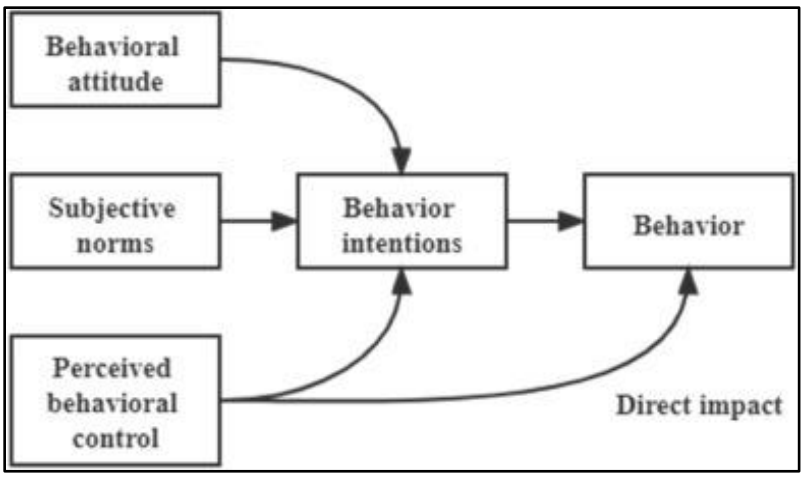


Figure 2.3.1: Energy saving behaviours of employees

(Source: Foster *et al.* 2022))

Energy conservation via behavioural change must be contemplated with the reduction of energy consumption through operational and structural changes [*referred to figure 2.3.1*]. Space heating, lights, cooling systems, and computers at workplaces are determined as the major sources of energy consumption. Furthermore, energy-saving behaviour including turning off electrical appliances when not used is not certainly encouraged by the pro-environmental intentions of employees (Zacher *et al.* 2023). It is important to harness motivation regarding energy reduction to engage all employees towards energy-saving at the workplace. The behaviour of energy consumption in office environments is impacted by a combination of the social, organisational, and physical context. Energy saving at the workplace is generally contemplated altruistic with no individual advantages anticipated in return (Oppong-Tawiah *et al.* 2020). Therefore, it is important to design interventions that develop opportunities through the autonomous motivation and inner commitment by the employees to minimise energy consumption.

As per the statement of van den Broek *et al*.,(2019), highlights that behavioural factors can be responsible for affecting employees in terms of energy utilization and conservation. There

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are some key factors are also included within this aspect such as daily habits of managing energy consumption, establishment of workplace practices, and many more. Depending on the mentioned factors employees can understand the necessity of managing energy in terms of creating a sustainable environmental balance. On the other hand, daily feedback and positive reinforcement also help to promote energy-saving actions.

2.4 The impact of organisational culture, policies, and incentives on employees to direct them towards energy conservation behaviours

Sustainability has become a major priority for firms globally in this gradually transforming business environment. The pressing requirements to define environmental concerns for instance climate change, pollution, and resource depletion have compelled firms to incorporate sustainable practices within their core corporate strategies. Organisational culture is a definite discipline that intends to illustrate the reasons behind the behaviour of employees and the disadvantages as well as advantages of different kinds of behaviour. Ahmad *et al.* (2023) argued that organisational culture, incentives, and policies guide behaviours of employees to enhance their working capability, behave in corporate roles, and commit to different work programs to achieve work-associated activities. On the other hand, Cibinskiene *et al.* (2020) stated that accomplishing the targets of energy efficiency necessitated a constructive approach that incorporates organisational behaviours with the complexity of certain attitudes to determine the main drivers regarding the energy-efficient practices. It is important for employees to have beliefs in terms of benefits associated to energy conservation while embracing diverse practices (Farooq *et al.* 2021). Firms that establish a culture stressing the significance of energy conservation can facilitate positive attitudes among all employees which can cause more strategic commitment to the practices related to energy-saving. It has been observed that well-

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communicated and precise energy conservation policies can give proper guidelines to employees in terms of energy-saving attitudes (Goggins *et al.* 2022). Policies for instance, shutdown processes for electrical appliances, routine energy audits, and standards for energy efficiency can assist in developing a structured approach to conserve energy. In the process of directing and motivating the employees to behaviors related to energy conservation, incentives play a significant role. The system of providing incentives motivates the employees to conserve energy by acknowledging their efforts and developing positive behaviors in them (Soomro *et al.* 2021). There are various ways of providing incentives related to energy conservation activities.

According to the opinion of Grilli and Curtis,(2021), it can be determined that organizational culture and the different types of policies play some important roles. It helps in the guiding process of the employees regarding the managing process of energy conservation. The creation process of an effective culture relies upon sustainability and environmental responsibility that may influence the actions of the employees. On the other hand, the behaviour of the employees can be affected due to the mentioned aspect. In addition, the commitment of the leaders also plays an important role before implementing an energy-conservation approach within the organizational culture. Apart from that, the different types of well-defined policies can promote energy conservation which is quite crucial. The policies should include guidelines for efficient energy utilization and energy-saving practices. However, clear communication regarding the mentioned aspect is also beneficial for the employees to adopt some knowledge regarding the effectiveness of energy consumption. Managing the process of training and the different types of awareness programs are also required which are also included within the guidelines. Apart from that, incentives can be the most crucial aspect which may help to enhance the engagement of the employees towards the energy-saving approach.

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2.5 Effective strategies for businesses

There are various strategies that can be utilized in a business in the process of conserving energy for the sustainability goals of the organization. The organizations can implement strategies such as conducting energy audits in the organization (Onile *et al.* 2021). This process suggests that businesses determine significant areas in the business where the organization is losing money related to energy consumption. It will significantly contribute in the process of reducing these expenses related to the business and ensuring sustainability initiatives in the organization (Herce *et al.* 2021). Organizations can incorporate or install lighting and other electricity-related appliances that are energy efficient. This will also decrease the expenses related to energy and contribute to the energy conservation activities of the organization (Economidou *et al.* 2020). Utilization of light emitting diodes (LEDs) or industrial compact fluorescent light bulbs (CFLs) can be favorable for the organizations. Organizations also can convert the old appliances with new advanced machines that are energy efficient. The new technologically advanced appliances are more energy efficient and perform the same or better than the old ones. Businesses can implement energy management systems in the workplace to monitor the amount of energy consumption and increase the overall efficiency related to energy consumption in the workplace (Rathor and Saxena, 2020). These EMS systems have the potential to control the overall energy efficiency of the organization. Businesses also have to motivate their employees to develop innovations related to energy efficiency (Achmad and Yulianah, 2022). Authorities of the organizations can implement strategies for motivating employees in the process of developing innovative ideas related to energy savings in the organization. These kinds of initiatives can significantly contribute to the process of increasing awareness related to the sustainability goals of the organization. Businesses also have to invest in

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renewable energy sources such as solar energy, wind energy, or geothermal power sources (Lu *et al.* 2020). These initiatives can drastically reduce the long-term energy cost of the organization. The initial investments related to the implementation of these renewable sources are significantly high but compared to the long-term savings caused by the implementation it a considerable option for businesses. The adoption of renewable energy sources in the business organizations in the growing awareness of environmental sustainability can improve the sustainability profile of the businesses or the organizations. Optimization in the design of workplace buildings can significantly increase the energy efficiency aspect of the organization (Li *et al.* 2020). A well-designed and insulated building decreases the requirement of overall energy consumption in the workplace.

As per the statement of Himeur *et al*.,(2021), it can be determined that ensuring the different types of sustainable practices there are some effective strategies mostly required. The strategies include the embracing process of digital transformation, prioritizing process of the sustainability, and many more. Some other crucial aspects are focusing on the development process of the employees, enhancing process of the consumer engagement, adopting the different types of agile practices, and many more. The different types of technologies like AI, and the blockchain can be responsible for enhancing efficiency regarding the energy-consumption approach. Providing the learning and training courses is also beneficial for the employees to adopt a sustainable environmental work culture. Depending on this aspect, the energy-consumption work culture can be prepared which is beneficial for the organizations. Moreover, adopting the mentioned strategies can be effective in creating a sustainable environment.

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2.6 Theoretical Underpinning

Theory of Planned Behavior

The theory of planned behavior refers to the intention of individuals for a particular behavior that reflects their engagement towards an incident. Proposed by Icek Ajken, this theory highlights three major factors such as subjective norms, attitude, and perceived behavioral control (Romero-Colmenares and Reyes-Rodríguez, 2022). Subjective norms propose social pressure to conduct or avoid the behavior while attitude directs positive or negative context to showcase individual behavior. Perceived behavioral control denotes the issues in mandating behavior depending on the past experiences of individuals (Aboelmaged, 2020). This theory can effectively provide knowledge on the intentions of employees to conserve energy based on their behavior. For instance, employees should be encouraged to show positive engagement in awareness programs regarding the economic and environmental advantages of energy conservation. It can be observed that an organizational culture that promotes conservation, effectively influences the subjective norms in the organizational setting toward the achievement of energy conservation.

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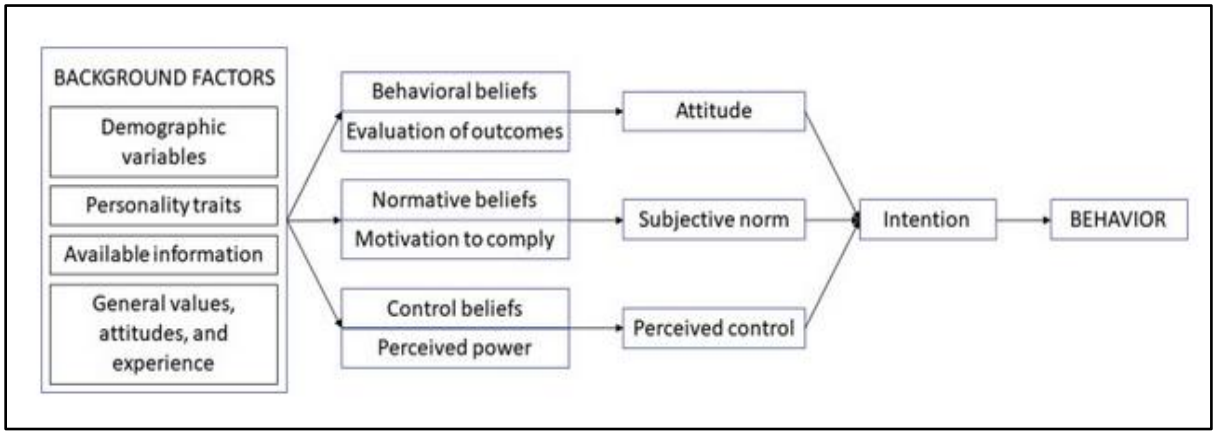


Figure 2.6.1: Theory of Planned Behaviour

(Source: Ryan and Carr, 2023)

Value-Belief-Norm Theory

The theoretical model is conceptual model that defines structural relationships between beliefs, norms, and values in the social setting with reference to behavior. The frame will be used in the study so as to pinpoint the aspects that can guide the employees in the energy conservation behaviors. The primary application of this theoretical model has been applied in the fields of sustainable travel, environmental education and studies on social movements (Lee et al. 2023). It favors the researchers to determine the factors that can influence an individual as per the context of the environment. In this study, the theoretical framework will be utilized to assess the factors that can influence or encourage the employees of business organizations toward the conservation of energy. It will provide the way these identified factors influence the employees and their practical implementation .

Social Cognitive Theory

It is also a theoretical framework on human behavior that explains the way an individual can be influenced by the environment, their own experiences, and actions caused by other individuals. The theory involves various aspects or viewpoints such as reciprocal determinism, self-efficacy, observational learning, self-control, and other various aspects. The theoretical model was developed and introduced by the professor of Stanford psychology Albert Bandura in the year 1960 (Bandura, 2023). The implication of this theory can be on various aspects of modification of behavior, nutritional intervention, and health behaviors of individuals. In this study, the theory will be utilized for determining the aspects that can change the behaviour of an individual and the practical implications of these factors in the business operations. The factors

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will be utilized in the process of developing behavioral habits related to the conservation of energy.

2.7 Literature Gap

There are many studies have been done on energy conservation in different contexts, hence, the energy conservation practices influenced by the intention of employees to conserve energy in workplace environments have not been explored widely. Most existing literature has intended to focus on technological solutions and policies followed by businesses without acknowledging psychological, behavioural and organizational factors that influence individual and collective actions for energy saving (Sestino *et al.* 2020). For instance, previous studies have showcased the effects of energy-efficient technologies and government regulations, hence avoiding the role of employee attitudes, social norms, and perceived control in contributing to conservation behaviours. Moreover, organisational interventions, including incentive programs and sustainability initiatives have not been explored in terms of their effectiveness, especially in diverse workplace settings. More empirical research should be conducted to define the interrelationship between corporate culture, management support, and employee engagement in promoting energy conservation. Along with that, the lack of suitable approaches in integrating psychological theories such as social cognitive theory and the theory of planned behaviour to understand motivations and barriers of the employees. Mitigation of these gaps can provide valuable insights into the development of aimed strategies that can enhance energy efficiency and foster a sustainable organisational culture.

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2.8 Conceptual Framework

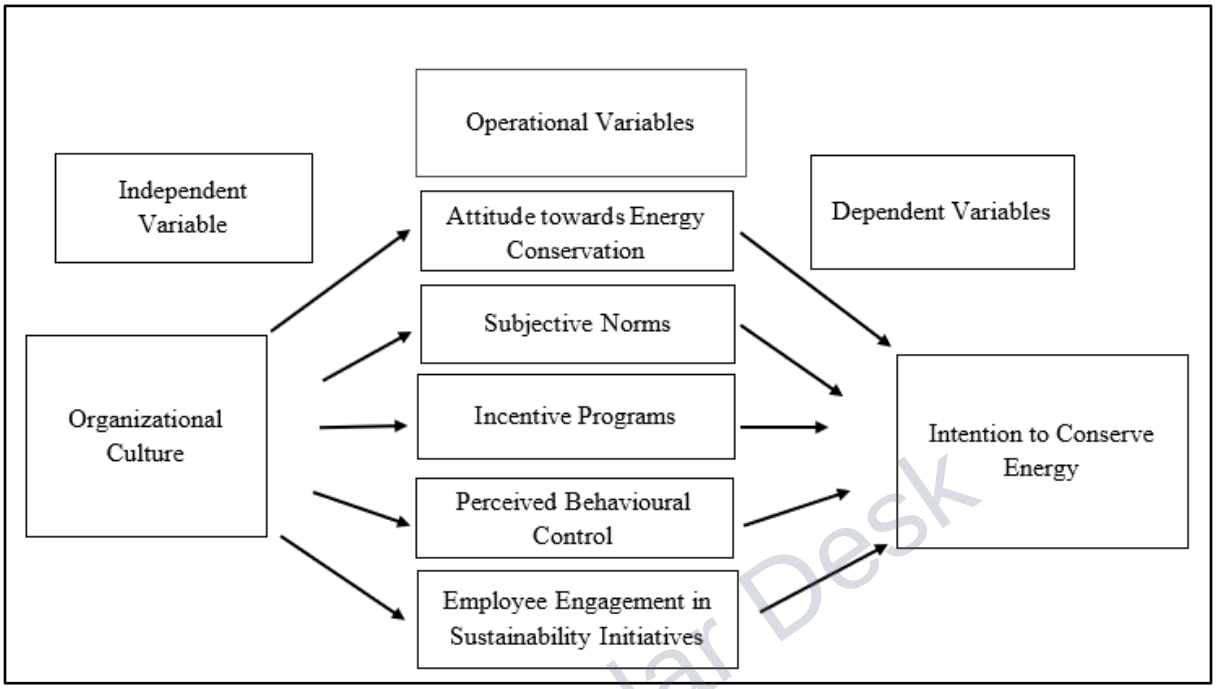


Figure 2.8.1: Conceptual Framework

2.9 Chapter Summary

From the above literature review, it can be summarized that the psychological, behavioural, and organisational factors greatly influence the intentions of employees to conserve energy in global workplaces. Through the application of value belief norm theory, theory of planned behaviour and social cognitive theory, the research has highlighted the drivers and barriers to energy-saving behaviours among workers. Recognition of attitudes, social norms, perceived control and organisational factors, the study intended to provide effective strategies for businesses to foster sustainable practices and reduce energy consumption by integrating with corporate social responsibility goals.

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CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The methodology section of the research provides a detailed account of the specific process, techniques, and strategies employed for the proper execution of the study. Subsequently, the methodology defines the research philosophy and its underlying assumptions, the chosen research design, methods, the approach for data collection, and data analysis. The research design defines the general structure of a particular research and indicates whether it is a qualitative, quantitative, or a combination of both (Hendren et al., 2023). The data collection and analysis components emphasize on the methods used for collecting and processing collected data. Research philosophy determines the philosophical underpinnings of the chosen methods that would be positivism, interpretivism or pragmatism theories (Shrestha and Sharma, 2024). Ethical considerations are an integral part of the research methodology involved to ensure anonymity, and confidentiality along with addressing potential risks. To ensure the validity and reliability of the study, researchers may include inter-rater reliability checks or triangulation of data sources. For this study, the methodology is aimed to explore and understand the impact of factors influencing the intention of employees to conserve energy within the workplace. Thereby, the study involves the mixed-method approach including both primary and secondary data collection respectively through quantitative and qualitative methods.

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3.2 Research Approach

The research approach inherently incorporates techniques for data collection followed by analysis to highlight the distinctions between findings from quantitative and qualitative approaches. This is usually classified into three types including quantitative, qualitative, and mixed approaches. For this study, the mixed-methods research approach is adopted to obtain a

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comprehensive and transparent understanding of the research objectives. Therefore, it includes the collection of primary information quantitative data is gathered through surveys via MS form among participants from relevant fields. This numerical information from the respondents is analyzed through the statistical analysis techniques such as descriptive analysis, t-test and ANOVA. The outcomes of the quantitative method assist in examining the impact of psychological factors on employees' intention to conserve energy. A descriptive approach outlines the issues and perspectives of the sample population about the habitual factors of energy use in the workplace in terms of the statistical analysis. For the secondary technique, the qualitative research method is used to explore the subjective experiences, attitudes, and knowledge about the research topic. In this study, the secondary qualitative data are collected from different scholarly articles published in credible academic journals as well as freely available industry reports. The exploratory approach provides valuable insights into ideas and knowledge of researchers about the impact of organizational cultures and policies to inspire employees for energy conservation.

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3.3 Research Design

The research design of research defines the strategies to answer the research questions by using different methods of data collection, analysis, and interpretation. According to Hosseini *et al.*, (2024), a well-structured research design primarily considers the problem statement and research questions followed by research objectives. It includes an overview of the theoretical frameworks used for the research for analyzing the gathered information. The research design includes independent and dependent variables depending on the areas of application (Tiffin.edu.com. 2022). In this study, the method consists of both quantitative and qualitative approaches to gather data from multiple sources. It provides a holistic approach to understanding

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the research problem including key objectives. Quantitative research includes the details of data collection from surveys among participants. Statistical analysis techniques are applied to analyze quantitative data, evaluating the role of different factors including psychological, habitual, and behavioral patterns of employees in maintaining energy-conserving strategies at the workplace. On the other hand, qualitative research includes the investigation of the subjective and contextual interpretation of priorly available information. Thematic analysis is incorporated to uncover recurring themes and patterns in qualitative data, for deeper insights into the effective strategies for business organizations to promote sustainability in corporate circumstances.

3.4 Research Philosophy

A research philosophy refers to the belief that describes in which measure the study should be conducted based on the assumption, knowledge, and nature of the study. Kirongo and Odoyo, (2020) argue that ontological philosophy distinguishes the reality and perception of the research outcomes. The research philosophy underpinning usually involves the paradigms of interpretivism, positivism, and pragmatism depending on the research design whether it is primary or secondary data collection. The perception of positivists emphasizes the importance of empirical evidence from measurable findings for knowledge acquisition on the specific research topic (Maretha, 2023). Apart from this, interpretivism is a philosophical approach that fosters the impact of human behavior in particular subjective experiences and activities. It focuses on recognizing the human behavior influenced by social, cultural, psychological, and institutional factors relying on qualitative research methods. For this research, the mixed method including both primary quantitative and secondary qualitative data collection is utilized. Therefore, the application of both interpretivism and positivism is accompanied to obtain specific contexts concerning research aims and objectives. This allows the researchers to get an idea about the

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organizational culture, behavior of the workforce as well as managerial practices for employee motivation.

3.5 Population

The study regarding the strategies to influence the workforce for energy conservation includes a population of employees working within different business organizations. The selected individuals are associated with the activities including practices of energy consumption. They are part of the primary quantitative data collection through questionnaires based on organizational contexts prepared for surveys. The secondary studies employ existing qualitative data sourced from published academic literature, industry reports, and case studies focusing on energy conservation in workplace environments. A comprehensive overview of the research problem and thereby generation of effective recommendations can be obtained from both the primary and secondary data collection.

3.6 Sample size

The sample size for the primary quantitative survey consists of 101 participants involved within corporate-based business organizations. The number of participants is sufficient to obtain a variety of information about the specific topic from their responses for the statistical analysis. For the secondary qualitative data collection, approximately 15 to 20 scholarly articles and genuine industry reports available on different websites are taken. The chosen sources for the data collection and analysis of the research provide a broad overview of the different perspectives of several participants and research scholars. The findings insights into the psychological patterns, behavioral trends, and organizational policies relevant to sustainable practices in corporate settings.

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3.7 Sampling Technique

In case of the primary data collection, the sampling method employed is convenience to involve the participants directly from office-based organizations through surveys. Golzar *et al.*, (2022) explains that convenience sampling therefore refers to a non-probability sampling technique that is used to identify and recruit the participants to participate in the exercise depending on their willingness, availability and accessibility. MS form is utilized to facilitate efficient data collection while adhering to ethical standards without requiring organizational consent. 101 participants is selected for collection of data. In this study, the secondary qualitative data is accessed from different information sources including academic journals, articles, and industry reports manually.

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3.8 Data Collection Method

The research employs a mixed-method approach that incorporates the collection of both primary and secondary information. The primary quantitative data collection method is performed through the structured survey tool conducted among 101 participants. These respondents involve people who work in a range of office-based organizations. The key insight to delving through this method is psychological, behavioral, and organizational factors influencing employees' energy conservation intentions. The gathered information with close-ended questions from 101 participants provides a good amount of quantitative data about personal experiences. The outcomes of this technique are reliable and authentic as it provides original evidence. For the secondary data collection, credible academic databases such as JSTOR, ScienceDirect, Google Scholar, and industry reports available through open access are accessed. Data extraction is prioritized on qualitative findings related to energy conservation behaviors for the thematic analysis. The application of both approaches fosters a robust dataset

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combined with empirical evidence as well as theoretical perspectives that address the research questions extensively.

3.9 Instrument

The research based on the mixed-method including both quantitative and qualitative studies involves different instruments for data collection and analysis. The primary technique includes surveys based on questionnaires through Microsoft Forms. This MS-form-based survey accumulates quantitative information regarding habitual, psychological, and organizational factors impacting energy conservation behaviors. Survey questions are prepared to gain responses about demographic details, workplace background, and experiences along with personal opinions from the participants. In the case of secondary data collection, research articles and journals with company-based information are accessed through different websites that are relevant to the research objectives.

3.10 Variables

The study involves dependent as well as independent variables for assessing the factors influencing the intention of employees in energy conservation in their working areas. The independent variables are as follows:

Psychological Factors: These outline the awareness, actions, and motivation of the employees as well as regulatory bodies of the office-based organizations towards energy-conserving measures.

Behavioral Factors: This independent variable is considered to examine habitual patterns and intentions of the workforce that impact the reduction of overuse and waste of energy.

Organizational Factors: Factors such as working ethics, organizational policies, and culture with managerial practices for encouraging sustainability in business operations are evaluated under this variable.

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The dependent variables include the goal of maintaining sustainable practices through energy conservation within industry settings. This reflects the willingness of the workforce and their actions to adopt and practice energy-saving strategies within their workplaces.

3.11 Data Analysis Method

The integration of primary quantitative data and secondary qualitative data involves two different data analysis processes. In this study, primary quantitative data is analyzed through a reliable statistical tool called SPSS software. Key statistical methods such as ANOVA (Analysis of Variance), T-test, and descriptive analysis are initiated for data analysis. The outputs of this analysis technique provide an overview of the relationship between the dependent and independent variables. Descriptive statistics leverage the details analysis of demographic information of the respondents along with the context of different workplaces and actions for energy conservation. In the context of secondary qualitative data, thematic analysis is used to identify recurring patterns and themes accessed from different scholarly articles, journals, and official reports of business organizations and governments. The themes such as organizational policies, behavioral incentives, and employee attitudes toward energy conservation are considered. The process of reviewing and analyzing the existing literature includes the appropriate coding and grouping of similar information followed by the interpretation of the results aligned with the objectives of the research. The findings of the analysis provide strategies for business organizations to promote sustainability within their corporate environment.

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3.12 Reliability and Validity

The study of Hendren *et al.*, (2023) supports that mixed methods studies are advantageous because quantitative data analyses support and extend the use of qualitative

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methods to obtain perspectives of study subjects and other stakeholders. Both qualitative and quantitative methods in mixed methods studies require transparency regarding all aspects of data sources, collection, analyses, and reporting. Therefore, this research includes the following reliability and validity aspects to ensure the creditability and accuracy of gathered information.

Reliability: The survey questionnaire involves a tool called the Likert scale for obtaining responses from the respondents. The Likert rating scale guides to measurement of opinions, attitudes, and behaviors of the responding individuals by offering different options for answering. The inter-reliability test of the study is assessed through Cronbach's co-efficient alpha by measuring variance to ensure coherence.

Validity: The accuracy of primary and secondary data collection measures require validation according to research objectives. The content validity involves the peer review of relevant existing literature that involves all aspects of the aims and objectives of the study. Construct validity is required to ensure that the survey questions and themes for analyzing qualitative data are represented accurately.

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3.13 Ethical Consideration

Ethical considerations are a major aspect of the credibility and reliability of research, especially for utilizing mixed-methods research design. This research considers potential risks and safeguards in both primary and secondary data collection of the possible ethical standards. In this study, for the primary approach, participants are not exposed to any form of psychological, emotional, or physical harm. Primary quantitative data obtained through surveys do not pose sensitive and intrusive questions hence the privacy and all respondents are respected by seeking consent from them. These participants' data is only used for analysis and research purposes and kept with proper data privacy protection when the research is ongoing. Quantitative information

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analysis through statistical techniques is used after validation with reliable software such as SPSS. The secondary data accumulation and analysis of the research involves the use of published journal articles and publicly accessible industry reports. It excludes the possibility of infringing on the right to privacy of participants, and reduces the risk of harm to the participants possibly, practically. In a secondary analysis, data sources are anonymized where necessary as per the guidelines of the original publication and standards of an appropriate ethical committee. Systematic approaches to analyzing data are adopted with detailed records of the procedures to be taken to meet the GDPR requirements.

3.14 Research Limitations

The methodology section of the research involving the selection of sources for the secondary method and the construction of a questionnaire for the primary study encounters several challenges. The following limitations may affect the findings and scope of future research:

Sources of data: The application of secondary data as sources of qualitative information may lead to bias in the study hence there is a lack of deep context analysis.

Cross-sectional study design: Data is collected at a certain time implying that trends of behavior change regarding energy conservation strategies are hard to capture.

Limited diversity among participants: The study mainly targets users from office-based organizations and thus may not be able to delve into organizations having different energy consumption patterns.

Sample size: The study contains a sample size of 101 participants for the survey which seems lees to yield more comprehensive insights about the intention of employees.

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The acknowledgment of these limitations followed by addressing these through rigorous reliability and validity tests may foster more comprehensive outcomes of the study.

3.15 Chapter Summary

The third chapter of this study encompassing the methodology of the search explores different factors influencing the motivation for the energy conservation of the workforce at workplaces. This section concludes that the study involves the mixed-method approach for obtaining an extensive overview of the topic. The primary study incorporates quantitative data collection through surveys targeting 101 respondents from office-based organizations. The primary focus of using this technique is to get an overview of different factors including institutional, psychological, and behavioral affecting the attitudes of employees. The integration of qualitative information through credible secondary data sources via academic databases, government, and industry reports provides details of the experiences of other researchers about energy conservation strategies. The methodology also emphasizes the analysis techniques of both primary and secondary data. The primary data is analyzed statistically with T-test, descriptive anaysis among others whereas secondary data is analyzed thematically. This chapter also presents the issue of anonymity, confidentiality and data protection ethics in details.

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CHAPTER 4: DATA ANALYSIS

4.1 Introduction

This chapter has mainly analysed the data based on the overall study and this chapter is significant in the context of gathering knowledge and understanding regarding the study. This chapter has collected the data as well as information through the mixed method where both the secondary and primary method have been used in order to collect the required data. In this context, the primary qualitative method has been used which includes a survey of 101 participants and all the data has been analysed through the SPSS software. In this research, On the other hand, the secondary method has been analysed through the thematic method where some themes have been developed related to the factors which are influencing the intention to conserve energy in the workplace. All the themes' data and information has been gathered from various secondary resources such as books, articles and journals. However, both the methods are important in terms of enhancing the overall knowledge and understanding of the research and this chapter helps to gain insights about the intention to conserve energy in the workplace.

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4.2 Primary Data Analysis

This analysis presented the primary interpretation of collected data from diverse participants. The analysis includes descriptive statistics, ANOVA, and T-test which are as follows.

Factors	Mean	Median	Standard Value
'What type of organization do you work for?'	2.83	3.0	1.158

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'What is the size of your organization?'	2.08	2.00	.717
'Does your organization have an official energy conservation or sustainability policy?'	1.51	1.00	.730
'My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns.'	1.85	2.00	.865
'Energy conservation in the workplace is important to my personal values?'	1.77	1.00	1.038
'It is necessary to adopt new practices and actions recommended for lower energy usage in the workplace.'	2.81	2.00	1.039
'The discussion of lowering energy consumption in the workplace must be within daily work culture.'	4.13	1.00	.354
'My organisation supports and encourages my efforts towards less energy consumptions.'	3.19	3.00	1.019
'Regular practice on lowering energy consumption puts a additional burden on my professional development'	2.78	2.00	.996

Table 4.2.1: Descriptive Analysis

(Source: IBM SPSS)

Table 4.2.1 highlights employees' attitudes towards energy conservation in the factors of the workplace. The mean values are neutral and when compared with the median values present

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a diverse reaction to the ideas and standard deviations express the difference in opinions in the analysis (Watkins, 2021). Respondents approve of their organizations' encouragement of energy-saving (mean = 3.19) and energy-saving practices which are mean = 2.81. On the other hand, perceptions of the workplace integrating energy conservation into daily culture (mean = 4.13) are less consistent and have the highest standard deviation which is SD = 0.354. The respondents' personal values correlate negatively with workplace energy conservation which can be observed from the mean = 1.77. Many of them are aware that sustainability policies are either scarce or completely absent in their workplace which can be observed from mean = 1.51. The size and type of organisation also have a moderate variation of independent influencing factors where SDs = 0.717 and 1.158 SDs. Therefore, the results indicate that there is a relative weakness in organizations' commitment regarding energy conservation to reflect employee values and development.

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What type of organization do you work for?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Corporation	14	13.9	13.9	13.9
	Non-profit Organization	25	24.8	24.8	38.6
	Government/Public Sector	36	35.6	35.6	74.3
	Educational Institution	16	15.8	15.8	90.1
	Small/Medium Enterprise (SME)	10	9.9	9.9	100.0
	Total	101	100.0	100.0	

Table 4.2.2: Frequency analysis

(Source: IBM SPSS)

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The table above table 4.2.2 divides the respondents into groups according to the organisational structure they belong to. The Public Sector has the highest response giving a 35.6% response followed by non-profit organisations with 24.8% and educational institutions with a 15.8% response. Corporations occupy relatively less at 13.9%, and Small/Medium Enterprises (SMEs) occupy the least at 9.9%. In this distribution there is also a noticeable increase in the representation from the public and or non-profit organisations this suggests that there is a concern towards energy saving in these fields. The cumulative percentage responded relatively close to the statement that 90.1% of the respondents work for other entities aside from SMEs this means that organisations outside or beyond the SMEs may place a huge importance on energy-saving policies.

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Does your organization have an official energy conservation or sustainability policy?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	62.4	62.4	62.4
	No	24	23.8	23.8	86.1
	I don't know	14	13.9	13.9	100.0
	Total	101	100.0	100.0	

Table 4.2.3: Frequency analysis

(Source: IBM SPSS)

The above table 4.2.3 shows that 62.4% of the organisations have an official energy conservation/sustainability policy which suggests a confirmed majority that has committed to sustainability. Nearly, 23.8% of the respondents specify their organisation does not have these policies, and another 13.9% were neutral. Therefore, it can be perceived that there is a problem with policy dissemination or awareness of existence. The progress percentage demonstrates that

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overall, 38% of employees either work in companies without such policies or are unaware of them which highlights the weak communication and enforcement of energy-saving measures in the workplace.

ANOVA

		Sum of Squares	df	Mean Square	F
It is necessary to adopt new practices and actions recommended for lower energy usage in the workplace.	Between Groups	1.873	2	.936	.863
	Within Groups	54.240	50	1.085	
	Total	56.113	52		
My organisation supports and encourages my efforts towards less energy consumptions	Between Groups	.503	2	.251	.237
	Within Groups	67.975	64	1.062	
	Total	68.478	66		
Regular practice on lowering energy consumption puts an additional burden on my professional development.	Between Groups	3.729	2	1.865	1.954
	Within Groups	44.851	47	.954	
	Total	48.580	49		
What type of organization do you work for?	Between Groups	3.541	2	1.770	1.329
	Within Groups	130.598	98	1.333	
	Total	134.139	100		
My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns.	Between Groups	3.471	2	1.736	2.386
	Within Groups	71.301	98	.728	
	Total	74.772	100		

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Figure 4.2.1: ANOVA analysis

(Source: IBM SPSS)

The outcomes from ANOVA analysis focus on analysing the variance of the response on energy conservation perceptions between different groups. The F-values did not highlight any significant variations among groups as all the calculated values are below the critical levels. For instance, new practices ($F = 0.863$ $P > 0.05$) and organizational support ($F = 0.237$ $P > 0.05$) have nearly equal variability. Therefore, perceptions of initiatives affect UN concerns ($F = 2.386$) and

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the burden on professional development (F = 1.954) did not show a significant group difference. It can be observed from the findings that the types of organisations do not critically impact the perception of employees regarding energy conservation practices.

One-Sample Test

	Test Value = 0				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower
What type of organization do you work for?	24.571	100	.000	2.832	2.60
What is the size of your organization?	29.155	100	.000	2.079	1.94
Does your organization have an official energy conservation or sustainability policy?	20.867	100	.000	1.515	1.37
My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns.	21.518	100	.000	1.851	1.68
Energy conservation in the workplace is important to my personal values?	17.158	100	.000	1.772	1.57
It is necessary to adopt new practices and actions recommended for lower energy usage in the workplace.	19.702	52	.000	2.811	2.52
The discussion of lowering energy consumption in the workplace must be within daily work culture.	33.000	7	.000	4.125	3.83
My organisation supports and encourages my efforts towards less energy consumptions	25.667	66	.000	3.194	2.95
Regular practice on lowering energy consumption puts an additional burden on my professional development.	19.742	49	.000	2.780	2.50

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Figure 4.2.2: One-sample T-test analysis

(Source: IBM SPSS)

Figure 4.2.2 highlights result from the t-test analysis which show a significant outcome with the p values (Sig. 2-tailed) = .000. The largest mean difference is for discussions on energy use in everyday practice at work (mean = 4.125, t = 33.000) indicating the significance of this factor. The organisational support for energy-saving efforts can be perceived from the mean=3.194. It has been observed from the analysis that frequently performed energy savings are seen to be incorporated within the organisation (M = 2.780). These outcomes indicate that

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energy conservation is considered important and its implementation involves strategic attempts to mitigate associated difficulties.

		My organisation supports and encourages my efforts towards less energy consumptions	My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns.	Energy conservation in the workplace is important to my personal values?	Does your organization have an official energy conservation or sustainability policy?	What is the size of your organization?	The discussion of lowering energy consumption in the workplace must be within daily work culture.	Regular practice on lowering energy consumption puts an additional burden on my professional development.
Pearson Correlation	My organisation supports and encourages my efforts towards less energy consumptions	1.000	.189	-.482	-.647	.108	.	.633
	My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns.	.189	1.000	.186	-.417	.070	.	.408
	Energy conservation in the workplace is important to my personal values?	-.482	.186	1.000	.675	-.533	.	-.273
	Does your organization have an official energy conservation or sustainability policy?	-.647	-.417	.675	1.000	-.759	.	-.233
	What is the size of your organization?	.108	.070	-.533	-.759	1.000	.	-.430
	The discussion of lowering energy consumption in the workplace must be within daily work culture.	.	.	.	.	.	1.000	.
	Regular practice on lowering energy consumption puts an additional burden on my professional development.	.633	.408	-.273	-.233	-.430	.	1.000
Sig. (1-tailed)	My organisation supports and encourages my efforts towards less energy consumptions	.	.360	.167	.082	.419	.000	.089
	My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns.	.360	.	.362	.206	.448	.000	.211
	Energy conservation in the workplace is important to my personal values?	.167	.362	.	.071	.138	.000	.300
	Does your organization have an official energy conservation or sustainability policy?	.082	.206	.071	.	.040	.000	.328
	What is the size of your organization?	.419	.448	.138	.040	.	.000	.197
	The discussion of lowering energy consumption in the workplace must be within daily work culture.	.000	.000	.000	.000	.000	.	.000

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	Regular practice on lowering energy consumption puts an additional burden on my professional development.	.089	.211	.300	.328	.197	.000	.
N	My organisation supports and encourages my efforts towards less energy consumptions	6	6	6	6	6	6	6
	My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns.	6	6	6	6	6	6	6
	Energy conservation in the workplace is important to my personal values?	6	6	6	6	6	6	6
	Does your organization have an official energy conservation or sustainability policy?	6	6	6	6	6	6	6
	What is the size of your organization?	6	6	6	6	6	6	6
	The discussion of lowering energy consumption in the workplace must be within daily work culture.	6	6	6	6	6	6	6
	Regular practice on lowering energy consumption puts an additional burden on my professional development.	6	6	6	6	6	6	6

Figure 4.2.3: Regression analysis for hypothesis testing

(Source: IBM SPSS)

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The regression analysis is utilised to evaluate the strength of an association between one independent and dependent variable (Okagbue *et al.* 2021). Figure 4.2.3 highlights correlations between different factors impacting the intentions of employees to conserve energy at the workplace with significant values and Pearson correlation coefficients. The regression between 'My organisation supports and encourages my efforts towards less energy consumption' and 'Energy conservation in the workplace is important to my personal values' is significant where the p-value is 0.167. Contrarily, the question of 'My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns' presents a weak yet positive relationship which is significant as the p-value is 0.362 and r is

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0.186. Hence, the stated H1 is supported though necessitated more critical evidence. The correlation based on the organisation size presents p=0.040 which shows the organisational policies do directly support improving energy-saving behaviours. Hence, the stated hypothesis 2 is accepted which can be observed from the analysis. The correlation on the question of 'Regular practice on lowering energy consumption puts an additional burden on my professional development' presents p = 0.089 and r = 0.633 which highlights that behavioural factors such as workload also influence the intention of energy conservation, hence this analysis accepts stated H3.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25.333	.000		.	.
	'My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns'.	-.333	.000	-.518	.	.

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	‘Energy conservation in the workplace is important to my personal values?’	-6.027E-14	.000	.000	.	.
	‘Does your organization have an official energy conservation or sustainability policy?’	-3.333	.000	-3.333	.	.
	‘What is the size of your organization?’	-5.333	.000	-2.892	.	.
	‘Regular practice on lowering energy consumption puts an additional burden on my professional development.’	-.667	.000	-1.177	.	.

Table 4.2.4: Coefficient analysis

(Source: IBM SPSS)

The correlation coefficient is the significant quantification that measures the perception of the linear association between two selected variables (Alita *et al.* 2021). Table 4.2.4 presents different factors impacting the intentions of employees to conserve energy at the workplace

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through behavioural, psychological, and organisational factors. The stated hypotheses have been tested through the regression analysis where standardised coefficients, significant levels, and unstandardised coefficients present the basis for assessment. The variable ‘Does your organization have an official energy conservation or sustainability policy?’ has a standardised coefficient of 0.000 with critical t-values that present significant influence. This highlights that energy-saving behaviours are acknowledged through energy-saving policies at the workplace which support the stated hypothesis. Contrarily, the statement ‘Regular practice on lowering energy consumption puts an additional burden on my professional development’ presented the standardised co-efficient as (-1.177) which illustrates that determined difficulty restricts behavioural adoption. It has been observed from the analysis that ease of energy-saving policy implementation is significant in enhancing motivation among employees. Therefore, this analysis supports the stated hypothesis 3. Behavioural factors are the most significant factors as they present the requirement for conservation practices. It can be observed from the analysis that psychological and organisational factors necessitated improvement to promote intention in terms of saving energy at the workplace.

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Correlations

		It is necessary to adopt new practices and actions recommended for lower energy usage in the workplace.	My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns.	What is the size of your organization?	What type of organization do you work for?
Does your organization have an official energy conservation or sustainability policy?	Pearson Correlation	.314*	.249*	-.270**	-.098
	Sig. (2-tailed)	.022	.012	.006	.332
	N	53	101	101	101
Energy conservation in the workplace is important to my personal values?	Pearson Correlation	.438**	.363**	-.217*	.018
	Sig. (2-tailed)	.001	.000	.029	.861
	N	53	101	101	101
The discussion of lowering energy consumption in the workplace must be within daily work culture.	Pearson Correlation	-.276	.378	.000	-.552
	Sig. (2-tailed)	.509	.356	1.000	.156
	N	8	8	8	8
Regular practice on lowering energy consumption puts an additional burden on my professional development.	Pearson Correlation	.249	.336*	-.183	.073
	Sig. (2-tailed)	.184	.017	.204	.614
	N	30	50	50	50
My organisation supports and encourages my efforts towards less energy consumptions	Pearson Correlation	.062	.107	-.085	.056
	Sig. (2-tailed)	.698	.390	.492	.654
	N	42	67	67	67
It is necessary to adopt new practices and actions recommended for lower energy usage in the workplace.	Pearson Correlation	1	.198	-.028	.094
	Sig. (2-tailed)		.156	.840	.505
	N	53	53	53	53
My experiences of energy consumption initiatives in my workplace impact positively with UN Climate and environmental concerns.	Pearson Correlation	.198	1	-.174	.095
	Sig. (2-tailed)	.156		.081	.347
	N	53	101	101	101
What is the size of your organization?	Pearson Correlation	-.028	-.174	1	.016
	Sig. (2-tailed)	.840	.081		.872
	N	53	101	101	101
What type of organization do you work for?	Pearson Correlation	.094	.095	.016	1
	Sig. (2-tailed)	.505	.347	.872	
	N	53	101	101	101

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Figure: 4.2.4: Correlation analysis

(Source: IBM SPSS)

Correlation is a significant statistical technique that presents how strongly two selected variables are associated with each other. Several psychological factors have been considered to define the aspect of energy conservation, environmental awareness and behavioural control which propose prominent influence intentions towards energy preservation. The correlation analysis indicates that personal values are interlinked with energy preservation which has a strong assertive correlation where r is 0.438 and $p<0.01$. This outcome refers to the integration of energy-saving behaviour in workplaces. The utilisation of new practices towards minimal energy consumption indicates a positive correlation which is linked with UN environmental concerns where r is 0.314 and $p<0.05$. This outcome supports the significance of perceived behavioural

control. Therefore, H1 is accepted that represent the influence of psychological factors on energy preservation intentions. Habitual and behavioural factors such as ease of integration impact energy conservation intentions and present that routine practice correlates significantly with initiatives as $p = < 0.05$ and $r = .336$. This analysis presents that habits influence workplace energy conservation behaviour. Therefore, this analysis supports the stated the H3 as habitual and easy actions impact employee's motivations. It has been observed from the analysis that organisational incentives, cultures, and policies help to enhance motivations and intentions among employees. Therefore, the analysis accepts the H1, H2, and H3 by presenting the role of behavioural and psychological in enhancing the employees' intentions in terms of energy conservation at the workplace. The findings from the analysis support signifying habitual and individual factors to facilitate energy-conservation behaviours of employees at the workplace.

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4.3 Secondary Data Analysis

Thematic analysis

Theme 1: Psychological factors that impact employees' intentions to conserve energy in the workplace environment.

Various psychological factors influence the intentions of the employees in order to conserve energy in the workplace (Aziz *et al.* 2021). In this context, attitudes of the employees are a significant factor which help the organizations to design some reliable strategies for promoting the behaviours of energy savings. The attitudes of the employees among the energy conservation massively impact the overall intentions in case they view the energy saving as the

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beneficial part of the organization then they mostly try to engage it in an effective way. In recent times, employees who believe that the process of energy saving actions may impact the entire environment are motivated to conserve energy (Yu *et al.* 2021). Along with that, the employees who mostly associate the energy conservation with the benefits of the finance in the organization, are mostly inclined to participate. It is required to observe the employees who are practicing the energy saving behaviour by taking some effective actions.

Theme 2: Habitual and behavioral factors that direct employees to energy usage and conservation

The energy related behaviour of the employees has been shaped through the habits as well as it underlying the psychological mechanism (Weerasinghe *et al*. 2023). In this context, habitual factors are important as it creates automatic responses to any context and people can perform any work without any thought due to their habits. In this context, employees can consider routine practices including shutting down the computer after use and turning off light when it is not required, which is significantly important to save energy for the future (Vaidya *et al.* 2022). There are some environmental factors including light off, automated systems and motion sensors that massively help to save energy. Along with that, a long-standing habit is always helpful for the employees in order to adopt practices which are energy efficient. Apart from that, repeated exposure reminders also help employees for farming energy saving habits as well as forming new habits over the time.

On the other hand, behavioral factors also influence the employees by guiding the way and the reason that they can make their decisions about the usage of energy in the workplace. In this context, employees who have a high knowledge regarding the energy consumption as well as

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know the particular way to save energy are mostly important in engaging the energy saving behaviours (Sabbir and Taufique, 2022). Along with that, some convenient and simple solutions can be provided to the employees to encourage them to improve their energy saving behaviour. In the workplaces, employees prefer to save energy when he or she feel that it needs to be saved for the future and they have knowledge regarding the importance of energy saving (Akhound *et al.* 2022). In addition, clear and concise inventions can save energy by influencing personal attitudes as well as values which drive better and consistent action in the workplace. Employees need to gain their knowledge and understanding regarding the energy saving process, which will allow them to save energy for the future.

Theme 3: Organisational Culture and Policies

The organisations strongly influence their employees' perceptions and behaviour by aiming at energy conservation by the implementation of culture and standards. Assoratgoo and Kantabutra, (2023) found determinant of sustainability in the workplace is organisational culture which is the set of values and beliefs. These are held by a corporation together with the practices adopted in the firm that affect how people in the organisation manage and work on sustainability strategies. Similarly, Sharma *et al.* (2021) argued that when an organisation adopts an environmentally friendly culture within its working environment, energy-saving practices become part of the organisational culture among employees. This cultural transformation is facilitated by leadership as managerial support for energy conservation and must be complemented by personal examples to influence employees. For instance, leaders who use energy-efficient systems or avoid wastage set a good example to influence others. Akpa *et al.* (2021) found that it is important to integrate energy conservation behaviours into the

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organisation's management incentives and policies. It has been observed that leadership is the most significant element in promoting a sustainability culture in the organisation. In this context, Rasoulinezhad and Taghizadeh-Hesary, (2022) argued that leadership support for energy conservation can be obtained through the implementation and development of diverse policies that motivate energy-saving efforts among employees. The measures such as effective electricity usage, recycling mechanisms, wastage, and resource usage. These diverse policies with support from leadership can develop a sustainable organisation through the engagement of all employees. Oriade *et al.* (2021) argued that to integrate sustainable practice into an organizational culture there have to be standardised procedures in the form of policies and practices. Energy-saving policies such as recommendations on how energy should be used or measures that must be taken to ensure energy-saving equipment is used. These all can help the employees to understand the way they can incorporate sustainable practices into their work.

Theme 4: Sustainability Strategies and Practices for Organisations

Sustainability strategies in businesses are becoming significant to make sure environmental standards, improve corporate social responsibility and save on energy. Sustainability policies, processes, and measures help to protect the environment and establish bottom-line advantages in terms of efficient energy utilisation, and efficient waste disposal for organisations. Klein *et al.* (2022) stated that sustainability practices are most effective when both management and labour are involved and informed. This can be incorporated by training the employee on different aspects such as energy conservation and organisational sustainability. The diverse sustainable programmes may include training in techniques to reduce energy consumption, environmental waste management and water conservation in the form of seminars

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or open communication initiatives. Similarly, Adams *et al.* (2023) argued that different actions within the workplace can lead to better energy efficiency and reduced costs. These include switching off lights when not in use, utilisation of power strips for devices, and avoiding wastage of water. It has been observed that engaging employees in decision-making on the appropriate measures to be taken in establishing sustainability-competent organisational structures such as sustainability committees is significant. Opferkuch *et al.* (2021) found that some of the practical methods in terms of conserving energy are the establishment of efficient energy systems and equipment. Companies in the information technology sector can buy energy-efficient lighting, heating, cooling, and appliances which contribute to a reduced use of electricity. Subsequently, Raiden & King, (2021) stated that the use of smart thermostats, LED lights and efficient energy-consuming appliances such as computers, and printers are evident to be effective. Companies with a source of renewable energy in the form of solar energy or wind power in terms of energy supply can also boost sustainability and reduce the exhaustion of natural resources. Therefore, firms can present their ultimate commitment to sustainability by integrating energy-saving measures and infrastructures.

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4.6 Chapter Summary

This chapter discusses the findings obtained from a mixed-method approach to identify factors that influence the intention to conserve energy in the workplace. Different questions were asked of 101 participants to collect primary data. This primary data has been analysed with the help of SPSS while the secondary data were analysed through a thematic analysis and collected data from books, articles, and journals. Different themes have been framed that may influence the decision of employees to conserve energy, procedural and habitual aspects that define energy utilisation activities, cultural practices and policies affecting the usage of energy, and

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organisational sustainability initiatives. Primary and secondary findings are combined to analyse the perception of employees and the practices they should follow in the workplace and frame policies regarding energy savings to integrate energy conservation. This chapter presents constructive ideas for improving energy conservation measures in the workplace by focusing on different issues and cultural changes as well as the necessity of presenting sustainability as a key strategy in corporate.

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CHAPTER 5: FINDINGS AND DISCUSSION

5.1. Introduction

This chapter is entirely based on the previous data analysis chapter as this chapter found the overall discussion based on the data analysis which has been provided in the previous section. This chapter is significant in terms of finding important data and information regarding the research. Along with that, this chapter provides a detailed discussion based on the findings of the research as well as this chapter is important to gain knowledge and insight about the research. The overall discussion is based on the factors which are influencing the intention to conserve energy in the workplace. Along with that, this chapter is significant in the context of finding out the implications of the energy conversion based on the collected data. However, this chapter is significant to know about the research based on the primary as well as secondary data.

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5.2. Findings

The primary data analysis found that the research is positive in terms of outcome, the mean value of the analysis is 3.19 for energy saving and the practices of energy saving mean value is 2.81 and other value is 4.13. From the above section, it has been found that the value of the standard deviation is 0.354 which represents that the research is positive and the respondents provide positive answers. There is various SD values found from the above analysis 0.717 and 1.158 both values represent that the research is positive. However, the value of the SD indicates that the organizations have some weaknesses in the context of maintaining their energy conservation commitment related to the employee and organizational development. On the other hand, the above section also found that the public sector has the highest response of 35.6 percent

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followed by the non-profit companies with 24.8 percent and educational institutions with a 15.8 percent response.

The above data analysis found that corporations occupy relatively less at 13.9 percent and the SMEs occupy the least at 9.9 percent. In recent times, large organizations take a better energy conservation approach as compared to the SMEs (Hrovatin et al. 2021). On the other hand, the above section also found that nearly 62.4 percent of the organisations have an official energy conservation policy in recent times as well as 23.8 percent of the respondents responded that their organisation does not have any energy conservation policies, and another 13.9% were neutral as per the analysis. Most of the large organizations already implemented energy conservation policies compared to SMEs. From the above, the value of ANOVA also cleared and here the value of the F is 0.863 $P > 0.05$ and the F value for the organization support is $F = 0.237$ $P > 0.05$. This value indicates that the overall research is positive and the F value represents that the respondent acknowledged that the energy conservation process needs to be optimised more in order to get a better outcome in the near future.

From the above secondary thematic analysis, it has been found that the different psychological factors have influenced the overall intention of the employees of storing energy in the workplace. The discussion found that the energy savings is an important work that employees need to maintain for the betterment of the organization and it is equally important for the environment. Employee attitude is significant to describe the energy saving importance, employees need to be saved energy by maintaining a proper habit by switching off lights when it is not required and also switching off computers when it is not used (Liu et al. 2021). The above chapter also makes it clear that the overall process of energy savings significantly impacts the workplace environment. Organizations are required to motivate employees to save energy and

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they should provide training to the employees to ensure that they are doing energy saving activities within the workplace. The above data analysis also clears that a better energy saving procedure saves energy of the organizations which are important for them in order to save their money.

Therefore, it is mostly required to observe the employees who are practicing the energy saving behaviour by taking some effective actions in the workplace. On the other hand, the above data analysis also clears that the influences and social expectations both are included in their energy saving process. In the workplace, most of the employees prefer to save energy if they get good support from the management and their ability to save energy is also reliable as they take various approaches to save energy in recent times (Strielkowski et al. 2021). The above section also makes it clear that the organization also faces some barriers which impact the process of energy savings and most of the employees are now aware about the energy saving process and they are trying to maintain energy savings actions throughout their work in the workplace. Therefore, the above section found that organizations need to suggest and encourage their employees to save energy more for a better future. In this context, they should suggest some practices including turning the lights off and the computer off when it is not useful in the workplace.

The above section also found that the organization needs to take more approaches where they can encourage employees to practice more eco-friendly activities and always try to maintain an energy conservation approach in their work. In addition, the management of the companies needs to include this practice in the culture where they can encourage employees to maintain all the guidelines related to energy saving (Bilderback, 2024). On the other hand, they also advised to take some policies which are related to energy savings and these policies should be included in

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the organizational policies to ensure that they are practicing sustainable approaches by saving energy in the workplace.

5.3. Discussion

Based on the above findings it has been cleared that most of the organizations are currently trying to take better energy saving approaches and they are including this approach in their organizational policies. The above section proves that the value of standard deviation is positive, which represents that the overall research is positive and the respondents are answered that they agree that current organizational approaches are good and effective. Currently, most of the large organizations have taken sustainability approaches and they have included the energy saving practices in their work practice (Bharany et al. 2022). Along with that, day by day the importance of energy saving is increasing in the large size organizations as compared to the medium sized organizations, which represents that organizations are aware about the energy saving practices and they are trying to improve their energy saving approach. On the other hand, companies are also trying to include energy saving training to the employees to ensure that their employees are also aware about the energy saving process.

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There are some psychological factors which influence the overall practices of the employees and currently employees are following the organizational approaches by maintaining energy saving practices in the workplace. In recent times, most of the organizations are focusing on 2 basic activities such as turning off the lights where it is not required as well as shutting down the computer when it is not used by anyone (Farooq et al. 2021). These activities or initiatives significantly reduce energy in the organizations and it needs to be done more by the employees to ensure that they are also aware about the organizational energy saving approach. The above section found that there are some barriers that organizations are currently facing in

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managing the overall energy conservation process including poor approach of some employees. Some employees show a lack of interest in saving energy and do not have any habit of switching off light when it is not required and also shutting down the computer when it is not being used. In this context, organizations need to increase their employee engagement process, they should encourage the employees to make energy conservation practices as a habit.

On the other hand, organizations also need to increase their sustainability approach by using renewable energy such as solar energy to save energy. In most of the organizations, energy has been wasted due to the poor initiatives of the management and they show a poor intention to encourage and suggest employees to reduce their electricity use or use electricity when it is required (Khan et al. 2022). Apart from that, organizations need to manage the employees by ensuring they will take strict action against them in case they will waste energy without any use. They also need to suggest employees to maintain all the current policies which they have included to save energy for the organization. Companies also need to take a better approach in including energy conservation practices in the company's policy and mandate these policies for all the employees.

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However, the overall discussion makes it clear that the organization's needs to take a more effective energy conservation approach in order to improve the workplace environment by saving energy and it will be beneficial for the companies to save their money. On the other hand, this process also includes in the sustainability policies, which they should suggest employees to follow. The companies can install latest generation sensors which can shut down all the machines when they are not operating for a specific time period to save energy (Javaid et al. 2021). The overall research is positive as the respondents are mostly agreeing with the questions

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and they also acknowledged that energy conservation is significant for the organizations and environment.

5.4. Chapter Summary

This chapter is significant in terms of gathering ideas and knowledge which has been analysed in the previous data analysis section. This chapter mainly found that the primary research of this study is positive and most of the respondents agree that energy conservation is significant for the organization nowadays and employees also need to be more aware of this. On the other hand, the discussion chapter discussed that organizations need to take a better sustainability and energy saving approach by implementing this practice in their policy to make the organization and environment eco-friendly in the future.

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CHAPTER 6: CONCLUSION

6.1 Conclusion

In the end, it can be concluded that the energy conservation process within the work culture is quite effective. Eventually, a multifaceted approach is also required regarding the mentioned aspect. Some other crucial factors are also included within this aspect such as the different types of strategic dimensions, behavioural dimensions, and many more. The identification process and the understanding process of the psychological factors may affect the employee's behaviour towards the approach of energy-saving. Apart from that, organizations can aim at inventions that rely on the attitudes and beliefs of the employees. The mentioned factors mainly provide essential support in terms of managing intrinsic motivation between employees and it can influence the commitment to the energy-saving approach. Employees, habitual patterns along with behavioural patterns can play an important role in analysing the utilization of energy and its conservation. Encouraging the process of sustainable and unique habits mostly depends on the process of feedback along with reinforcement.

The recognition process of the daily norms helps in the monitoring process of positive reinforcement. Highlighting all the behavioural aspects is quite crucial for the implementation process of the energy-saving approach within the work culture of the organization. On the other hand, the influence of organizational culture and the different types of policies is not possible to avoid. In addition, culture needs to be prioritised for managing sustainability which can rely upon the commitment of leadership. Depending on the mentioned factor employees can be inspired and can adopt different types of energy-saving regarding approaches. Furthermore, the implementation process of the variable organizational policies is also required that helps to

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promote energy-efficient practices. Depending on this factor sustainable behaviour towards the energy saving behaviour can be adopted by the employees. Clear communication and providing daily training are also effective for managing the mentioned approach.

The research work on factors affecting the intention to conserve energy in the workplace reveals several important insights derived from primary data analysis using SPSS. Results indicate that both personal, organizational, and environmental factors influence employee intentions toward conserving energy by adopting energy-saving behaviors. The critical factor identified is the awareness among employees.

This study focuses on the role of organizational leadership in determining workplace energy conservation practices.Personal values and attitude were also observed to be other important predictors for energy conservation behaviors. Employees whose environmental values were high or, for that matter, felt a certain sense of accountability toward sustainability engaged in energy-saving practices regardless of whether the organization level was high (Akhound et al. 2022). Hence, another aspect that adds to the strength in the context of energy conservation involves developing a work environment that is harmonious with a sustainable culture along with individual responsibilities. In addition to these, it is also evident that environmental determinants, such as the availability of energy-efficient infrastructures, simple access to tools for energy conservation, and good workplace design influence energy-saving intention. The outcome also illustrated that once energy-efficient technology and practices become easily accessible to employees, such employees are going to adopt more of them to their daily schedules. In this research, the mixed methodology utilized a deep understanding of the problem by combining the quantitative data of SPSS analysis with the qualitative insights obtained from the surveys (Dawadi et al. 2021).

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This approach gave a wider view of how various factors interplayed and impacted energy conservation behaviors at the workplace. The key findings from data analysis, as substantiated by statistical findings, ensured that employee awareness, organizational support, personal values, and access to energy-efficient infrastructure played a pivotal role in forming the intention to conserve energy. Therefore, the research study concludes with the call for a multi-faceted approach towards energy conservation in the workplace. By increasing employee awareness, fostering organizational support, encouraging individual responsibility, and providing the necessary infrastructure, workplaces can significantly enhance energy-saving behaviors. This will not only lead to reduced energy consumption but also contribute to broader sustainability goals, creating a more environmentally responsible and energy-efficient workplace.

This study has found that the attitudes of the employees regarding energy conservation impact the overall intentions in case they view energy saving as a beneficial part of the organisation then they try to engage it in an effective way. Employees who believe that the process of energy-saving actions may impact the entire environment are motivated to conserve energy. Contrarily, it has been found that employees mostly prefer to conserve energy in case they feel that they are highly confident in their ability to perform as per the required actions in the workplace. This study has established that psychological factors of the employees are the largest determinants of the actual behaviour regarding their perception of sustainability at the workplace. It has been found that when employees manage to understand that sustainability is significant they become responsible in terms of their energy-saving actions. They try to take certain measures to reduce their energy consumption. Conducting energy-saving innovations in the workplace is evident to be significant in the organisational cultural approach. Thus organizational culture and energy conservation policies form the core of impacting energy

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conservation in an organisation. The results of this study indicate that employees' participation in energy-saving activities can increase when their organisation actively supports such efforts and supplies all the necessary measures needed to implement these practices. It has been observed that reward programs and energy-saving practices as a part of staff appraisal typically encourage organisational energy consumption responsibility practices which makes staff accountable and rewarded. It has been observed that motivating employees to have energy-saving habits including turning off electrical appliances when not in need can cause long-term conservation of energy. This study also found that psychological factors were observed to be significant for energy-saving at the workplace which encompasses personal attitudes and norms of employees with a sense of individual responsibility. The integration of renewable energy sources in organisations can improve the sustainability profile of businesses. This study presented that implementing sustainable management policies, culture and practices in organisations results in a lowering of energy consumption as there is a favourable environment that promotes this strategy. Hence, an effective policy should be implemented to facilitate the culture of improving sustainability in the workplace.

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6.2 Linking with objectives

Linking with Objective 1: The first objective of the study is to explore psychological factors that influence employee intention to conserve energy at the workplace. Hence, it completely focuses on psychological factors such as intuition or rationality to preserve energy. This particular objective has been primarily addressed in the critical literature review segment. Later, the thematic analysis of survey findings provided deeper insights into psychological factors associated with conserving energy at the workplace.

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Linking with Objective 2: The second objective lies in identifying the behavioural factors that influence employees in using and conserving energy. It involves organisational behaviour, discipline and individual behavioural characteristics that shape energy conservation at workplaces. Initially, this objective is discussed in the second chapter of the literature review to gather a preliminary understanding of behavioural factors. However, the data analysis chapter addressed this specific objective in detail based on the findings from the collected data.

Linking with Objective 3: The third objective is associated with exploring the influence of organisational culture, policies and benefits on employee behaviour regarding energy conservation. This research is linked with this objective through the study. However, the literature review, data collection and analysis chapters are directly linked with these objectives.

Linking with objective 4: The fourth objective is about recognising effective strategies to promote sustainability in the corporate environment. This objective has been addressed in every segment of the research including the conclusion and recommendation segments.

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6.3 Recommendations

- Promoting awareness regarding the importance of conserving energy at the workplace can influence employees both psychologically and habitually. Hence, organisations need to promote awareness campaigns on saving energy at regular intervals to remind individuals about its essence.
- Extrinsic motivations like recognition and rewards who put real efforts into conserving energy can influence behavioural factors significantly.
- Organisational leadership and policies should prioritise energy conservation to influence employees. In this regard, leaders need to set examples by committing additional efforts to save energy to encourage others.

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- Strict vigilance and surveillance of energy waste can significantly reduce energy waste by encouraging people to conserve energy.
- Furthermore, organisation need to promote environmental values and sustainable practices to directly influence employee habits of conserving energy at workplaces.

6.4 Future scope

The study involves a quantitative survey by collecting data from 101 participants based on the formulated questionnaire. All the questions were objective in type and thus they could not provide their subjective experience regarding conserving energy at workplaces. On the other hand, a thematic analysis has been taken into consideration to analyse the findings from the survey. In this regard, a quantitative analysis such as descriptive analysis, and ANOVA can give precise information. More specifically, face-to-face interviews with employees from different sectors can provide more critical insights; while thematic analysis based on both primary and secondary findings can enhance the quality of research outcomes in the future.

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