

# The Role of Employee Knowledge and Behavior towards Sustainable Development: An Investigative Study Based on Readymade Garments Industry of Chittagong, Bangladesh

Ariful Islam, Mazuwin Binti Haja Maideen, Abdul Rashid Bin Abdullah

**Abstract:** *The sustainable development topic of readymade garments sector speaks to a flawed picture considering distinctive sustainable issues as ecological impressions, workplace or factory security and labor rights. Therefore, sustainable point of view mostly in the readymade garments industry has distinguished as a noteworthy subject because of upsurge responsiveness related with ecological and social impacts of concern industry mainly at developing countries such as Bangladesh. In fact the present authoritative culture of focused industry is kind of dynamic and complex where the complicacy of employee behavior and concerns connected with sustainable development issues that may deliver misconception in regards to how to approach employee contribution plans towards sustainable goals. Therefore the objective of present research is to recognize the level as well as the impact and relationship among employee knowledge and behavior of sustainable development in Chittagong, Bangladesh. The study has consumed mixed method approaches considering participants from BGMEA enlisted industries of Chittagong. The obtained outputs show that reflected participants hold moderate level of knowledge and behavior towards sustainable issues. It has also been identified that knowledge has significant impact on behavioral pattern of employees and both variables contain a positive connection. The acquired insights may encourage both employee and concern management to find the basic elements to start efficient association towards sustainable development practices.*

**Keywords:** *BGMEA, International buyer, Strategy, Sustainable development.*

## I. INTRODUCTION

For years, readymade garments segment and sustainable issues are restricting each other as conflicting concepts where initial one demonstrating shorter product life cycle period, quick business profit when the second one backings product safety, stability, reusability in association with social and environmental concerns. However, sustainable development is a major issue in present stage of industrialization related with ready-made garments business (Ki and Kim, 2016).

The main idea of sustainable development for this industrial segment indicates a tactical out-line which may possibly managed considerably in expression of influence on the environmental harmony as well as social obligation. Actually, the success ratio in this industrial segment of Bangladesh as a developing country has shifted its position in global premises considering communal and economic improvement pointers. But in reality the contention because of ongoing series of circumstances related with factory safety, worker's health and violation of human rights (child labor) has additionally turned out to be exceptionally delicate issue at UN/ILO seminars on subject of sustainable development at readymade garments sector of Bangladesh (Zahura et al., 2016). Matter of fact, the EU region deals with majority of readymade garments exports from Bangladesh where general buyer's awareness related to various sustainable issues is very much immense. As a result the start of the progression of readymade garments sector towards sustainable development objectives in Bangladesh is significant considering future business prospects or opportunities. An effective scheme for sustainable development related with readymade garments industry indicates the importance of employee involvement based on insights about what is accepted, acknowledged and done (McCunn and Gifford, 2014). The interdependency within employee knowledge and behavioral pattern in matter of fact reveals the diagnostics about what is believed and completed in case of sustainable development (Ghosh et al., 2015). So, the relationship and influence of knowledge on behavioral pattern explains as a scholastic analysis instrument to obtain insights on how reflected employees endorse their understandings through their activities with aim to develop an efficient sustainable tactical outline.

## II. LITERATURE REVIEW

The fundamental portion of three pillar model was basically anticipated by famous research analyst Rene` Passet at 1979 (Benedek, 2012). The three-pillar model is a tactical idea since it frequently uncovers or depicts particular and practical changes that propel sustainable arrangements inside business sectors and institutional settings. The three pillars of structure is a multidisciplinary execution and arrangements situated approach that perceives best and versatile sustainable arrangements require the nearness of, and are driven by, each of the three columns as: a] environmental balance, b] economic advancement and c] social obligations.

Manuscript published on 30 January 2019.

\*Correspondence Author(s)

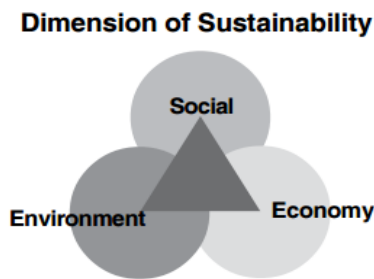
**Ariful Islam** Is working as Faculty of Economics and Management, University of Putra Malaysia, Malaysia.

**Mazuwin Binti Haja Maideen** Is working as School of Business & Management, Asia Pacific University Malaysia, Malaysia.

**Abdul Rashid Bin Abdullah** Is working as Faculty of Economics and Management, University of Putra Malaysia, Malaysia.

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

This model is structured based on social dimension however does not unequivocally consider the issue of human living standards or cultural values on the community.



**Figure 1: Three-pillar model of sustainable development**  
Source: Islam (2013); Rene` (1979)

In like manner another method to deal with sustainable improvement activities considering a fourth pillar has been proposed in Melbourne, Australia, affirmed at the Earth Summit 2002 (Holve, 2013). The cultural measurement has been incorporated as it shapes esteems, practices, states of mind, and approaches to gathering of information and contains the capacity to unite individuals (Zagonari, 2016). Indeed fourth column recognizes that a general public's dynamic quality is profoundly interlaced to the quality of its customary responsibility, articulation and festivity.

A few research investigations, for example, Balakrishnan (2012), Konkright (2015), Gupta (2015) more than once connotes concern employee involvement as a vital component and outcome of corporate commitment and sustainable advancement outline. This sensible activity contains direct or indirect impact on the emergence of sustainable improvement stage at readymade garments industry of Bangladesh through employee association. This idea is criticized by Vestal (2012) on premise of exposure of highest priority strategies and data in connection with the danger of costly disappointment or failure in regards to employee involvement activities. Then again, the study of Kanwar and Sharma (2016) additionally points the significance of efficient top-down/bottom-up correspondence strategies that holds the combination of employee involvement or commitment with respect to sustainable improvement issues. Recently, the conceptual structure of S. Chowdhury et al. (2016) exhibits society, workers (employee), environment and management (authority) as four instruments of sustainable practices which impact organization's business results based on return of speculation or investment, risk management, profit generation and business development. As a result business organizations need to adjust their employee's sustainable conducts, which actually indicates one of the four stated elements, to answer the developing solicitation of customers, partners and network as altogether commitments that really change the manners in which that people inhale and work. Nonetheless, employee involvement correspondingly can impacted by a few self-enthusiastic measurements, for example, knowledge and behavior in relationship with two way commitments, for example, responsibility and inspiration between an authoritative substance and its workforce (Shuck et al., 2017).

As per Broadbent (2015), behavior implies the style of guiding oneself or whatever that an individual gets ready

relating deeds and response to instigation. The scholar Moussa (2015) finds further that employee behavior as the enthusiastic technique in which employee answers to specific scenario or condition in the working premises. Same study indicates that as many elements direct a person's standard of conduct however according to job related adjustments it is fundamentally framed by their own mentality or qualities or understanding in relationship with respective organization's corporate values. Leading to this the subject of employee behavior of sustainable advancement has grown logically noteworthy as further and further authoritative elements suggest manageable change or corporate social responsibilities strategies. In the event of general standard organizations, sustainable advancement or development strategies can recuperate in entire ecology and community responsive execution, completely when concern employees are engaged with the extension of these strategic plans (Capaldi, 2016). In fact the study of Brand (2013) clearly points that it is indispensable for guideline makers to recognize which employee behaviors should have been used suitably and which ones important to be changed in regards to shape appropriate sustainable advancement activities.

On the other hand the core of any advancement activity at any portion is basically knowledge or understanding. A great part of the baseless actions and ecological obliterations are because of absence of manageable knowledge. Another famous scholar Barnes (2014) explains further that knowledge or understanding is connected with confirmations, insights, data, belief systems and thoughts absorbed through association, learning or investigation. The study of Van Kerkhoff (2014) elucidates the significance and propensity of picking knowledge of sustainable development for organizations as it may improve them with competitive advantage over their business rivals. It has been detected that to obtain affirmative mind setup regarding any topic, individuals require understand the subject properly.

The investigation of Rubin (2012) contends that the association amongst knowledge and behavior measurements critical where exact knowledge base is interrelated to include a greater amount of the recommended conducts or actions, however in general up to a sensible level of comprehension. The situation signifies, knowledge about particular point may possibly effect on exact behavioral example, yet as a rule under specific criteria. Contrarily, another literature of Carmi et al. (2015) focuses, sustainable understanding can convert into practical behavior or activity with the assistance of sentimental issues about sustainable development. Notwithstanding, knowledge level can exceedingly effect on mindset towards sustainable improvement issues and can create responsible behavioral pattern since the profundity of what individual can understand. So the authority or policy makers need to center around suitable plans identified with build up the knowledge level of investors or other sta

### **Theoretical Framework**

The theory of planned behavior (TPB) began as the theory of reasoned action in 1980 to anticipate a person's expectation to participate in a conduct at a particular time and place (Ziadat, 2014).

A balanced depiction or addition of TPB display incorporates another measurement, for example, the possibility of self-confidence (Baranowski, et al., 2014).

The key part to this model is behavioral purpose; conduct aims are affected by the state of mind about the probability that the conduct will have the normal result and the abstract assessment of the dangers and advantages of that result. The TPB states that behavioral accomplishment relies upon both inspiration (expectation) and capacity (conduct control). Then again, in this model information component or understanding (knowledge) holds an unmistakable impact on person's social standards or principle and detected behavior controlling limit through the measurement of mindset (Maichum et al., 2016). Moreover, the investigation of Karampour and Bojarpour (2012) uncover a noteworthy point that if there should arise an occurrence of sustainable understanding, it has a thankful association with mindset at TPB and may possibly firmly persuade the standard of conduct of any individual.

### Research Framework

The theoretical structure of present investigation activity has consumed independent factors as knowledge and dependent factor as behavior of sustainable development. Through the exploration achieved by the researcher, there is following aim that should be inspected:

Objective one: The level of knowledge and behavior of sustainable development among the employees.

Objective two: The connection between employee knowledge and behavior.

Objective three: The impact of employee knowledge on behavior.

### III. METHOD & MATERIALS

In the investigation, an outline was proposed and tested on reflected sample of 150 readymade garments employees (white-collar) in Chittagong, Bangladesh. In any case, this present research organizes judgmental testing strategies concerning white-collar level workers as a result of the multifaceted nature about the subject of sustainable development and related measurements. While directing the research, here the researcher has utilized self-guided survey forms containing two sub areas in order to extract essential information. The investigation additionally incorporates a few semi-organized interview processes achieved with relationship of administrative or managerial level representatives. These meetings enable the researcher to investigate the assessments of the participants about a specific point in more definite way.

### IV. RESULTS

The obtained findings show that the level of employee knowledge of sustainable development is moderate (SD=.167) but very adjacent to high degree of understanding whereas the level of employee behavior also indicates also moderate (SD=.359) involvement towards sustainable activities within concern industrial sector. The research initiative has also endeavored to explore the connection between knowledge and behavior identified with sustainable development using Pearson Correlation Coefficient. In this way, it shows that employee knowledge and behavior contain a moderate, positive association among

them ( $r=.315$ ,  $p<0.0005$ ). Then again, considering p-value lesser than 0.05 (Sig<0.05), independent factor knowledge holds critical effect on behavior towards sustainable development considering the reflected participants of readymade garments industry, Bangladesh. In the final outline, it has been detected that control measure knowledge is statistically significant predictors of behavioral factor.

### V. DISCUSSION

The research investigation of Ahmad and Noor (2015) has distinguished high level of knowledge and high level of behavior towards sustainable improvement activities among 895 participants from 16 Malaysian colleges/universities. In fact, effective coordination among instructors, administration and students/officials may play the essential contributing part in regards to limit gap in participant's understanding level and behavioral pattern concerning sustainable issues. However, the present study indicates reasonable to high level of knowledge that signifies fundamental ideas about sustainable concerns, acceptable intellectual capacity as well as presence of sustainable compliances session within concern industrial segment. By and by, moderate level of behavior among employees likewise demonstrates ideal exercises with respect to sustainable compliances of the industry. In reality, behavior towards sustainable advancement really holds option to enhance at higher degree considering effective administration approaches. The researchers Robb and Woodyard (2011) have established a strong association among knowledge and behavioral pattern in light of finance related consciousness of 1488 participants. Actually, individuals are normally very careful about monetary contemplations identified with finance related understandings and exercises. In the current study, the majority of reflected employees know about the causes why sustainable advancement is required in concern industrial sector and adjusting or regulating their exercises accordingly. However, the study also detected presence of several barriers such as inefficient management procedures, gender disparity, and extra-work pressure due to lead-time in daily operational activities of reflected employees. Here, this overall scenario may conceivably energize the reasonable connection among knowledge and behavior towards sustainable development. Then again, Wilson (2014) has likewise discovered that personal opinion or mindset holds more prominent noteworthy effect on behavioral pattern contrasting with knowledge at working premises. Here, the participating engineers have particular attitude keeping in mind the end goal to execute particular behavior as per administrative strategy. This may possibly be the fundamental hidden reason of this critical impact. In case of present study, knowledge is conversely the more noteworthy indicator of employee behavioral of sustainable development contrasting with other factors in concern fragment where understanding or comprehension is basic or core impetus to include workforce towards sustainable behaviors. The sustainable understandings have huge effect on employee behaviors related with balanced way of life to lessen waste, personal energy saving exercises, work with charities as volunteer and so on.



## VI. CONCLUSION

The research findings and insights of this study may conceivably have a crucial impact towards the change identified with sustainable development in relationship to employee involvement in readymade garments industry of Bangladesh. The discoveries and interrelationships among knowledge and behavior both employee and management may ready to distinguish the key variables to start employee contribution towards sustainable economic targets. The results will demonstrate what is known, accepted and practiced on with respect to sustainable issues among the representatives of concern industry. Along these lines, it might exhort an intervention strategy that additionally reflects nearby environment and social qualities. In this way, the study results can ready to help the policy creators to calibrate their rules with respect to sustainable economic issues of concern industrial segment.

## REFERENCES

- Baranowski, Tom et al. "Are Current Health Behavioral Change Models Helpful In Guiding Prevention Of Weight Gain Efforts?". *Obesity Research* 11.S10 (2014): 23S-43S. Web.
- Barnes, Niles. "Institutional Attempts To Measure Student Sustainability Knowledge". *Sustainability: The Journal of Record* 7.2 (2014): 104-108. Web.
- Benedek, Andrea. "Studying The Environmental And Social Aspects Of The Three-Pillar Sustainability Model In The Corporate Practice". *E-conom* 1.2 (2012): 90-105. Web.
- Brand, Ralf. "Facilitating Sustainable Behavior Through Urban Infrastructures: Learning From Singapore?". *International Journal of Urban Sustainable Development* 5.2 (2013): 225-240. Web.
- Broadbent, D. E. *Behaviour*. 1st ed. [Place of publication not identified]: Psychology Press, 2015. Print.
- Capaldi, Nicholas. "New (Other?) Directions In Corporate Social Responsibility". *International Journal of Corporate Social Responsibility* 1.1 (2016): n. pag. Web.
- Carmi, Nurit, Sara Arnon, and Nir Orion. "Transforming Environmental Knowledge Into Behavior: The Mediating Role Of Environmental Emotions". *The Journal of Environmental Education* 46.3 (2015): 183-201. Web.
- Conkright, Todd A. "Using The Four Functions Of Management For Sustainable Employee Engagement". *Performance Improvement* 54.8 (2015): 15-21. Web.
- Holve, Erin. "Ensuring Support For Research And Quality Improvement (QI) Networks: Four Pillars Of Sustainability — An Emerging Framework". *eGEMs (Generating Evidence & Methods to improve patient outcomes)* 1.1 (2013): n. pag. Web.
- Kanwar, Dipti and Pooja Sharma. "Employee Engagement: Identifying Gaps In Hospitality Industry" To "Employee Engagement: An Overview". *South Asian Journal of Marketing & Management Research* 6.10 (2016): 70. Web.
- Karampour, Shahrzad and Mojtaba Bojarpour. "An Implementation Of TPB Method For Learning Important Factors Influencing Knowledge Sharing". *Management Science Letters* 2.7 (2012): 2293-2300. Web.
- Ki, Chungwha and Youn-Kyung Kim. "Sustainable Luxury Fashion Consumption And The Moderating Role Of Guilt". *Fashion, Industry and Education* 14.1 (2016): 18-30. Web.
- Maichum, Kamonthip, Surakiat Parichatnon, and Ke-Chung Peng. "Application Of The Extended Theory Of Planned Behavior Model To Investigate Purchase Intention Of Green Products Among Thai Consumers". *Sustainability* 8.10 (2016): 1077. Web.
- McCunn, Lindsay J. and Robert Gifford. "Do Green Offices Affect Employee Engagement And Environmental Attitudes?". *Architectural Science Review* 55.2 (2012): 128-134. Web.
- Moussa, M. "Monitoring Employee Behavior Through The Use Of Technology And Issues Of Employee Privacy In America". *SAGE Open* 5.2 (2015): n. pag. Web.
- Robb, Cliff A. and Ann S. Woodyard. "Financial Knowledge And Best Practice Behavior". *Association for Financial Counseling and Planning Education* 22.1 (2011): n. pag. Web. 4 Mar. 2017.
- Rubin, David H., Laurie J. Bauman, And Jennifer L. Lauby. "The Relationship Between Knowledge And Reported Behavior In Childhood Asthma". *Journal of Developmental & Behavioral Pediatrics* 10.6 (1989): 307-312. Web.
- Shuck, Brad et al. "Human Resource Development Practices And Employee Engagement: Examining The Connection With Employee Turnover Intentions". *Human Resource Development Quarterly* 25.2 (2014): 239-270. Web.
- Van Kerkhoff, Lorrae. "Knowledge Governance For Sustainable Development: A Review". *Challenges in Sustainability* 1.2 (2014): n. pag. Web.
- Vestal, Katherine. "Which Matters: Employee Satisfaction Or Employee Engagement?". *Nurse Leader* 10.6 (2012): 10-11. Web.
- Wilson, C. R. (2014). Measuring the Effectiveness of Education for Sustainable Development Interventions for Effecting Change in Knowledge, Attitude and Behaviors toward Sustainable Development. (Doctoral dissertation). Retrieved from <http://scholarcommons.sc.edu/etd/2690>
- Zagonari, Fabio. "Four Sustainability Paradigms For Environmental Management: A Methodological Analysis And An Empirical Study Based On 30 Italian Industries". *Sustainability* 8.6 (2016): 504. Web.
- Zahura, Kaniz Fatema Tuz, Farzana Islam, and Saidur Rahman Mashreky. "382 Assessment Of Occupational Safety Situation In Ready-Made Garment Sector Of Bangladesh". *Injury Prevention* 22.Suppl 2 (2016): A140.1-A140. Web.
- Ziadat, Mamdouh T. AL. "Applications Of Planned Behavior Theory (TPB) In Jordanian Tourism". *International Journal of Marketing Studies* 6.2 (2014): n. pag. Web.

## AUTHORS PROFILE

**Ariful Islam** Is working as Faculty of Economics and Management, University of Putra Malaysia, Malaysia.

**Mazuwin Binti Haja Maideen** Is working as School of Business & Management, Asia Pacific University Malaysia, Malaysia.

**Abdul Rashid Bin Abdullah** Is working as Faculty of Economics and Management, University of Putra Malaysia, Malaysia.