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The Effect of Organizational Identification on Green Organizational Behavior

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Abstract
There is a great deal of academic research that shows employees identified with their organization display behavior in favor of the organization. The subject of this research is based on the assumption that employees identified with the organization they work for will have more green organizational behavior. Simple random sampling method was used in the research. 250 administrative staff willing to participate in the survey from 250 different businesses working in Konya Organized Industrial Zone 1 constituted the sample of the research. The survey technique was used as the data collection technique and data were collected by face-to-face interview method. The total of 250 questionnaires was analyzed through the SPSS 21.0 program. According to descriptive statistics, it was determined that the organizational identification levels of the participants were at a medium level whereas they had a high level of green organizational behavior. In order to evaluate the main hypothesis of the research, regression analysis was performed, and as a result, it was determined that organizational identification significantly predicted green organizational behavior, and organizational identification had a positive and significant effect on green organizational behavior. Accordingly, as the organizational identification level of the employees increases, the green organizational behavior also increases.

Keywords
Identity, Organizational Identification, Ecological Sustainability, Green Organizational Behavior

Introduction

It is generally accepted that employees can behave in favor of the organization they work for when the ties with his/her organization increase. In this context, there are various academic studies that reveal statistical relations between organizational behavior issues as well as the level of organizational identification of an employee with organizational change (Drzensky and Dick, 2009), employee motivation (Miao, et al., 2019), knowledge sharing behavior (Subba, 2019), personal factors (Sökmen & Bıyık, 2016; Hall, et al., 1970), organizational commitment (Ghannam & Taamneh, 2017; Chen, et al., 2015), job satisfaction (Başar & Basım, 2015), psychological contract (Tatachari, 2014), organizational justice and trust (Chen, et al., 2015), psychological capital (Erdem, et al., 2015), and organizational so-

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cialization and solidarity (Erbaşı, et al., 2015). However, there is no study existing in the literature examining the effect of identification of employees with their organization on their green-oriented behavior within the organization. In this context, based on the assumption that employees identified with their organization will engage in more green organizational behavior, the purpose of this study is to reveal which green organizational behaviors (environmental sensitivity, environmental participation, economic sensitivity, green purchasing, technological sensitivity) that the employees identified with their organization present more. Accordingly, the aim is to examine the effect of organizational identification on green organizational behavior.

For this purpose, answers to the following questions are sought: employee's levels of organizational identification and green organizational behavior, which green organizational behaviors they display more in the organization, effect of organizational identification on green organizational behavior, and on which dimensions of green organizational behavior organizational identification has a statistically significant effect. In this context, a framework on organizational identification and green organizational behavior concepts is presented, the methodology used in the study is explained, the findings are included, and the results are evaluated.

Conceptual Framework

Organizational Identification

When looking at the related literature, it can be seen that while organizational identification theory is explained, the concept is handled together with the theories of identity and social identity (for example Albert & Whetten, 1985; Ashforth & Mael, 1989; Mael & Ashforth, 1992; Mael & Tetrick, 1992; Dutton, et al., 1994; Scott, et al., 1998; Foreman & Whetten, 2002; Ashforth, et al., 2008). Identity is a label affixed to the subject to emphasize the subject, qualify it, determine its rights and obligations, place the subject in time and place, and show where it belongs. While identity emphasizes the individual's ability to be a subject, it also includes individual and social relationships (Özdemir, 2001: 108-116). Social identity, on the other hand, is based on the knowledge of the individual's self-perception on membership of a social group or groups and it is part of the self-perception resulting from the value and emotional significance he/she attributes to this membership (Tajfel, 1982: 24).

Given the background, identification represents an extreme model that allows the individual to define his/her own identity in relation to the characteristics he/she perceives from social groups (Sammarra & Biggiero, 2001: 64). Both the concepts of identity and identification encompass the effort of strategy determination for individuals, groups and organizations, organizational development initiatives, group building activities and socialization efforts. In

other words, identity and identification form the basis of the concepts of organizational group and organizational behavior (Alberth, et al., 2000: 13-14). On the other hand, it is also stated that organizational identification theory is a specific form of social identity theory. Because an individual's organization gives the answer to individual's question of "Who am I?". Social identity theory both increases conceptual consistency regarding organizational identification and proposes efficient practices for organizational behavior (Asforth & Mael, 1989: 20-22). Identification emerges as a cognitive perception as a result of the individual's self-identification with a group psychologically (Mael & Tetrick, 1992: 813-817). In other words, identification is expressed as the psychological state in which the individual perceives himself/herself as part of the whole (Rousseau, 1998: 217-221).

In the related literature, organizational identification is accepted as a process in which the targets of the organization and individuals gradually become integrated or compatible (Hall, et al., 1970: 177). With this positive effect created by identification, it is stated that individuals' creative abilities improve and they strive to work more (He & Brown, 2013: 2-16). Organizational identification is a change in the behavior of the individual while in the process of self-definition, individual becomes influenced by the environment as a result of making a classification according to this environment (Foote, 1951: 21). It is observed that individuals with strong organizational identification level focus on tasks that benefit the whole organization rather than self-related issues, and make additional efforts contributing to the organization and colleagues (Dutton, et al., 1994: 242-255). Especially, the positive effects of identification on organizations create a long list on many different topics such as cooperation, performance, intrinsic motivation, job satisfaction, coordinated work, helping reduce work stress, exhibiting organizational citizenship behaviors, making decisions that will benefit the organization, and sharing information (Ashforth, et al., 2008: 335-336). Therefore, organizational identification is the strength of the bond between the organization and the individual. In this sense, it represents a passion in which the individual feels responsible for the success and failures of the organization as a result of the belongingness of the individual. Therefore, the organizational identification of individuals directly affects their positive outcomes and has a significant role in presenting their contributions to the organization at the highest level.

Green Organizational Behavior

The concept of ecology, which was introduced to the literature for the first time in the late 1960s but has become more and more important today, has become the focus of attention in plenty of research nowadays. From this angle, not only academic literature, but also governments, commercial associations, financial institutions, suppliers, partners, NGOs, and all other units are closely interested in the concept of ecology. Ecology consists of environmental management includes minimizing waste, preventing pollution, product management, total quality management, eco-efficiency, industrial ecology, and development of environ-

mental strategists. However, environmental protection is a combination of many cultural frameworks, although it has traditionally been conformed to legislation and social responsibility, it is now framed in various forms. The organizational level form of this framing includes the components of culture, structure, and practice (Hoffman, 2001: 18-24). As we move further into the twenty first century, we are confronted with a new disease that affects a large patient. This disease is climate change. The global challenges and consequences posed by climate change are becoming increasingly apparent. The patient is planet Earth, and the infectious agent is humankind. Although organizations are considered significant contributors to climate change, they also have the potential to positively affect it through their employees. Understanding how employees' pro-environmental initiatives can positively affect climate change has increasingly become the focus of inquiry among organizational researchers (Robertson & Barling, 2015: 3). In addition, climate change is a human made problem, and there are many reasons, such as greenhouse gas emissions. Therefore, governments are in search of a number of solutions, but organizations have a lot of work to do. They should make it possible to be sensitive to their environment and to exhibit appropriate intra-organizational behaviors.

After the technological advances in the industrial revolution, the emergence of the information age, globalization, and the new type of businesses, organizations adopted a view that environmental, social, and economic sustainability are interconnected. Especially today, organizations are implementing environmental initiatives such as environmental management systems, green purchasing, eco-design, recycling, and energy saving with increasing speed (Graves, et al., 2013: 81). The roles and actions of individuals are the basis of the research to evaluate how organizations affect the natural environment (Andersson & Bateman, 2000: 548).

In the related literature, environmentally friendly behaviors that employees exhibit within the organization are defined as green organizational behavior (Erbaşı & Özalp, 2016: 298). These pro-environmental attitudes, which can be expressed as the employees› tendency to be concerned about the environment, emerge as environmentally friendly tendencies in the daily behaviors of the employee in the workplace. This perspective is also consistent with Planned Behavior Theory which suggests that attitudes are effective on behavior (Olson, et al., 2013: 160). Within this frame of reference, the most important problem in the literature regarding green organizational behavior is which employee behaviors will be accepted as green organizational behavior. In this setting, it is possible to evaluate the green-oriented behavior of employees within the organization in 5 dimensions, which are environmental sensitivity, environmental participation, economic sensitivity, green purchasing, and technological sensitivity. We can define these dimensions of green organizational behavior as follows (Erbaşı, 2019: 15):

Environmental Sensitivity: It refers to the tendency of employees to carry out environmentally friendly behaviors they perform in daily life in their workplaces. **Environmental**

Participation: Represents the organization's participation in environmentally friendly practices and rules. **Economic Sensitivity:** It is the employee's environmentally friendly behavior within the organization with economic motives. **Green Purchasing:** Environmentally friendly procurement behaviors in the workplace. **Technological Sensitivity:** To exhibit environmentally friendly behaviors in the use of technological equipment in the workplace.

It is essential to obtain the participation of members in the organization for any kind of sustainable initiatives (Wiernik, et al., 2016: 1-2). The subject of this study is the impact of organizational identification on the behavior of green workers (Ciocirlan, 2017: 52-55), who are motivated by a sincere desire to improve the environment, not by the pressure of managers or other factors. In this context, the H_1 hypothesis below was developed in the research.

H_1 Organizational identification has an impact on green organizational behavior.

Within the framework of this main hypothesis, 5 sub-hypotheses have been developed to see the effect of organizational identification on the 5 sub-dimensions of green organizational behavior (environmental sensitivity, environmental participation, economic sensitivity, green purchasing, and technological sensitivity).

H_{1a} Organizational identification has an impact on the environmental sensitivity dimension of green organizational behavior.
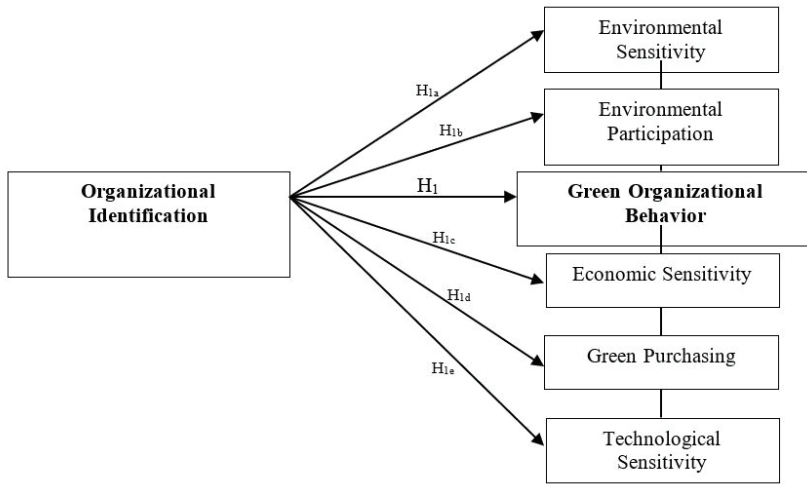
H_{1b} Organizational identification has an impact on the environmental participation dimension of green organizational behavior.

H_{1c} Organizational identification has an impact on the economic sensitivity dimension of green organizational behavior.

H_{1d} Organizational identification has an impact on the green purchasing dimension of green organizational behavior.

H_{1e} Organizational identification has an impact on the technological sensitivity dimension of green organizational behavior.

The research model developed within the scope of the hypotheses described above is shown in Figure 1.

Figure 1. Model of the study

Methodology

Purpose and the Importance of the Research

The purpose of this study is to examine which green organizational behaviors employees who are presented mostly by employees who are identified with their organization and the impact of organizational identification on green organizational behavior consequently. The green organizational behaviors are; environmental sensitivity, environmental participation, economic sensitivity, green purchasing, and technological sensitivity. Research questions developed to achieve this goal are:

- What are the organizational identification levels of administrative employees?

- What are the green organizational behavior levels of administrative employees?

- Which green organizational behaviors do administrative employees show more in the organization?

- What is the impact of organizational identification on green organizational behavior?

- Which types of green organizational behavior get affected by the organizational identification?

Much academic research shows that employees identified with their organization display behavior in favor of the organization (Miao, et al., 2019; Ghannam & Taamneh, 2017; Başar & Basım, 2015; Chen, et al., 2015; Erbaşı, et al., 2015; Erdem, et al., 2015; Drzensky & Dick, 2009; Dutton, et al., 1994; Tüzün, 2006). However, this research did not examine the impact of identification with the organization on the employees' green-oriented behavior within the organization. Accordingly, this research can bring great and important contributions to the literature in terms of being the first research to examine the effect of organizational identification on green organizational behavior.

The Universe and Sample of the Research

The universe of this research is the administrative staff in the businesses operating in Konya Organized Industrial Zone 1. There are 473 businesses and an estimated total of 30,000 employees in Konya Organized Industrial Zone 1. 18% of these businesses operate in automotive, 11% in machinery, 9% in casting, and 62% in other sectors. The reason why administrative personnel are chosen as the universe of the research is the expectation that they may behave green in their workplaces due to their long working hours in the offices. In the research, simple random sampling method was used, and 250 employees willing to participate in the survey working in Konya Organized Industrial Zone 1 constituted the sample of the research. In the research, only one participant from each firm was surveyed. In this context, 250 administrative staff from 250 different companies were included in the sample. Findings regarding the demographic characteristics of the participants are presented in Table 1.

Table 1
Demographic Characteristics of the Participants (n = 250)

Demographic Characteristics		n	%
Gender	Woman	164	65,6
	Man	86	34,4
Marital Status	Married	113	45,2
	Single	137	54,8
Age	18-25 age	35	14,0
	26-29 age	77	30,8
	30-35 age	73	29,2
	36-40 age	57	22,8
	41-65 age	8	3,2
Education	Primary /secondary school	5	2,0
	High school	68	27,2
	Associate degree	87	34,8
	Bachelor	83	33,2
	Master	7	2,8

Demographic Characteristics		n	%
	Less than 1 year	30	12,0
	1-5 years	46	18,4
Job Duration	6-10 years	83	33,2
	11-15 years	68	27,2
	16 years and above	23	9,2
Total		250	100,00

According to the findings from Table 1, it was determined that 65,6% participants were female, and 34,4% were male; 45,2% are married, and 54,8% are single; 44,8% can be defined as young; 70,8% are university graduates; 69,6% have more than 6 years of professional experience.

Data Collection

In the research, the data were collected by using the survey method, and all the surveys were evaluated. Additionally, a questionnaire form consisting of three parts was designed in the research. In the first part of the survey, a scale was used to measure the organizational identification levels of the employees. This scale has 6 items developed by Mael & Ashforth (1992), and is one of the most frequently used scales in empirical research for the determination of organizational identification (Jones & Volpe, 2010: 6). The "Organizational Identification Scale" adapted to Turkish by Tüzün (2006) is one-dimensional, and the reliability value of the scale is ,78 (Tüzün, 2006: 113-133). The scale was evaluated in a five-point Likert type (5= I strongly agree, 4= I agree, 3= Neither agree nor disagree, 2= I disagree, 1= I strongly disagree).

The second variable of the research is green organizational behavior. Accordingly, the "Green Organizational Behavior Scale" developed by Erbaşı (2019) was used in the second part of the questionnaire. The green organizational behavior scale consists of five dimensions and 27 items. While the reliability value of the whole scale is ,818; the reliability of sub-dimensions of green organization behavior as follows: environmental sensitivity dimension ,813, environmental participation dimension ,766, economic sensitivity dimension ,710, green purchasing dimension ,724, and technological sensitivity dimension ,701 (Erbaşı, 2019: 15). The scale was evaluated in five-point Likert type (5= Always, 4= Often, 3= Occasional, 2= Rarely, 1= Never).

In the third part of the questionnaire, there were 5 items examining some demographic characteristics of the participants. These are variables such as gender, age, marital status, educational status, and job duration.

Before the implementation of the scale used in the research, a pilot study was conducted.

In that setting, questionnaires were applied to 30 administrative staff in 30 different businesses. Within the scope of the findings obtained through the face-to-face interview method, it was seen that all the statements in the survey were understandable. Accordingly, no changes were made in the questionnaire form. Ethics Comittee Permission Document dated 09.03.2020 and numbered E.25739 was obtained from the Selcuk University Social Sciences Ethich Comission for the research.

Data Analysis

At the data analysis stage, the questionnaires were reviewed first. As a result, it was seen that all the questionnaires were suitable for inclusion in the analysis, and therefore all 250 questionnaires were included in the analysis. SPSS 21.0 program was used to analyze the data obtained from the questionnaires. In the study, central tendency measures were used to classify the demographic characteristics of the participants, and frequency and percentage distributions were examined in this context. Basic statistics were used to determine the organizational identification level and green organizational behavior level of employees, and in this setting, average and standard deviation values were examined. Correlation analysis was conducted in order to test the relationship between employees' green organizational behavior and sub-dimensions and organizational identification levels. Regression analysis was performed to examine the effect of organizational identification on green organizational behavior, and a One-way Manova test was conducted to explain the effect on sub-dimensions.

Validity and Reliability Tests of Scales

In order to test the validity of the scales, explanatory factor analysis was applied to the two scales. Kaiser-Meyer-Olkin (KMO) and Barlett test values of both scales are shown in Table 2. Accordingly, the KMO test value of the organizational identification scale was determined as 0,888 and the Barlett test value as $x2 = 1261,768$, df = 15, p = 0.000. These values revealed that both scales used in the research are suitable for factor analysis.

Table 2
KMO and Barlett Test Values of the Scales

Scale	KMO	Bartlett Test		
		Chi Square	df	p
Organizational Identification Scale	,885	1261,768	15	,000
Green Organizational Behavior Scale	,901	4158,951	351	,000

Factor analysis findings of the organizational identification scale used in the research are presented in Table 3. According to the factor analysis values obtained, the items of organizational identification scale have one dimension as in the original scale. The variance explanation rate of the scale was determined to be 75,117%.

Table 3
Factor Analysis of Organizational Identification Scale

Organizational Identification Scale	Factor Loads
When someone criticizes my workplace, it feels like a personal insult.	,810
I am very interested in what others think about my workplace.	,882
When I talk about my workplace, I usually say "we" rather than "they."	,891
My workplace's successes are my successes.	,877
When someone praises my workplace, it feels like a personal compliment.	,889
If a story in the media criticized my workplace, I would feel embarrassed.	,849

Disclosed Total Variance Rate: %75,117 Method: Principal Components Analysis Rotation Method: Varimax Rotation

Factor analysis findings of the green organizational behavior scale used in the study are presented in Table 4. According to the factor analysis values obtained, the green organizational behavior scale items were collected in five sub-dimensions, as in the original scale. The variance explanation rate of the scale was determined to be 66,336%.

Table 4
Factor Analysis Findings of Green Organizational Behavior Scale

Green Organizational Behavior Scale In the workplace;	Environmental Sensitivity	Environmental Participation	Economic Sensitivity	Green Purchasing	Technological Sensitivity
When I see faulty taps, toilet flush, bulbs etc. I can try to fix or forward it to the specialist.	,572				
I dispose of non-recyclable materials (such as garbage) in the waste bins.	,724				
If I need to take a small note, I prefer small or draft papers rather than large paper.	,615				
When I see unnecessary light is on, I immediately turn it off.	,678				
I throw the recyclable materials (such as paper, glass, metal, plastic, bottle, battery) into the recycle bin, or put them aside for future use.	,653				
I don't throw draft papers; use them somehow (for taking notes, doing activities etc.).	,717				
I pay attention to consume electricity efficiency.	,770				
I pay attention to consume water efficiency.	,745				
I give advice to managers or business owners about environmentally friendly practices.		,734			
I prefer to work in environmentally friendly workplaces.		,731			
I perform organizational communication electronically (For example, sending data via email instead of printing on paper, using social media tools).		,678			

Green Organizational Behavior Scale In the workplace;	Environmental Sensitivity	Environmental Participation	Economic Sensitivity	Green Purchasing	Technological Sensitivity
I encourage my colleagues to engage in environmentally friendly behavior.	,807				
I immediately warn if I see a person who exhibits non-environmentally friendly behavior.	,769				
I comply with environmental rules (such as not smoking)	,553				
I participate in environmentally friendly activities (eg. planting trees, watering plants).	,548				
Whenever I print or copy in the workplace, I use double side of the paper if possible.		,718			
I pay attention not to open the windows when heating system is working.		,695			
I do not consume water with a plastic bottle, I use a water dispenser or a water flask.		,601			
When I go to work, I use public transport / shuttle bus / bicycles, or I walk or I come and go by a single vehicle with my colleagues sitting nearby.		,612			
I use daylight during working hours.		,581			
I direct customers to environmentally friendly products and environmentally friendly behavior.			,526		
I pay attention to the expiration date in consumer products used.			,765		
I prefer environmentally friendly products in the selection of office supplies.			,771		
I prefer products that can be used continuously (glass cups, cloth towels, etc.), instead of disposable products (paper cups, paper towels, plastic cutlery, etc.).			,814		
I do not use printers, faxes, etc. unless mandatory.				,638	
I prefer rechargeable batteries for the office materials that require battery use.				,566	
When I do not use technological devices (such as a computer), I put them into power saving / sleep mode, turn them off or unplug them.				,529	
Eigenvalues	9,356	3,290	2,789	1,432	1,045
Total Variance Explained	34,652	12,184	10,328	5,303	3,869

Disclosed Total Variance Rate: %66,336 Method: Principal Components Analysis Rotation Method: Varimax Rotation

Correlation findings and Cronbach Alpha values of the scales used in the study are given in Table 5. The reliability coefficients obtained indicate that the internal consistency of the scales is sufficient.

According to the Pearson correlation analysis findings in Table 5, a statistically significant and positive relationship was determined between the organizational identification level

of the employees and their green organizational behavior (r= 0,510; p= 0.000). In addition, results also show that organizational identification has a statistically significant and positive relation with the sub-dimensions (environmental sensitivity (r= 0,364; p= 0.000), environmental participation (r= 0,415; p= 0.000), economic sensitivity (r= 0,372; p= 0.000), green purchasing (r= 0,385; p= 0.000), and technological sensitivity (r= 0,416; p= 0.000)) of green organizational behavior.

Table 5
Correlation Matrix and Cronbach Alpha Values

	1	2	3	4	5	6	Cronbach Alpha
1- Organizational Identification	1						,933
2- Green Organizational Behavior	,510**	1					,924
3- Environmental Sensitivity	,364**	,562**	1				,872
4- Environmental Participation	,415**	,755**	,428**	1			,885
5- Economic Sensitivity	,372**	,744**	,383**	,462**	1		,797
6- Green Purchasing	,385**	,836**	,295**	,495**	,545**	1	,864
7- Technological Sensitivity	,416**	,770**	,363**	,363**	,558**	,643**	,722

**. Correlation is significant at the 0.01 level (2-tailed).

When the Cronbach Alpha values in Table 5 are examined, it is seen that the internal consistency coefficient for the organizational identification scale used in the research is ,933, and the internal consistency coefficient for the green organizational behavior scale is ,924. Accordingly, both scales were found to have a high level of reliability. When the sub-dimensions of green organizational behavior are analyzed, it can be seen that environmental sensitivity dimension ,872, environmental participation dimension ,885, economic sensitivity dimension ,797, green purchasing dimension ,864, and technological sensitivity dimension have ,722 Cronbach alpha values.

Findings

Descriptive statistics of the variables used in our study are shown in Table 6. Accordingly, it was determined that the organizational identification levels of the participants were at a medium level, and they had a high level of green organizational behavior. When the average values of the sub-dimensions of green organizational behavior are looked at, the results show that they had a high level of environmental sensitivity, economic sensitivity, and technological sensitivity behaviors while they had moderate green purchasing and environmental participation behaviors.

Table 6
Descriptive Statistics

Variable (n= 250)	Mean	Standard deviation	Min.	Max.
1- Organizational Identification	3,5140	1,14369	1,00	5,00
2- Green Organizational Behavior	3,8617	,71500	1,00	5,00
3- Environmental Sensitivity	4,3071	,66432	1,00	5,00
4- Environmental Participation	3,4693	1,05883	1,00	5,00
5- Economic Sensitivity	4,0472	,82541	1,00	5,00
6- Green Purchasing	3,5020	1,13740	1,00	5,00
7- Technological Sensitivity	3,9827	,94666	1,00	5,00

In this study, regression analysis was performed in order to obtain the effect of organizational identification on green organizational behavior. In the analysis, while green organizational behavior was taken as the dependent variable, organizational identification was taken as the independent variable. The findings obtained are shown in Table 7.

Table 7
Regression Findings Related to the Effect of Organizational Identification on   Green Organizational Behavior

Dependent variable	R^2	Independent variable	B	Std. Error	t	p	F
Green Organizational Behavior	0,315	Organizational Identification	,561	,033	10,668	,000	113,802

When the findings shown in Table 7 are analyzed, it was observed that the linear combination of organizational identification level significantly predicted green organizational behavior (R^2= 0,315, p<0.05). According to the results obtained, the independent variable explains 31,5% of the change in the dependent variable. Accordingly, it is understood that the organizational identification level of employees explains the variance of green organizational behavior by 31,5%. If the relationship between the variables is formulated; F(1,40039)= 113,802; p <0.01 equation can be created.

In our study, one-way Manova test was performed to see the effect of organizational identification on the sub-dimensions of green organizational behavior. Because one-way Manova test can be used in examining the effect of an independent variable on more than one dependent variable. In the analysis, organizational identification as an independent variable and sub-dimensions of green organizational behavior as the dependent variable were taken. Firstly, the data have been examined for the suitability for one-way Manova test. In this setting, it has been determined that the data show normal distribution, there is a reasonable linear relationship between dependent variables, there is a significant difference between the covariances of dependent variables, and error variances of dependent variables are homogeneous. As a result, it was found that all conditions required for the reliability of one-way Manova test were met, and therefore the test results were evaluated (Can, 2014: 192-193). The findings are presented in Table 8.

Table 8
One-Way Manova Test Findings Related to the Effect of Organizational Identification on Dimensions of Green Organizational Behavior

Independent variable	Dependent Variables	Sum Squares	df	Mean Square	F	p	R^2
Organizational Identification	Environmental Sensitivity	26,448	24	1,102	2,971	,000	,241
	Environmental Participation	80,964	24	3,373	3,830	,000	,290
	Economic Sensitivity	43,281	24	1,803	3,211	,000	,255
	Green Purchasing	75,099	24	3,129	2,850	,000	,233
	Technological Sensitivity	68,093	24	2,837	4,117	,000	,305

According to the one-way Manova analysis results for each factor shown in Table 8, the effect of organizational identification on all sub-dimensions of green organizational behavior was statistically significant ($p = 0.05$). Accordingly, the effect of organizational identification on the environmental sensitivity (F= 2,971, $p < 0.05$), environmental participation (F= 3,830, $p < 0.05$) economic sensitivity (F= 3,211, $p < 0.05$), green purchasing (F= 2,850, $p < 0.05$), and technological sensitivity (F= 4,117, $p < 0.05$) dimensions was statistically significant. When the impact values in the table are analyzed, it is seen that the organizational identification levels of employees affect the technological sensitivity at a highest rate within the green organizational behavior dimensions (R^2= 0,305). In addition, it was concluded that the level of organizational identification has moderately affected the dimensions of environmental participation (R^2= 0,290), economic sensitivity (R^2= 0,255), environmental sensitivity (R^2= 0,2241), and green purchasing (R^2= 0,233).

Evaluation and Conclusion

The purpose of this study is to examine which green organizational behaviors (environmental sensitivity, environmental participation, economic sensitivity, green purchasing, and technological sensitivity) are exhibited by employees who are identified with their organization and the impact of organizational identification on green organizational behavior. For this purpose, decision made on the appropriate universe should be formed from administrative staff that spends a lot of time in the organization. Due to time and cost constraints, geographical limitation has been made and scales applied to the administrative staff in the businesses operating in Konya Organized Industrial Zone 1. Simple random sampling method was used in the study, and 250 administrative staff working in Konya Organized Industrial Zone 1 and willing to participate in the survey constituted the sample of the research (n= 250). Each of these 250 participants works in different businesses, and 250 businesses have been reached within this scope. Questionnaires were collected through face-to-face interview method. The data obtained from the surveys were firstly subjected to validity and reliability analyzes. The findings obtained showed that both scales used in the research were sufficiently valid and reliable.

It was determined that the organizational identification levels of the participants were at a medium level, and they had a high level of green organizational behavior. While they presented high level of environmental sensitivity, economic sensitivity and technological sensitivity behaviors; they presented moderate green purchasing and environmental participation behaviors. It was determined that the highest average on green organizational behavior dimension was environmental sensitivity, followed by economic sensitivity, technological sensitivity, green purchasing, and environmental participation respectively. It was determined that organizational identification significantly predicted green organizational behavior, and in this context, the level of organizational identification of employees explained the variance of green organizational behavior by 31,5%. Consequently, it has been determined that organizational identification has a positive and significant effect on green organizational behavior, and green organizational behavior increases as the level of organizational identification of employees increases. Based on these results, H_1 "Organizational identification has an impact on green organizational behavior." the main hypothesis was accepted.

In the study, one-way Manova test was performed to see the effect of organizational identification on the sub-dimensions of green organizational behavior. According to the results obtained, it was determined that the organizational identification levels of the employees significantly affected all the sub-dimensions of green organizational behavior. Based on these results, all sub-hypotheses of the study (H_{1a}, H_{1b}, H_{1c}, H_{1d}, H_{1e}) have been accepted. As a result of the evaluation made on the impact values, it was determined that the organizational identification levels of employees affect technological sensitivity dimension the most among the rest of the green organizational behavior dimensions, followed by environmental participation, economic sensitivity, environmental sensitivity, and green purchasing dimensions, respectively.

Since there is no study existing in the literature investigating the effect of organizational identification on green organizational behavior, no comparison was made with the findings of the previous research. However, it is expected that this research will provide significant contributions to the literature since it is the first study to examine the effect of organizational identification on the green organizational behavior of employees. The results obtained reflect the characteristics of the Planned Behavior Theory (Ajzen, 1991), which suggests that attitudes are effective on behavior. In addition, the results obtained support that individuals who have a strong organizational identification level make additional efforts that contribute to the organization and their co-workers (Dutton, et al., 1994: 242-255) or that identification create positive effects on the organization such as performance, intrinsic motivation, and job satisfaction (Ashforth, et al., 2008: 335-336). In this context, it is recommended that managers focus on increasing the level of organizational identification in order to increase green employee behaviors in organizations.

The research also has some limitations. It is an important limitation that the research was applied only to 250 employees in 250 businesses using the simple random sampling method among the companies located in Konya Organized Industrial Zone 1. Research in larger universes and samples can make meaningful contributions in generalizing and interpreting the results obtained. In future research, the effect of organizational identification on employees' green organizational behavior can be analyzed on different universes and samples and compared with the results of this research. Again, the relationship between the concepts included in the subject of this research can be discussed more clearly with the increasing number of research on green organizational behavior, which is a new concept in organizational behavior literature.

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