

# Study on the influence of internal and external environment on workplace behavior

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## Abstracts

As the most common form of existence in economies, small and micro enterprises play an important role in promoting the development of individual economy, providing employment opportunities, and promoting poverty alleviation. This paper explores the influence mechanism of the internal and external environment of small and micro enterprises in the workplace, and forms a theoretical model. The results show that the internal and external environment has a positive influence on the pro-environment behavior, mediating the attitude, and regulating the internal and external environment of the employees.

**Keywords:** Small and Micro Enterprise Employees Workplace; Pro-Environment Behavior; Internal and External Environment

## Introduction

Small and micro enterprises are a general term for small and micro enterprises, family workshop enterprises and individual industrial and commercial businesses. It was first proposed by the economist Lang Xianping in 2011. The focus of both the real industry and the theoretical circle is mainly to reduce the tax burden of small and micro enterprises, increase loan support, and promote their benign development.

At present, most of the research on environmental behavior literature mainly from the perspective of rational behavior theory, some think the main factors affecting environmental behavior including behavior attitude, subjective norms, personal behavior control, some scholars think that mainly influenced by the staff's cultural background, value orientation, for the main factors affecting the workplace pro-environment behavior have no unified research path, which provides the research gap for this paper. Therefore, the problems proposed in this paper are mainly the influence of internal and external environmental factors of small and micro enterprise employees on their pro-environmental behaviors.

Attitude and subjective norms jointly determine the individual's behavior intention, which then affects the behavior (Ajzen and Fishbein 1980:88-96). Organizational atmosphere is the subjective perception of the organizational environment of employees (Duan Jinyun, Wang Juanjuan, Zhu Yuelong, 2014: 1964-1974). This herd mentality makes it not feel guilty about their own environmental behavior, let alone form a positive pro-environmental attitude. (Wei Qingwang, Sun Jianmin 2013: 751-760)

In recent years, China has increased the support for small micro enterprises, under the support of financial, fiscal and taxation policies, "much starker choices-and graver consequences-in period", the new small micro enterprises accounted for more than ninety percent, the number of nearly 52 million, small micro enterprises reached more than 800, accounting for 90% of all industrial enterprises above designated size, enterprise contributed 80% of the employment, more than 60% of the GDP, small micro enterprise employees

constitute a huge group of employees. Whether the employees of small and micro enterprises have pro environmental behavior is of great significance to the benign development of China's environment.

### **Theoretical principle**

Most of the literature identifies the organizational level as responsible for these issues, using different theoretical foundations at different periods. A common feature of pro-environmental behavior concerns a behavior centered on environmental benefits (Steg, Bolderdijk, Keizer, & Perlaviciute, 2014: :104-115). The origin, evolutionary nature of these theories re-verify the background relevance and complexity of the study of environmental problems.

#### **1 Value-Belief-Gauge Theory**

The theory of value-belief-norm (VBN) divides behavior into four major types. This theory determines the behavior mainly based on beliefs and normative steps. The four steps included in the theory are the individual values, ecological world view (NEP), the awareness of consequences (AC), the perception of threat (AR), and personal norms. There are three types of personal values: biosphere values, altruism, and egotism. Personal norms are activated by values, NEP, AC, and AR. When individual norms are fully activated, they will have an impact on the four categories of behaviors.

#### **2 Theory of Rational Behavior**

Theory of Reasoned Action (TRA) was mainly proposed by Fishbein and Ajzen in 1977 to analyze the influence of attitudes on individual behavior. The basic assumption is that people are rational and will consider the meaning and consequences of their own behavior before a certain behavior is taken. The theory consists of four aspects, namely, attitude, subjective norms, behavior intention and behavior. Attitude indicates that the positive or negative emotion of a certain target behavior is determined by the main belief in the behavioral outcome and the importance assessment of the result; the subjective norm is the individual's perception of the desire to adopt a certain behavior, the degree of trust in how to do it, and the level of being consistent with others. Behavior intention is a measure of what people intend to engage in a particular act, and it is a will. Attitude and subjective norms jointly determine the individual's behavior intention, which then affects the behavior (Ajzen and Fishbein 1980:88-96).

### **Research hypothesis**

The main purpose of this study is to study the environmental predictors of environmental behavior of employees of Chinese small and micro enterprises in the workplace. When constructing the conceptual framework, mainly based on the case study of PC equipment manufacturers, it found the pretest variables and their mechanism of environmental behavior, and determined the variables in the established TPB theory, TRA theory, comprehensive action determination model theory (CADM).

#### **1. Relationship between the internal and external environment and pro-environmental behavior of the employees of small and micro enterprises**

In the process of analysis, many researchers have no real separation between their own behavior changes and psychological cognition, and some scholars even turn the two into equal numbers. Of course, some researchers believe that their own behavior and psychological cognition are not consistent. For example, in terms of commodity purchase, some scholars conclude that buyers have differences in the safety attention and willingness to buy goods.

However, in the current environment, most researchers lack a deeper exploration of the inconsistent influence mechanism of psychological cognition and behavior.

Therefore, the following assumptions are made here:

H1: The internal and external environment of small and micro enterprise employees has a positive impact on pro-environmental behaviors

H1a: Individual psychological factors have a positive impact on the pro environmental behavior of employees in small and micro enterprises

H1b: External practice situation factors have a positive impact on the pro environmental behavior of employees in small and micro enterprises

## **2. The relationship between the internal and external environment and the pro-environment attitude of the employees of small and micro enterprises**

Environmental awareness is widely believed to influence individuals' environmental decision-making process and behavior. To study individual green consumption behavior, we found that environmental awareness is one of the important drivers of environmental behavior, which responds to environmental behavior through environmental attitude as an intermediary variable.

Organizational atmosphere is the subjective perception of the organizational environment of employees (Duan Jinyun, Wang Juanjuan, Zhu Yuelong, 2014: 1964-1974). Good, environment-friendly atmosphere can strengthen their pro-environmental attitudes and thus promote the implementation of their pro-environmental behaviors. If the employees feel that the pro-environment atmosphere within the company is weak, the leaders and colleagues do not pay attention to environmental protection, and naturally, it is also difficult to develop a pro-environment attitude. If there is widespread waste within the company, it is easy for individuals to weaken or ignore their own behavior, and think that they are not at fault, just like others. This herd mentality makes it not feel guilty about their own environmental behavior, let alone form a positive pro-environmental attitude.(Wei Qingwang, Sun Jianmin 2013: 751-760).

Therefore, this paper believes that the environmental incentives of organizations will promote the transformation of employees' pro-environmental behavior. Therefore, this paper makes the following assumptions:

H2: The internal and external environment of employees in small and micro enterprises has a positive impact on pro-environmental attitudes

H2a: Individual psychological factors have a significant influence on pro environmental attitudes

H2b: External practice situational factors have a significant impact on pro environmental attitudes

## **3.The relationship between the working environment, attitude and environmental behaviors of employees in small and micro enterprises**

Planning behavior theory can help us understand how people change their patterns of behavior. Attitude is a behavioral tendency, through which attitudes can predict human behavior, potentially determining in what way people act on a particular thing. Attitude affects behavior. Attitude is the intermediary of behavior, but attitude and behavior do not correspond one to one. The TPB believes that human behavior is the result of deliberate planning. According to the five elements of its theory, attitude, social norms, perceptual behavior control, behavior intention and behavior, relevant research assumptions are put forward:

H3: The attitude of small and micro enterprise employees will significantly affect the environmental behavior in the workplace.

#### **4 Mediating role of pro-environmental attitudes**

Individuals eager by different group norms to get the recognition and appreciation of others for their own quality and ability, and the attention to others' evaluation may promote them to produce different environmental behaviors. Ajzen (1991: :179–211) introduced perceptual behavior control in his theory of planned behavior, arguing that when individuals think they have the ability to perform a particular behavior, or have the more resources or opportunities related to performing it, the higher the level of perceptual behavior control, the stronger the intention to perform the particular behavior, the more positive the attitude.

Therefore, this paper makes the following assumptions:

H4: Pro-environmental attitudes are a mediator between internal and external environmental factors and pro-environmental behaviors

H4a: Pro environmental attitudes have a mediating role between individual psychological factors and environmental behaviors

H4b: Pro-environmental attitudes have a mediating role between external practice situational factors and pro-environmental behaviors

#### **5. The regulation effect of habits**

Some scholars have studied the relationship between intentions, personal norms, and habits to determine the impact of habit dimensions on behavior (C.Klockner & Verplanken , 2012;Christian A Klockner, 2013;8). Whether the chosen course of action is a habit is, firstly, the habit means a spontaneous and unconscious overall response to a particular behavior in a stable environment, and secondly, the strength of the habit is fundamental to the realization of the expected and chosen actions and goals.

Therefore, this paper makes the following assumptions:

H5: Habits play a regulating role between internal and external environmental factors and pro-environmental behaviors

H5a: Habit plays a regulatory role between individual psychological factors and pro environmental behavior

H5b: Habit plays a regulatory role between external practice situational factors and pro environmental behavior

H6: Regulation between internal and external environments and pro-environmental attitudes

H6a: Habits plays a regulating role between individual psychological factors and environmental attitudes

H6b: Habits plays a regulatory role between external practice situational factors and environmental attitudes

### **Hypothesis Test**

#### **1. The impact of the environment of employees in small and micro enterprises on pro-environmental behaviors**

Firstly, discuss the influence of the environment of independent variables on H1; include demographic variables as control variables in the second stratification analysis; and establish equation H1b as equation H 1 b.

Three models were involved in this hierarchical regression analysis.

The independent variables in model 1 are gender, age, education level, unit time, unit number of people, model 2 adds individual psychological factors to model 1, model 3 adds internal and external environment to model 2, and the dependent variable of the model is pro-environmental behavior.

For model 2: after the addition of individual psychological factors to model 1, the change of F value will be significant ( $p < 0.05$ ), which means that the individual psychological factors will have explanatory significance to the model.

For model 3: after adding the internal and external environment based on model 2, the F value change is significant ( $p < 0.05$ ), which means that the internal and external environment has explanatory significance to the model.

Therefore, H1, H1a and H1b were assumed in this study.

## **2. The impact of the environment of small and micro business employees on their pro-environmental attitudes**

Firstly, we discuss the influence of the environment on H2; include demographic variables as control variables as independent variables, and establish equation H2b.

Three models were involved in this hierarchical regression analysis.

The independent variables in model 1 are gender, age, education level, unit time, number of people per unit. Model 2 adds individual psychological factors on the basis of model 1, and model 3 adds external environmental factors on the basis of model 2. The dependent variable of the model is: pro-environmental attitude.

For model 2: after the addition of individual psychological factors to model 1, the change of F value will be significant ( $p < 0.05$ ), which means that the individual psychological factors will have explanatory significance to the model.

For model 3: after the addition of external environmental factors based on model 2, the F value change is significant ( $p < 0.05$ ), which means that the external environmental factors have explanatory significance to the model.

From this observation, H2, H2a and H2b were assumed in this study.

## **3. The influence of pro-environmental attitude of small and micro enterprise employees on pro-environmental behavior**

Firstly, we explore the influence of the environmental attitude on the environmental behavior, assuming H3; demographic variables were included as control variables, secondly, environmental attitudes were included as independent variables, and environmental behaviors were established as dependent variables, and the second stratified analysis was done.

Two models were involved in this hierarchical regression analysis. The independent variables in model 1 were sex, age, education level, unit time, unit number of people, model 2 added pro-environmental attitude to model 1, and the dependent variable of the model was pro-environmental behavior.

For model 2: After the addition of environmental attitude to model 1, the F value change is significant ( $p < 0.05$ ), meaning that the addition of environmental attitude has explanatory significance to the model.

Thus, this study assumes that all H3 is true.

## **4. Impact of employees in small and micro enterprises on internal and external environment and environmental behaviors**

first, To explore the independent environmental attitudes, The influence of the internal and external environment on the pro-environmental behavior, The study hypothesis is that the H4; The demographic variables were successively included as control variables, Make the first stratified analysis; next, Pro-environmental attitudes were included as an independent variable, Pro-environmental behavior served as the dependent variable and establishing the equation, Do the second stratified analysis; moreover, Taking pro-environmental attitudes as an independent variable, Pro-environmental behavior served as the dependent variable and establishing the equation, Do the third stratified analysis; last, moreover, Using pro-environmental behaviors

and pro-environmental attitudes together as independent variables, Pro-environmental behavior served as the dependent variable and establishing the equation, Do the third stratified analysis.

Four models were involved in this hierarchical regression analysis. The independent variables in model 1 are gender, age, education level, unit time, unit number of people, model 2 add individual psychological factors on the basis of model 1, model 3 add external environmental factors in model 2, model 4 add pro-environmental attitude on the basis of model 3, the dependent variable of the model is: pro-environmental behavior.

For model 2: after the addition of individual psychological factors to model 1, the change of F value will be significant ( $p < 0.05$ ), which means that the individual psychological factors will have explanatory significance to the model.

For model 3: after the addition of external environmental factors based on model 2, the F value change is significant ( $p < 0.05$ ), which means that the external environmental factors have explanatory significance to the model.

For model 4: after the addition of environmental attitude to model 3, the F value change is significant ( $p < 0.05$ ), meaning that the addition of environmental attitude has explanatory significance to the model.

Therefore, this study assumes that H4, H4a, H 4 a and H4b are all established, but the internal relationship and correlation degree of each variable still need to be further studied. Here, the project packaging method proposed by Professor Wen Zhonglin is needed for the process mediation effect test, specifically as follows.

Table 1 Mediation effects of pro-environmental attitudes

effect	SE	Effect value	Effect ratio	Confidence interval: 95% C.I.	result
gross effect	0.02	0.611		[0.557,0.666]	notable
direct effect	0.04	0.178	29.26%	[0.116,0.241]	notable
mesomeric effect	0.02	0.443	70.84%	[0.369,0.493]	notable

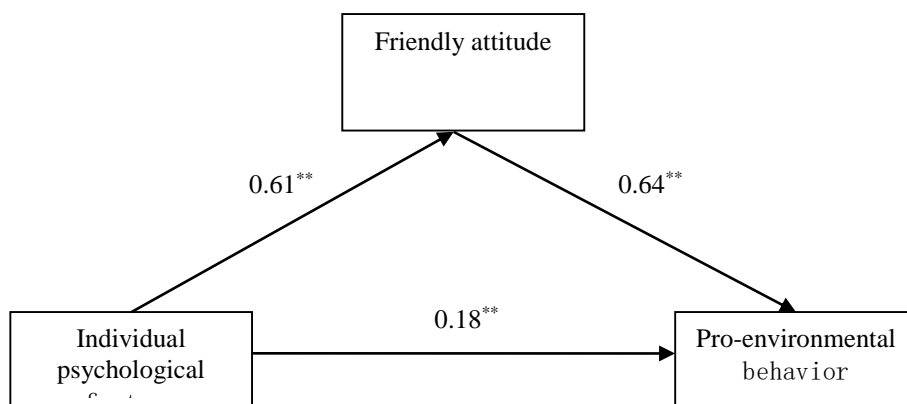


Figure 1 Plot of the mediation effect of pro-environmental attitudes in individual psychological factors and pro-environmental behavior

Note: The path coefficient is the normalized coefficient, and \* \* indicates  $P < 0.01$ .

### 5. The influence of small and micro enterprise employees' environmental habits of internal and external environments and environmental behaviors

In order to further explore the regulating effect of internal and external environmental factors (external environmental factors, individual psychological factors) and pro-environmental behaviors, and put pro-environmental habits as regulatory variables into internal and pro-environmental behaviors, the analysis results showed that the internal and external environmental factors have significant negative effects ( $P < 0.01$ ,  $b = -0.102$ ), indicating a negative regulation effect between internal and external environmental factors and pro-environmental behaviors.

Regulatory utility was further tested using the Process macro procedure, with repeated sampling 5,000 times using the bootstrap method to obtain a 95% confidence interval, which indicated a significant modulation effect if the interval did not include 0. The test results showed that the regulatory effect confidence interval of pro-environmental attitudes was  $[0.337, 0.615]$ , excluding 0, indicating that pro-environmental habits play a regulatory role in internal and external environmental factors and pro-environmental behaviors. That is, the study assumes that H5 holds.

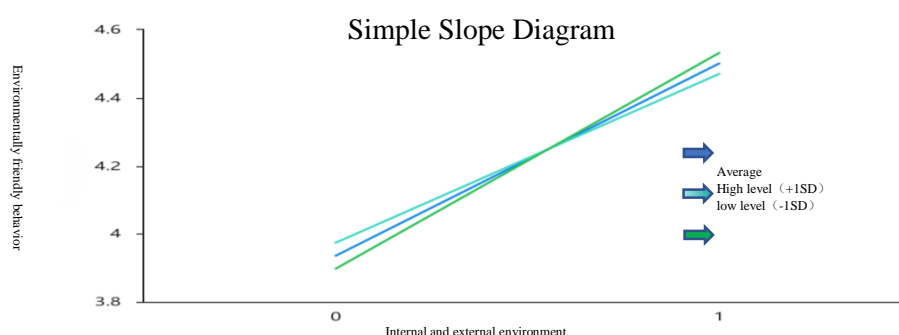


Figure 2 Map of pro-environmental habits in internal and external environmental factors and pro-environmental behaviors

### 6. The influence of small and micro enterprises' environmental habits of employees in the internal and external environment and environmental attitude

In order to further explore the regulating effect of internal and external environmental factors (external environmental factors, individual psychological factors) and attitudes, and put them into internal and external environmental factors as regulating variables, the analysis results showed that the interaction ( $P < 0.01$ ,  $b = -0.106$ ), indicating a negative regulation effect between internal and external environmental factors and attitudes.

Regulatory utility was further tested using the Process macro procedure, with repeated sampling 5,000 times using the bootstrap method to obtain a 95% confidence interval, which indicated a significant modulation effect if the interval did not include 0. The test results showed that the confidence interval of the regulatory effects was  $[0.443, 0.638]$ , excluding 0, indicating a regulatory role in internal and external environmental factors and pro environmental attitudes. That is, the study assumes that H6 holds.

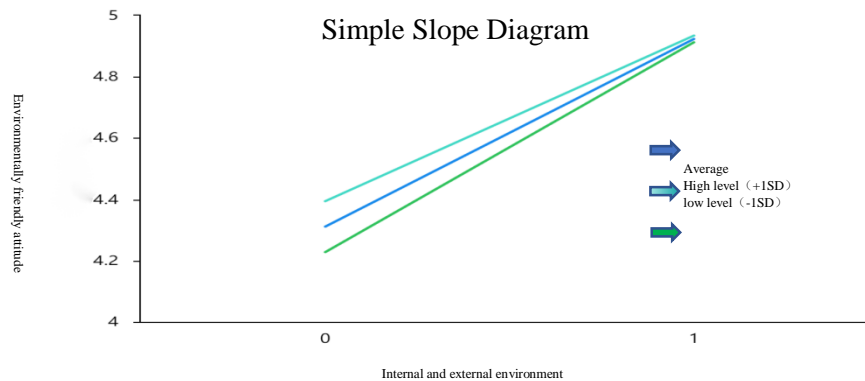


Figure 3 Map of pro-environmental habits in internal and external environmental factors and pro-environmental attitudes

## Research conclusion

This paper contains 6 total assumptions and 10 subhypotheses and 16 hypotheses. A total of 13 hypotheses pass hypothesis testing, and the test conclusions are summarized in the following table:

Table 2 Summary Table of the study hypotheses

order number	Suppose the number	Suppose the content	checkout bear fruit
1	H1	The internal and external environment of small and micro enterprises employees have a positive impact on pro-environmental behavior;	pass through
2	H1a	Individual psychological factors have a positive impact on the small and the pro environmental behavior of micro-enterprise employees;	pass through
3	H1b	External practice situation factors have a positive impact on the pro environmental behavior of employees in small and micro enterprises;	pass through
4	H2	The internal and external environment of the employees of small and micro enterprises has a positive impact on the pro-environmental attitude;	pass through
5	H2a	Individual psychological factors have a positive influence on the pro environmental attitude;	pass through
6	H2b	External practice situation factors have a positive influence on the pro environmental attitude;	pass through
7	H3	Small and micro enterprise employees' workplace pro-environment attitude has a positive impact on the pro-environment behavior in the workplace;	pass through
8	H4	Pro-environmental attitude has a mediator role between internal and external environmental factors and pro-environmental behavior;	pass through



9	H4a	Pro environmental attitude has an intermediary role between individual psychological factors and environmental behavior;	pass through
10	H4b	Pro-environmental attitude has a mediating role between external practical situational factors and pro-environmental behavior;	pass through
11	H5	Habits play a regulating role between internal and external environmental factors and pro-environmental behaviors;	pass through
12	H5a	Habits play a regulating role between the internal environment and pro-environmental behavior of employees;	pass through
13	H5b	Habits play a regulating role between the external practice environment and pro environmental behavior of employees;	pass through
14	H6	Habits play a regulating role between the internal and external environment and the pro environment attitude;	not pass
15	H6a	Habits play a regulating role between individual psychological factors and pro environmental attitude;	not pass
16	H6b	Habit plays a regulating role between external practice situation and pro environmental attitude;	not pass

As can be seen from the above table, there are 6 total hypotheses, 10 subhypotheses, and 16 hypotheses. The first five total assumptions and sub-assumptions are valid, and the last one total assumptions and sub-assumptions are not valid, that is, there is no adjustment between the internal and external environment and the attitude of the employees.

Through the above data results analysis, the proposed model and hypothesis study are basically verified. The results obtained in this paper for small micro enterprise employees in internal and external environment has a positive impact on the environment behavior, and small and micro enterprise employees in a positive impact on environment attitude to environment, small micro enterprise employees workplace environment behavior attitude will have a positive impact on the workplace environment behavior. Also verified the pro environment attitude between external environment factors and pro environment behavior, habits in employees between internal and external environment factors and pro environment behavior, pro environmental attitude and habits in internal and external environment affect pro environment behavior play a mediation role, the internal and external environment including its individual psychological factors and external practice situation.

## Research prospect

Looking into the future research, we can start from two main aspects.

First, future research should expand the research field and scope. This paper has strive for the scope of universality, but it only involves industry, wholesale and retail, catering and other fields, and the research field needs to be expanded. There are individual differences in the employee behavior of small and micro enterprises, and they are affected by different industries, regions and individual differences. The follow-up research will classify the type, region, and nature of the enterprise.

Second, future studies should add more to the study variables. This paper considers the adjustment variable of pro environmental habits, and the influence of other factors on the internal and external environment and the employee behavior of small and micro enterprises is still worth exploring. Future studies attempt to consider the influence of variables such as organizational culture and individual emotions on the relationship. At the same time, the research on pro-environmental behavior of employees in small and micro enterprises can be considered in multiple dimensions. By changing the independent variables, adding intermediary variables and adjusting variables, the influencing factors of employees in small and micro enterprises can be further studied, so as to provide countermeasures and suggestions for better encouraging employees to implement pro-environmental behavior.

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