



The Relationship between Emotional Dimensions of Sustainable Development among the Employees of Readymade Garments (RMG)

Abdul Rashid, ABDULLAH,^{a,*} & Ariful, ISLAM^b

^{a,b}Department of Management and Marketing, Faculty of Economics and Management,
University Putra Malaysia, 43400 Serdang, Selangor

*rashidabdullah@upm.edu.my

Abstract- Readymade garments (RMG) industry of Bangladesh are lesser revealed to sustainable outlines that originating avoidance related with standard health and safety provisions, labor rights, women safety, child labor, pollution, waste disposal and ground water depletion. Recently there are also several safety hazards by way of fire incidents and building collapses which caused death and injury of thousand or garment workers at Bangladesh. Actually a suitable sustainable development scheme for this industry includes the insights of proper employee involvement based upon what is known (knowledge) and done (behavior). So the study aims to investigate the relationship between knowledge and behavior which reflects the complication between what is in fact known and what is done in case of sustainable issues. The study has used both questionnaire survey and interview procedures on 10 BGMEA registered factories of Chittagong to recognize the connection between knowledge and behavior. The target populace of the study has been limited only to the white collar employees. However, the study identified that employee knowledge and behavior of sustainable development contains a moderate, positive relationship ($r=.315$, $n=150$, $p<0.0005$). The accumulated results can possibly assist both employee and concern industry to explore the critical dynamics to initiate suitable involvement towards sustainable development objectives.

Keywords: BGMEA, employee, strategy, sustainable development.

Introduction

The formation of commercial infrastructures that can provide the job-related options and facilities that are critical to humanoid wellbeing while concurrently minimizing the probability that we will brutally destruct the ecological coordination on which we all depend on is one of the ultimate trials facing business entities at present (Ernst and Sailer, 2015; Wadley, 2015). Accordingly, business organizations initiate to detect their accountabilities towards, not only the investors but the ecology and society through various sustainable reflections. The dimensions of global readymade garments & textile business characterize a criticized image considering diverse sustainability matters from carbon emission, factory safety to labour rights. Subsequently, sustainable standpoint essentially in readymade garments (RMG) industry has recognized as burning topic due to upsurge alertness with unwanted natural and communal impacts of concern industrial sector mostly at developing counties. In reality, RMG industry of Bangladesh is struggling with sustainable development issues which may perhaps very crucial for future expansion of this sector and for the overall monetary advancement of Bangladesh (Ki and Kim, 2016). However, an effective sustainable expansion tactics for this industry in Bangladesh may perhaps embrace the insights of appropriate employee contribution based upon what is accepted or known and completed. Successively, employee contribution is a vital management tool for entire workforce to mature into more committed to RMG's sustainable aims based upon the connection in between self-emotional extents such as knowledge and behavior of sustainable development.

Literature Review

The Brundtland Commission initially explained sustainable improvement or development concept where hundreds, if not thousands, of reputed researchers or scholars have communicated their specific dissimilar thoughts about the topic (Calder, 2016). In point of fact the concept exemplifies the requirement of fiscal upgrading along with the preservation of natural resources grounded upon supporting each other properly. Hamilton Wentworth Regional Council (2014) at UNESCO conferences discovers this concept at further extent as:

Sustainable Development is positive change which does not undermine the environmental or social systems on which we depend. It requires a coordinated approach to planning and policy making that involves public participation. Its success depends on widespread understanding of the critical relationship between people and their environment and the will to make necessary changes. (p.03)

In the event of readymade garments (RMG) industry sustainable development issues reached attention when fast fashion method attained boost at the close of 1990s when reputed brands initialized competition with each in order to capitalize on their turnovers where globalization criteria had appeared swiftly causing average ranged brands to move their factory arrangements to developing countries considering labour and production expenses are a portion of those in European region (Polese and Blaszczyk, 2012). This process comprises low costs and speedy operational conducts, shorter PLCs (Product life cycle), possible escalation in contamination level and trend in the direction of throw away attitude. Conversely, ecological awareness within customers of RMG products has expanded during last few years whereas over 66% of them evade brands with sustainable disputes (Sheldon and Lee, 2015). Actually, the formation of sustainable RMG linked with the views of slow fashion where different clothing, textiles and accessories that are formed or manufactured, distributed and used up in the furthest sustainable method probable creating an option for both environmental and socio-fiscal concerns (Cervellon and Carey, 2011; Roy Choudhury, 2013). Here, under this approach diverse range of stakeholders including concern workforce have an obligation to effort in an integrated mode to improve existing working settings at factories, supply chain tactics, sales outlets connected with decent ethics and optimum activities related with sustainable compliances. However, this indication surfaces condemnation as this is immensely be subject to the connection among workforces in developing territories and reputed companies from advanced regions in view of reasonable compensation policy where this has been verified insufficient for workers or employees to survive properly under a standard life style (Ansary and Barua, 2015; Yang, 2013). But may possibly this concept breeds prospects for Bangladeshi RMG sector to nurture into future sustainable frontrunner while filling the required responsibilities and compliances.

Nevertheless, readymade garments (RMG) sector significantly contributes as vital monetary driver in country's financial progress; there are numerous alarms that frustrate its course in the direction of sustainable achievements. Thus, this industrial segment has been on constant glance over of policy making agencies, concern trade unions, investors as well as worldwide green activists inspiring sustainable and acceptable development (Derlukiewicz, 2014). Bangladesh garments manufacturers and Exporters association (BGMEA) the concern central authority has categorized sustainability matters based upon factory health & safety and environmental issues such as unwanted garments waste controlling, underground water level exhaustion, contamination problem, carbon discharge in connection with renewable energy source. Especially the topic of health and safety in Bangladeshi RMG is very sensitive which in a straight line impact the competitiveness of business at global market premises (Iqbal et al., 2010). At April 24, 2013 the whole world witnessed with tremor as a multi storied solid building familiar as "Rana Plaza" cracked, distorted and in the end collapse over the employees inside its operational units (Comyns and Franklin-Johnson, 2016). This terrifying collapse noted as the most horrific industrial disaster ever happened anyplace in the globe by means of more than 1100 employees were killed and further than 2500 five individuals found as severely injured. As a result, numerous international buying agencies already acknowledged not to contract with factories which hold problematic health and safety standards at RMG sector where a proper sustainable tactics is extremely compulsory to convert country's reasonable advantage into competitive gain. Furthermore, most of the RMG setups have a common inclination to dispose their unwanted

production wastes at adjacent empty domains or river banks. Improper handling of waste from readymade garments industry in Bangladesh is exceedingly convict by concern buyers or international agencies as the industrial unit has prejudiced coastal biological conservation, cleanliness of water along with agricultural lands of adjoining areas (Zabin, 2013). On the other side, information issued from DFID discloses that shockingly 60% of female employees have experienced severe hassle at factory premises (Ansary and Barua, 2015). Moreover, working females are distinguished in terms to access fairly salaried decision making designations whereas near about seventy three percent (%) of women assistants paralleling to their men colleagues did not obtain even the least remuneration set by the management (Saha and Mondal, 2015).

The landscape of the sustainable expansion at readymade garments sector is ultimately not fully in vision of moral configuration, but rather on commercial output or executional course. But it has been observed that sustainability schemes are often shape by management entities or concern authorities disregarding the opinions or understandings of other common workforces who are intensely linked with organization's commercial outcomes (Norton et al., 2014). Then again the concern employees can do to subsidize to sustainability objectives or schemes at factories and lessen the inclusive influence on the environmental surroundings. Basically several dimensions for instance the social order, workforces or employees, environmental balance and management as of sustainable activities which impact commercial outcomes in expressions of ROI (return on investment) , management of risk, profit margin and business expansion (S. Chowdhury et al., 2016). In point of fact it indicates the importance of a proper coordination or communication procedure in connotation with practices of individual's operative accomplishments and private ethics or standards that can possibly provision concern sustainable development targets. Therefore, it may possibly practical to adjust strategic outlines grounded upon knowledge and behavior of sustainable development among employees of RMG sector which in certainty agrees emotional sensitiveness for sustainable improvement objectives regarding concern sector of Bangladesh.

Here behavior can be expressed as the outline of directing oneself or whatsoever that any person formulates connecting conducts and response to provocation (Broadbent, 2015). The study of Moussa (2015) explores behavior of employee as the responsive practice in which workforces react to specific situations or surroundings considering the operational premises. Though, employee behavior towards sustainable initiatives exemplifies regulating one-self en route for sustainable objectives associated with organizational aims (Norton et al., 2017; O'Riordan and Stoll-Kleemann, 2015). In the event of conventional institutions, sustainability improvement strategy can recuperate general natural balance and society responsive outcomes, undeniably when concern workforces are engaged in the execution of these projects (Capaldi, 2016). On the other side substance of any improvement activity at any sector is eventually knowledge or understanding. In effect knowledge is interrelated with confirmations, information, data, philosophies and concepts embraced through participation, contribution, learning or assessment (Barnes, 2014). Greatly of the inexcusable deeds or conducts and damage of natural balance are owed to lack of sustainable understandings. The significance and inclination of obtaining knowledge or understanding of sustainable issues among employees for companies as it may possibly increase them with competitive business advantage over their other market contenders (Kerkhoff, 2014). On the contrary incorrect understanding or fractional knowledge level or conflicting traditional sentiments may perhaps produce complications in recognition of sustainable schemes at any stage (Hopkins, 2012). Some studies debate that the link between emotional dimensions such as knowledge and behavior may possibly sort of complicated where specific understanding is consistent to relating more of the recommended conducts, but only up to a rational extent of understanding (Carmi et al., 2015; Rubin et al., 2012). Generally knowledge regarding some exact topic can influence on precise activity pattern but only considering some coherent criteria where knowledge of sustainable development may convert into behavior towards sustainable initiatives with support of sensitiveness about sustainable issues.

Theoretical Framework

The Prism of sustainability model has been shaped by the German Wuppertal Institute (GWI) which in point of fact is an alteration of basic three pillar concept; clarifies sustainable progress with

assistance of an accumulation of organizational entities (Derlukiewicz, 2014). At this point compact institutional foundation is important to construct, implement, relate and judge essential tactics, guidelines and ordinance towards sustainable initiatives. Consequently communal strength is also authoritative as the social dimensions may comprise the awareness, practical and shared competency to follow the necessary compliances in order to support towards sustainability edges. At another side, an upgraded framework has emerged at 1981 termed as theory of planned behavior (TPB) with an objective to explore that requiring behavior is executed through the requiring the intent to complete that Behavior or activity or conduct (Ziadat, 2014). It in point of fact assumes subjects' determination to comprise in a behavior or conduct or activity at a specific time period and setting. The framework anticipated to simplify diverse range of activities above which subject individuals have the ability to imply self-adjusting procedures. Here, knowledge component clutches a distinctive consequence on subject individual's common customs or values or standards and detected Behavior adjusting aptitude through the aspect of opinions (Maichum et al., 2016). This method may possibly function as an intangible structure for sincere communication schemes and other strategies considered influencing employee behavior configuration towards sustainable accomplishments within organizations.

Research Framework

The hypothetical outline of current research has conceded variables such as knowledge and behavior of sustainable development among the employees. Here knowledge is independent variable whereas behavior towards sustainable development denoted as dependent variable (Figure 1).

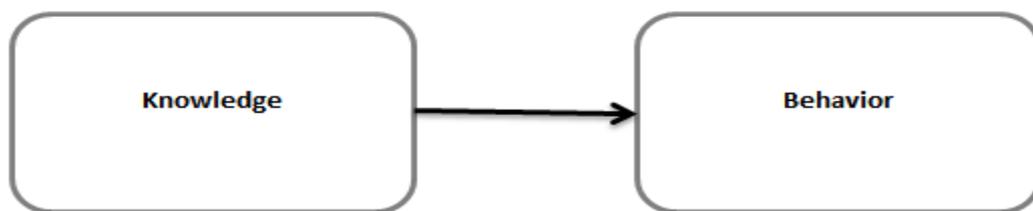


Figure 1: Research Framework

Over and done with the exploration accomplished by the researcher, there is succeeding hypothesis that will be established as there is presence of positive relationship between knowledge and behavior of sustainable development among employees of readymade garments (RMG) industry in Chittagong, Bangladesh.

Methodology

In present study the researcher has been utilized a purposive- judgmental sampling tactic under non-probability classification to confront to some standards from considered respondents. The respondents of this study have been constrained predominantly to the employees of ten reputed RMG factories (BGMEA enlisted) of Chittagong, Bangladesh. Self-regulated questionnaire approach has utilized to obtain needed info in affiliation with two sub areas. Successively, the endeavour to measure knowledge and behavior of sustainable improvement among considered respondents is grounded upon International Institute of Sustainable Development (IISD) surveys which reflect the strategic sides of concern topic from dissimilar angles in link with society, natural balance and economy. The methodology also combines several semi-structured interview procedures satisfied with association of designated participants that allows the researcher to examine the suppositions about a precise argument in broader course.

Results

Aggregate of N=150 participants are divided into four age clusters where the subdivision of 21-25 years of age comprised by 37.3%, 31-35 years of age covers 23.3% and on the other side 35+ or older group point out 19.3% of the entire respondents. The majority of the respondents hold degree qualification which comprised by 46.7%, besides 40.7% of total considered employees have at least 1-5 years of related operational experiences in concern industrial sector. Consequently, the outcomes (Table 1) show that knowledge and behavior of sustainable development mutually have positive

relationship among considered employees of readymade garments (RMG) industry in Chittagong, Bangladesh ($r=.315$, $n=150$, $p<0.0005$). Making an allowance for p-value minor than 0.05 ($\text{Sig}<0.05$), independent variable knowledge embraces significant influence on behavior among the considered participants. As a result, knowledge ($B=.262$, $p<0.001$) extent is statistically substantial predictor of behavior towards sustainable development approaches and holds the prospect of further improvement.

Table 1: Correlation among variables

Variable	1	2
Knowledge	1	
Behavior	.315**	1

Note: ** Correlation is significant at 0.02 level (2-tailed)

Discussion

The obtained outcomes illustrate as the moderate connection between knowledge and behavior among considered employees actually offers an indication rather than precise causation. Subsequently, this relationship specifies intense possibility that when administration delivers suitable knowledge of sustainable development to workforce through proper communication or awareness schemes, training and development (T&D) projects the extent of behavior approving to sustainable initiatives is expected to upsurge at readymade garments (RMG) industry. However, the investigation of Radovic and Hasking (2013) has explored a relatively weak connection between knowledge and behavior related to non-suicidal self-created wound among teen or young generation whereas this kind of wounds may happen by coincidence rather than on basis of lack of awareness or understanding. Conversely, Robb and Woodyard (2011) have recognized a strong association between knowledge and behavior based upon economic consciousness of 1488 participants as human entities are generally very thoughtful or responsive about monetary concerns related to fiscal considerations and accomplishments. At this instant, most of the reflected employees of present study basically contain sufficient educational base and more than a few years of operational involvements in concern industrial sector of Chittagong, Bangladesh. They hold the considerations about the significance of sustainable development both at institutional and subjective level. Furthermore sustainable development sessions are common in readymade garments (RMG) industry conducted through BGMEA, international buyers or NGOs where these sessions mainly aim to develop employee understanding and connected activities towards sustainable compliances in concern sector. In fact there is existence of some kind of interdependency which is essential in order to make employees to realize about sustainable matters and standardize their doings consequently as per compliances. Here, appropriate knowledge clearly supports employees to know about sustainable issues to produce sustainable behavior conferring to RMG compliance whereas poor understanding may perhaps hinder the liable doings towards sustainable initiatives.

Conclusion

This association between Knowledge and Behavior among employees may possibly serve a critical part in the direction of the alteration related to sustainable expansion in Readymade Garments (RMG) Industry, Bangladesh. Making an allowance for accumulated outcomes and insights among Knowledge and Behavior of sustainable progress, both workforce and institution may capable to detect the crucial dynamics to initiate employee participation en route for sustainable schemes. Grounded upon the limitations and insights, management can outline proper strategic communication methods to control or develop employee doings appreciative towards sustainable objectives of the concern industrial sector.

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