

The Effects of Green Shared Vision and Environmental Attitude on Environmental Organizational Citizenship Behaviour: A Research on University Students

Yeşil Paylaşılan Vizyon ve Çevreci Tutumunun Çevreci Örgütsel Vatandaşlık Davranışına Etkisi: Üniversite Öğrencileri Üzerine Bir Araştırma

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Abstract

This study seeks to ascertain the impact of green shared vision and environmental attitude on environmental organizational citizenship behaviour. The research aims to reveal how students' shared vision of environmental sustainability goals shapes their environmental organizational citizenship behaviors. In addition, understanding the role of these two variables in the development of environmentally friendly behaviors aims to form a basis for strategies to increase environmental awareness at individual and societal levels. The data were collected using an online survey. The study sample comprises 426 students that were selected from this group of people. As a result of the correlation analysis, a positive and significant association between green shared vision and environmental attitude. Additionally, a positive and significant relationship was observed between green shared vision and environmental organizational citizenship behaviour. Furthermore, a positive and significant relationship was found between environmental attitudes and environmental organizational citizenship behaviour. As a result of the regression analysis, there are significant impacts of green shared vision and environmental attitude on environmental organizational citizenship behaviour. The regression analysis revealed that the impact of environmental attitude on environmental organizational citizenship behaviour is more significant compared to that of green shared vision. This finding shows that students' attitudes towards the environment play an important role in encouraging environmentally friendly behaviors. In this case, it is important for universities that want to increase environmentally friendly behaviors to focus on strategies that will strengthen students' attitudes towards the environment. At the same time, the effect of green shared vision on environmentally friendly behaviors shows that creating a common vision focused on the environment in universities can contribute. These findings emphasize the importance of green shared vision and environmental attitudes in encouraging environmentally friendly behaviors.

Keywords: Green Shared Vision, Environmental Attitude, Environmental Organizational Citizenship Behaviour, University Students.

Öz

Bu çalışmanın amacı, yeşil paylaşılan vizyon ve çevreci tutumun çevreci örgütsel vatandaşlık davranışı üzerindeki etkisini belirlemektir. Araştırma, öğrencilerin çevresel sürdürülebilirlik hedeflerine yönelik ortak bir vizyona sahip olmalarının çevreci örgütsel vatandaşlık davranışlarını nasıl şekillendirdiğini ortaya koymayı hedeflemektedir. Ayrıca çevre dostu davranışların gelişiminde bu iki değişkenin rolünün anlaşılması, bireysel ve toplumsal düzeyde çevresel farkındalığı arttırmaya yönelik stratejiler için bir temel oluşturmayı amaçlamaktadır. Veriler çevrimiçi anket ile toplanmıştır. Araştırmanın örneklemini bu gruptan seçilen 426 öğrenci oluşturmaktadır. Yapılan korelasyon analizi sonucunda, yeşil paylaşılan vizyon ile çevreci örgütsel vatandaşlık davranışı arasında pozitif ve anlamlı bir ilişki gözlemlenmiştir. Ayrıca çevresel tutum ile çevreci örgütsel vatandaşlık davranışı arasında pozitif ve anlamlı bir ilişki bulunmuştur. Yapılan regresyon analizi sonucunda, yeşil paylaşılan vizyon ve çevreci tutumun çevreci örgütsel vatandaşlık davranışı üzerinde pozitif yönlü ve anlamlı etkilerinin olduğunu göstermektedir. Regresyon analizi, çevreci tutumun çevreci örgütsel vatandaşlık davranışı üzerindeki etkisinin, yeşil paylaşılan vizyona kıyasla daha anlamlı olduğunu ortaya koymaktadır. Elde edilen bu bulgu, öğrencilerin çevreye yönelik tutumlarının, çevreci davranışlarını teşvik etmede önemli bir rol oynadığını göstermektedir. Bu durumda çevre dostu davranışları arttırmak isteyen üniversitelerin, öğrencilerin çevreye yönelik tutumlarını güçlendirecek stratejilere odaklanması önem arz etmektedir. Aynı zamanda, yeşil paylaşılan vizyonun da çevreci davranışlar üzerindeki etkisi, üniversitelerde çevre odaklı bir ortak vizyon oluşturmanın katkı sağlayabileceğini göstermektedir. Bu bulgular çevre dostu davranışların teşvik edilmesinde yeşil paylaşılan vizyon ve çevreci tutumun önemini vurgulamaktadır.

Anahtar Kelimeler: Yeşil Paylaşılan Vizyon, Çevreci Tutum, Çevreci Örgütsel Vatandaşlık Davranışı, Üniversite Öğrencileri.

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Introduction

The integration of the notion of environment into current higher education systems and the promotion of collaboration between universities and other social groups have led to the emergence of social responsibility in universities. The concept of university social responsibility extends beyond the implementation of corporate social responsibility initiatives inside the campus environment. It also represents a substantial overhaul in sustainable development to address the issues of the modern day. The notion of social responsibility in universities is of utmost significance. The concept of university social responsibility extends beyond the implementation of corporate social responsibility initiatives in the campus environment. For this reason, the concept of social responsibility is important in universities. This concept aims not only to produce academic knowledge but also to have a strong interaction with society and to increase social benefit (Ahmad et al., 2020). The potential of universities to produce solutions to social problems by contributing to sustainable development goals makes them important actors. In this context, the understanding of social responsibility in universities has important consequences not only at the institutional level but also at the individual level. Students, academics and other individuals develop a sense of contribution to society in line with this understanding (Alshihabat and Atan, 2020). This consciousness is also reflected in individual behaviors. Individuals often exhibit actions that go beyond formal job expectations by helping others, sharing resources, taking on additional responsibilities, approving a friend or colleague, and in the absence of someone in their community. These actions are commonly known as organizational citizenship behaviours (Organ, 1997). In this context, it is seen that the organizational citizenship behaviors exhibited by university students not only strengthen academic and social solidarity, but also expand to include environmental awareness. This situation brings up the concept of environmental organizational citizenship behavior for students.

Environmental organizational citizenship behaviour refers to the voluntary cooperation of individuals within an organization to carry out actions that go beyond their assigned responsibilities and contribute to the well-being of the natural environment (Daily et al., 2009). When individuals perceive that their contributions to the company are highly appreciated, they are more inclined to actively participate in environmental activities and exhibit a greater level of engagement in environmental organizational citizenship behaviour (Luu, 2019). Environmental organizational citizenship behaviour refers to the collaborative efforts made by team members to support green activities as part of the team's sustainability strategy, rather than simply adding up individual donations to environmental causes. The presence of an ecologically conscious environment within a company can greatly promote the engagement of individuals in environmentally responsible actions and behaviours within the organization. Therefore, the environmental effectiveness of organizations does not merely hinge on their sustainability policies but frequently depends on the environmentally conscious actions of individuals, such as engaging in environmental organizational citizenship behaviour. Research has demonstrated that engaging in environmental organizational citizenship behaviour has a crucial role in promoting the long-term viability of organizations and their environmental management efforts (Althnayan et al., 2022; Aslam et al., 2021). In this context, it is seen that environmental organizational citizenship behaviors contribute to a sustainable environmental understanding (Malik et al., 2021). One of the elements that make this contribution more systematic and holistic is the green shared vision understanding. When students' voluntary efforts for the environment come together towards a common goal, they produce more effective and sustainable results (Chang, 2020). In this context, green shared vision aims to create a collective consciousness focused on the environment.

Green shared vision refers to the ambitious objectives that individuals adopt in alignment with the organizational vision, encompassing the organization's mission and fundamental values (Larwood et al., 1995). The concept of a "green shared vision" is crucial for companies as it establishes the organization's purpose and direction by offering good environmental initiatives (Bart and Hupfer, 2004). According to Chen et al. (2015), a green shared vision is a distinct and shared strategic orientation towards environmental aims and aspirations that all employees of a company embrace. According to social identity theory, the collective beliefs and practices of an organization play a vital role in increasing its reputation and inclination to associate with other groups (Tajfel and Turner, 1986). To bolster the efficacy of a sustainable shared vision, individuals within the organization must possess a unified comprehension of the organization's goal, mission, and fundamental values. Green shared vision provides an important framework that shapes individuals' attitudes and behaviors towards the environment by ensuring that environmental sustainability goals are adopted with a common understanding. In this context, environmental attitudes emerge as an important dimension that concretizes the impact of green shared vision on individuals and strengthens their environmental responsibility awareness. The strong relationship between these two concepts is of critical importance in understanding individuals' environmental citizenship behaviors (Chang et al., 2019; Rahman et al., 2023).

Environmental attitudes are commonly seen as essential conditions for participating in environmental actions and are characterized as a psychological inclination. Environmental attitudes encompass the goals and views regarding environmental activities and issues, in contrast to environmental awareness, which refers to the shift from awareness to

attitude towards the environment. The favourable dispositions that humans possess towards the environment are crucial in contemporary circumstances, when consumption permeates every aspect of our existence. Hence, it is imperative to cultivate ecological awareness among university students, mainly in a familial setting. It is crucial to offer young individuals the chance to gain knowledge about the formation of positive environmental attitudes and the role of environmental consciousness in promoting sustainability throughout their educational journey, up to university. Universities are regarded as the ultimate stage in the maturation of young people, who have a pivotal role in shaping future generations. Therefore, the significance of the environmental attitudes of young individuals pursuing higher education becomes apparent. Given that the comprehension of favourable attitudes towards the environment is connected to the desired levels of sensitivity, awareness, and conscious actions concerning environmental matters, it is particularly crucial to investigate the environmental attitudes, environmental organizational citizenship behaviours, and shared visions of sustainability among university students.

Although studies on individual and organizational factors affecting environmental organizational citizenship behavior are increasing in the literature, the examination of these behaviors, especially on groups representing future employees such as university students, is limited. How green shared vision and environmental attitude interact in the context of university students and how they shape environmental citizenship behaviors constitutes a significant gap in the literature. Therefore, our study aims to fill this gap by providing theoretical and practical contributions for the development of policies and educational programs aimed at increasing the environmental awareness of university students. Increasing environmental awareness, especially in this age group, is of great importance in terms of raising individuals who support environmental sustainability in the future. The objective of this study is to investigate how the shared visions and environmental attitudes of undergraduate students in Turkish institutions impact their environmental and organizational citizenship activities. To be more precise, the research topics that will be tackled in this study are determined by the research problem at hand.

Does the collective environmental vision of university students influence their engagement in environmental organizational citizenship behaviours?

Does the environmental disposition of university students influence their engagement in environmental organizational citizenship behaviours?

1. Conceptual Background

1.1. Green Shared Vision

A green shared vision is regarded as a strategic approach that motivates all employees inside organizations to embrace environmentally friendly organizational practices based on their abilities. According to Chen et al. (2015), green shared vision refers to the strategic objectives that employees prioritise, which are aligned with the collective sustainable goals they support. A green shared vision allows organizations to establish a clear purpose, facilitating the attainment of corporate awareness through the development of a unified vision (Garavan et al., 2022). A shared vision unifies an organization and its people, guiding them towards a collective set of goals and developmental trajectories. The organization and its employees establish a collective agreement on the mission and basic values of the organization through a shared vision that prioritises sustainability. An enhanced embrace of the organizational vision leads to employee happiness and a sense of company affiliation. Shared vision comprises the objectives, overall directions, and methodologies of every organization. The incorporation of environmental conservation into organizational management has been prompted by the increasing recognition of the need to protect the environment. Chen et al. (2015) stress the need for organizations striving for environmentally conscious sustainable development. They recommend creating a strategic development plan that incorporates shared environmental conservation objectives to foster a green vision in organizational management.

The idea of a green shared vision refers to a strategy and unified objective that employees adopt, putting an emphasis on ecological goals and aligned with their environmental aspirations. A collective vision offers direction to organizations and fosters favourable environmental practices. The importance of determining the overarching purpose and direction of organizations cannot be overstated, as it plays a crucial role in promoting their development (Larwood et al., 1995). According to Chen et al. (2015), green shared vision refers to the explicit and shared strategic orientation towards environmental aims and aspirations that are internalised by all members of an organization. A green shared vision refers to the formation of a collective vision within organizations that focuses on ecological and environmental progress. Managers build a shared vision within the organization by effectively communicating their ideas to their subordinates in order to fulfil the organization's goals. The green common vision refers to the aspirations that are internalised by personnel inside an organization. People tend to develop a fixed and unwavering understanding of environmental

sustainability in the places where they interact, communicate, or work. Hence, through the establishment of a shared vision, individuals ascribe significance to their everyday endeavours within their surroundings or the company they are employed by, guiding them towards adopting ecological behaviours (Younas et al., 2023). According to Bass (1990), a common vision that is green in nature offers suitable principles and optimal objectives for individuals within an organization. This allows them to effectively address existing difficulties and accomplish their job-related duties. According to Chen et al. (2015), organizational members become aware of organizational goals through a collective vision focused on sustainability. They can then use this shared vision responsibly to accomplish these goals. In a similar vein, Afsar et al. (2020) contend that the presence of a collective vision serves as a catalyst for fostering desired behaviours among employees and facilitates the attainment of objectives in the long run. Organizational members are guided by a common vision that is focused on sustainability and environmental responsibility. This vision encourages people to critically examine their beliefs and tap into their cognitive capabilities to think creatively and break out of established patterns (Vogus and Sutcliffe, 2012). The tenets of social identity theory clarify the idea of a common vision that is environmentally friendly. According to social identity theory, the adoption of shared behaviours linked to a group's principles and the reputation of the group can significantly contribute to the development of a sense of belonging to other groups. Universities must possess a collective comprehension of their vision, mission, and core values in order to cultivate the capacity for shared vision (Chen et al., 2023).

Green shared vision can support the adoption of pro-environmental attitudes by paving the way for individuals to develop a common understanding and goal towards the environment within the organization. In this context, the role of green shared vision on individuals' attitudes towards the environment is remarkable.

1.2. Environmental Attitude

In the field of psychology, attitude is defined as the expression of support or lack of support for a particular value. Attitude refers to the fundamental inclinations that shape people's emotions, cognitions, and actions. Attitude can be directed towards several entities, including individuals or abstract concepts (Albarracín and Shavitt, 2018). Hence, because of its influence on behaviour, emotions, and cognition, this idea is commonly applied in domains including healthcare, education, the environment, and marketing. Environmental attitude pertains to individuals' intentions towards behaviour, which are shaped by their ideas about environmental activities and issues (Schultz et al., 2004). Environmental attitude refers to the conversion of one's level of awareness into a distinct attitude towards the environment, distinct from mere environmental awareness. Childhood interactions with nature and animals have an impact on people's environmental attitudes, which include thoughts and perceptions about nature and the tendency towards the environment. Over time, individuals establish a relationship between their daily environmentally friendly behaviours, and this connection gets linked to their actions (Jančius and Gavenauskas, 2022).

According to social cognitive theory, individuals' behaviours are shaped by ever-changing contextual conditions, the behaviours of others, their own attitudes, and personal experiences (Bandura, 1986). According to Tan and Lau (2011), environmental attitude refers to the psychological propensity towards perceiving and believing in environmental matters. Furthermore, the analysis of environmental attitudes is conducted based on two categories: an inward-focused attitude and an outward-focused attitude. Over time, individuals' environmental attitudes evolve into tangible and impactful environmental conservation behaviors. Environmental attitudes encompass the amalgamation of individuals' views, feelings, and behavioural intentions towards environmental actions or challenges.

Environmentally friendly behaviours refer to actions that minimise harm to the environment. These behaviours are influenced by particular circumstances, such as one's attitude towards their surroundings. While environmental attitude is commonly seen as a good predictor of environmentally friendly behaviours, it is important to note that there are notable distinctions between the two. When individuals are unaware of or uninvolved with environmental issues that do not directly affect them, it can be said that they do not engage or take part (Hadlock and Beckwith, 2002). Consequently, people often overlook the importance of the habitat unless there is a clear threat to their well-being. Universities, as crucial establishments that contribute to societal progress, have a substantial obligation to enhance understanding of social and environmental issues. Nevertheless, a significant number of university students express apprehension about global challenges, particularly climate change. Surprisingly, their positive disposition towards the environment does not translate into eco-friendly practices in their day-to-day lives (Müderrisoğlu and Altanlar, 2011).

Tarrant and Cordell (1997) contend that environmental attitude is a potent antecedent to ecological behaviour and moulds individuals' environmental values in their subsequent lives. Zuo and Zhao (2014) emphasised the significance of environmental attitudes in encouraging green behaviours. According to Bradley et al. (1999), students' environmental attitudes will improve as they acquire knowledge about environmental responsibility. Environmental attitudes encompass individuals' perceptions of the relationship between themselves and the environment. Environmental attitudes play a crucial role, as they frequently influence actions that might either improve or harm the environment. Attitudes comprise

cognitive, emotional, and conative components. Environmental attitudes reflect individuals' favourable or unfavourable sentiments towards specific aspects of their natural surroundings. According to Di Fabio and Kenny (2018), individuals' attitudes towards the environment are indicative of their level of interest in the environment and their sense of connection to nature. Ultimately, people who cultivate a sense of duty to behave in an ecologically conscious manner will also be inclined to demonstrate environmental citizenship behaviours (Janmaimool and Khajohnmanee, 2019).

Environmental attitudes increase the sensitivity of individuals towards the environment and enable these sensitivities to be transformed into behavior. The effect of environmental attitudes can be decisive in the formation of voluntary environmentally friendly behaviors, especially environmental organizational citizenship behavior. The transformation of these attitudes into environmental organizational citizenship behaviors that students voluntarily exhibit in their social and academic lives may be a reflection of their awareness of environmental issues and their sense of responsibility. In this context, environmental attitudes can be evaluated as an important internal dynamic that strengthens individuals' desire to contribute to the environment.

1.3. Environmental Organizational Citizenship Behavior

Climate change poses a significant worldwide concern for humanity. Scientists assert that human activities are the predominant catalyst for climate change, with organizations exerting a substantial influence on these activities. As a result, organizations have started using both official and informal environmental management systems. Nevertheless, depending exclusively on these systems is considered inadequate. However, the effective execution of environmental conservation initiatives mostly relies on the voluntary engagement and proactive collaboration of employees (Ones and Dilchert, 2012). Environmentally aware personnel can actively support environmental sustainability by engaging in intra-organizational innovation and establishing relationships with other stakeholders to participate in various activities (Mirvis and Googins, 2018). Environmental organizational citizenship behaviour refers to a voluntary behaviour related to the environment that has recently attracted notice. According to Daily et al. (2009), environmental organizational citizenship behaviour refers to voluntary efforts performed within the organization that are not rewarded or required by the organization. Employee environmental organizational citizenship behaviour refers to proactive and voluntary work behaviour that aims to improve the current situation and be acknowledged as a crucial factor in achieving desired outcomes such as organizational sustainability performance, corporate social responsibility, and organizational effectiveness (Daily et al., 2009).

Environmental organizational citizenship behaviour refers to the voluntary social actions undertaken by an employee to enhance the organization's environmental management performance in a more sustainable manner. Organizations primarily value the environmentally friendly behaviour of their staff (Anwar et al., 2020). The ecological atmosphere within an organization has a substantial influence on employees' dedication to engaging in ecologically responsible actions on behalf of the organization. Environmental organizational citizenship behaviour refers to the collaborative efforts of employees with their organizations to engage in activities that extend beyond their job responsibilities and prioritise environmental concerns. Environmental organizational citizenship behaviour refers to collective endeavours in promoting green projects as a component of the organization's sustainability plans, rather than solely individual contributions to such initiatives. According to Boiral (2009), environmental organizational citizenship behaviour refers to voluntary and individual social actions that are not acknowledged by the formal incentive system of the organization but nonetheless contribute to the successful management of the environment. Environmental organizational citizenship behaviour refers to a distinct sort of eco-friendly behaviour that seeks to enhance the sustainability performance of an organization.

According to Boiral and Paillé (2012), environmental organizational citizenship behaviour can be classified into three primary categories: eco-initiatives, eco-civic engagement, and eco-helping. Eco-initiatives refer to volunteer actions within an organization that are not officially acknowledged by the formal incentive system yet contribute to the gradual enhancement of the organization's environmental performance. Eco-civic engagement entails the voluntary involvement in environmental initiatives established by an organization, hence bolstering the organization's standing. Environmental aid refers to the voluntary and uncompensated actions taken to effectively communicate environmental issues to colleagues inside an organization, with a focus on highlighting the significance of maintaining a balance in addressing these concerns (Boiral and Paillé, 2012). These behaviours include educating employees in the organization about pollution prevention in the workplace, suggesting ways to reduce waste, representing the organization at environmental conferences, and working with the organization's environmental department to introduce environmentally friendly technology (Ramus and Killmer, 2007).

2. Methodology

2.1. Model and Hypothesis of the Research

According to social cognitive theory, learning takes place within a social setting by observing and recalling the behaviours of others (Bandura, 1986). According to the social cognitive theory, people's behavior can vary depending on their environment, other people's actions, and their own experiences. Employees are motivated by a common vision that connects their interests with the organization's goals and promotes the behaviours required to accomplish them. Prior studies indicate that a clearly defined collective environmental vision and individual attitudes towards the environment might enhance employees' engagement in environmentally responsible behaviours inside the organization (Chang et al., 2020; Chen et al., 2023). Furthermore, it can be contended that a collective environmentally conscious vision has an impact on the ecological innovation performance, product development performance, employees' ecological behaviours, and organizational results of companies (Afsar et al., 2020; Chen et al., 2020). According to Chen et al. (2015), a shared vision focused on environmental sustainability can enhance individuals' belief in their own abilities and encourage them to engage in positive behaviours that benefit the organization by establishing well-defined objectives. Parkhill et al. (2015) propose that a common vision fosters social resilience by offering individuals concrete measures and facilitating collective engagement in activities. A collective and inclusive perspective that enables everyone to work towards a shared objective might strengthen the ability of an organization to adapt and recover from challenges (Ayling, 2009). In this research grounded in social cognitive theory, it was found that university students' green shared vision and environmental attitudes lead to better environmental organizational citizenship behaviours on campus. Here, we provide the hypothesis and model that were developed for the study:

H₁: Environmental attitude has a significant effect on environmental organizational citizenship behaviour.

H₂: Green shared vision has a significant effect on environmental organizational citizenship behaviour.

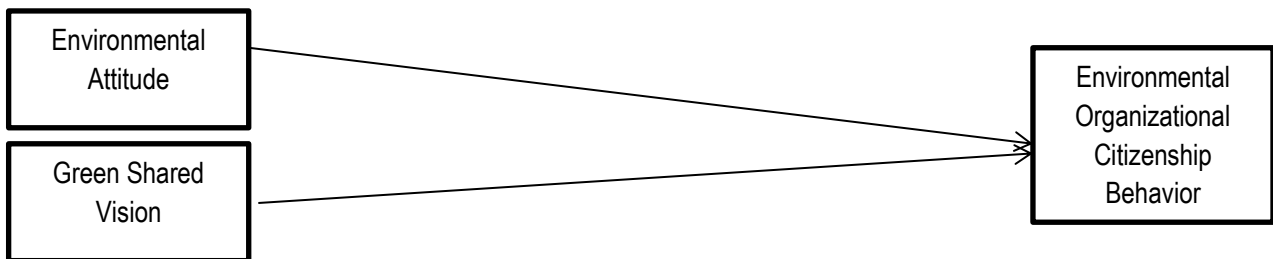


Figure 1. Research Model

2.2. Research Sample

The data was obtained by online survey method. 426 university students selected through convenience sampling method participated in the study. Convenience sampling is a non-random sampling method in which the sample to be selected from the main population is determined by the judgment of the researcher. In convenience sampling, data is collected from the main population in the easiest, fastest and most economical way (Haşiloğlu et al., 2015).

When the frequency analysis results given in Table 1 are examined, it is seen that 266 (62.4%) female and 160 (37.6%) male students participated in the research. When the age ranges of the participants are examined, there are 68 participants (16%) between the ages of 18-22, 153 participants (35.9%) between the ages of 23-27, 135 participants (31.7%) between the ages of 28-32, 50 participants (31.7%) between the ages of 33-37. It was determined that 20 participants (11.7%) and 20 participants (4.7%) aged 38 and over answered the research questions.

2.3. Scales

The measurement of variables in this study utilized the following scales:

Green shared vision: Chen et al. A 4-question scale developed by (2015) was used. The scale is rated on a 5-point Likert scale as "1-Strongly Disagree", "2-Disagree", "3-Undecided", "4-Agree" and "5-Strongly Agree".

Environmental organizational citizenship behavior: Paillé et al. A 10-question scale developed by (2014) was used. The scale is rated on a 5-point Likert scale as "1-Strongly Disagree", "2-Disagree", "3-Undecided", "4-Agree" and "5-Strongly Agree".

Environmental attitude: Leonidou et al. An 8-question scale developed by (2010) was used. The scale is one dimension. The scale is rated on a 5-point Likert scale as "1-Strongly Disagree", "2-Disagree", "3-Undecided", "4-Agree" and "5-Strongly Agree".

There are no reverse questions in the scales. The survey form includes a total of 24 items including demographic questions. The survey questions used in this research were taken from valid and reliable scales in the literature. Since there were no Turkish versions of the scales, the questions were translated into Turkish by the researchers. During the translation process, care was taken to preserve the original meaning of the scales and conceptual integrity was ensured. For this research, ethics committee approval was received from the social and human sciences ethics committee of a state university, dated 11/03/2024 and meeting number 2024-3.

3.1. Reliability Analysis

In social sciences, reliability analysis is performed to determine whether scales measure consistently or whether there is consistency among scale items. Reliability analysis shows how consistently a measurement tool measures. Alpha value, which is accepted as a measure of internal consistency, is used to determine the homogeneous structure of the items. It can be said that the items in the scale with a high alpha coefficient have a consistent structure and calculate the same feature (Gürbüz and Şahin, 2017). Therefore, it can be said that there is high reliability since the values in Table 1 are in the range of $0.80 < \text{Alpha} < 1.00$.

Table 1. Reliability Analysis

Scales	Cronbach's Alpha
Green Shared Vision	0,817
Environmental Attitude	0,931
Environmental Organizational Citizenship Behavior	0,936

When Table 1 is examined, it can be seen that the internal consistency value between the scale items is acceptable. Since the alpha coefficient is above 0.70, the scales are considered reliable.

3.2. Exploratory Factor Analysis

Exploratory factor analysis is performed to identify the observed variables, summarize these variables, and determine the factors at a manageable and workable level (Gürbüz and Şahin, 2017). Exploratory factor analysis findings regarding the variables are presented below;

Table 2. Green Shared Vision

Green Shared Vision (GSV)		Factor Loadings
	GSV1	0,841
	GSV3	0,822
KMO Value: 0,789	GSV4	0,778
Sig.: ,000	GSV2	0,775
Chi Square: 575,961		

When the factor analysis result for the green shared vision scale is examined, it is seen that all items of the scale are collected under a single factor, the KMO value is 0.789, and a single factor explains 65% of the total variance. A KMO value of 0.60 and above indicates that the sample is sufficient for factor analysis (Gürbüz and Şahin, 2017: 317; Field, 2000; Kaiser, 1974).

Table 3. Environmental Attitude

Environmental Attitude (EA)		Factor Loadings
	EA7	0,833
	EA8	0,832
	EA6	0,831
	EA1	0,824
	EA3	0,822
	EA5	0,819
	EA2	0,805
KMO Value: 0,938	EA4	0,797
Sig.: ,000		
Chi Square: 2276,704		

When the factor analysis result for the environmental attitude scale is examined, it is seen that all items of the scale are collected under a single factor, the KMO value is 0.938, and a single factor explains 67% of the total variance. A KMO value of 0.60 and above indicates that the sample is sufficient for factor analysis (Gürbüz and Şahin, 2017: 317; Field, 2000; Kaiser, 1974).

Table 4. Environmental Organizational Citizenship Behavior

Environmental Organizational Citizenship Behavior (EOCB)		Factor Loadings
	EOCB6	0,832
	EOCB9	0,814
	EOCB3	0,798
	EOCB2	0,797
	EOCB1	0,796
	EOCB4	0,795
	EOCB10	0,792
	EOCB7	0,789
	EOCB5	0,785
KMO Value: 0,952	EOCB8	0,777
Sig.: ,000		
Chi Square: 2780,973		

When the factor analysis result for the environmental organizational citizenship behavior scale is examined, it is seen that all items of the scale are collected under a single factor, the KMO value is 0.952, and the single factor explains 64% of the total variance. A KMO value of 0.60 and above indicates that the sample is sufficient for factor analysis (Gürbüz and Şahin, 2017: 317; Field, 2000; Kaiser, 1974).

Table 5. Goodness of Fit Statistics

	CFI	GFI	RMSEA	IFI	TLI	RMR
Environmental Attitude	0,97	0,95	0,08	0,97	0,96	0,04
Green Shared Vision	0,98	0,98	0,10	0,98	0,95	0,04
Environmental Organizational Citizenship Behavior	0,96	0,94	0,07	0,96	0,95	0,05

When the fit indices given in Table 5 are examined, the RMSEA value for environmental attitude is determined as 0.08 (acceptable fit), the RMSEA value for green shared vision is determined as 0.10 (acceptable fit), and 0.07 (sufficient fit)

for environmental organizational citizenship behavior (Yılmaz et al., 2011; Kline, 2016; Chen et al., 2008). The CFI values were determined as (0.97) for environmental attitude, (0.98) for green shared vision, and (0.96) for environmental organizational citizenship behavior. These values being 0.95 and above indicate that the model has a good fit. The GFI values were calculated as (0.95) for environmental attitude, (0.98) for green shared vision, and (0.94) for environmental organizational citizenship behavior. These findings being 0.90 and above indicate that the model has an acceptable fit. All IFI AND TLI values being 0.95 and above indicate that the fit between the data of the determined factor model is acceptable. RMR values being less than 0.05 indicate that there is an acceptable fit (Wheaton et al., 1977; Çam and Yeşilçayır, 2020: 203; Kes et al., 2021: 90; Çavdar et al., 2023: 1058).

3. Findings

3.3. Normality Analysis

George and Mallery (2010) state that if the kurtosis and skewness values for scale data are between -2 and +2, the data has a normal distribution. According to the normality test results given in Table 5, it was determined that the kurtosis and skewness values were within this range. In this context, it is accepted that the data has a normal distribution.

Table 6. Skewness and Kurtosis Value

	Kurtosis	Skewness
Green Shared Vision	-1,626	-,128
Environmental Attitude	-1,776	-,298
Environmental Organizational Citizenship Behavior	-1,803	-,257

It was determined that the kurtosis and skewness values given in Table 6 were between -2 and +2. This indicates that the scale scores show a normal distribution. Therefore, parametric analyzes will be applied to test the hypotheses.

3.4. Correlation Analysis

Correlation coefficients can be seen in Table 7;

Table 7. Correlation Analysis

	Green Shared Vision	Environmental Attitude	Environmental Organizational Citizenship Behavior	Mean	Standart Deviation
Green Shared Vision	1			3,0258	1,04877
Environmental Attitude	,854**	1		3,1382	1,09535
Environmental Organizational Citizenship Behavior	,890**	,934**	1	3,1221	1,06076

When the results of the correlation analysis given in Table 7 are examined, there is a positive and significant relationship between green shared vision and environmental attitude a positive and significant relationship between green shared vision and environmental organizational citizenship behavior ($r = 0.85$, $p < 0,01$). It was determined that there was a positive and significant relationship between environmental attitude and environmental organizational citizenship behavior ($r = 0.93$, $p < 0,01$).

3.5. Regression Analysis

Table 8. Regression Analysis

Dependent Variable	Independent Variable	B	Beta	Sig.	VIF
Environmental Organizational Citizenship Behavior	Green Shared Vision	,346	,342	,000	3,686
	Environmental Attitude	,622	,642	,000	3,686
R²= ,904 Adjusted R²= ,903 F= 1988,070 DW= 2,019 Anova= .000					

When the results of the regression analysis given in Table 8 were examined, it was determined that the green shared vision had a significant and positive effect on environmental organizational citizenship behavior ($p < 0.05$ $B = 0,346$). As a result, H_2 hypothesis was accepted. According to another result of the regression analysis, it was determined that environmental attitude had a significant and positive effect on environmental organizational citizenship behavior ($p < 0.05$ $B = 0,622$). According to this result, H_1 hypothesis was accepted. It has been determined that environmental attitude has a greater impact on environmental organizational citizenship behavior than green shared vision. The R^2 value obtained as a result of the analysis indicates that 90% of the change in the dependent variable environmental organizational citizenship behavior is explained by the independent variables. The adjusted R^2 value shows that 90% of the variance in the dependent variable, environmental organizational citizenship behavior, is explained by the independent variables. Since the Durbin Watson value (2.019) is in the appropriate range (between 1.5 and 2.5), it indicates that there is no autocorrelation between the variables (Taşdan and Erdem, 2010). The overall significance of the regression model (ANOVA) was found to be less than 0.05. This indicates how well the variance in the dependent variable is explained by the model (Gürbüz and Şahin, 2017: 275).

Discussion and Conclusion

The analysis undertaken throughout the research demonstrated that both a common vision focused on environmental sustainability and an individual's attitude towards the environment have substantial impacts on their engagement in environmentally responsible behaviour within an organization. As per the existing research, it has been noticed that people's collective environmental goals and attitudes have a substantial impact on their behaviours that benefit the environment within an organization. One instance of such research is a study carried out by Chang et al. (2019), which involved 475 individuals employed in the manufacturing industry in Taiwan. The research findings suggest that a common vision focused on environmental sustainability has a significant impact on employees' behaviour in promoting environmental responsibility inside the organization. In their study, Chen et al. (2023) investigated the correlation between green shared vision, environmental attitude, and environmental organizational civic behaviour in a sample of 910 students attending Chinese institutions. Our research findings indicate that there is a considerable relationship between environmental attitude, green shared vision, and environmental organizational citizenship behaviour. Afsar et al. (2020) investigated the concept of environmental organizational citizenship behaviour, also known as pro-environmental behaviour, and its correlation with green shared vision. The study's analysis revealed that a common vision centred around environmental sustainability has a significant impact on individuals' engagement in pro-environmental actions. In their study, Younas et al. (2023) examined the correlation between environmentally conscious actions and a collective vision for sustainability among 307 individuals employed in the manufacturing industry in Pakistan. The investigation revealed that a shared vision of environmental sustainability has a significant impact on employees' environmentally friendly actions. Nevertheless, research conducted by Saputra (2023), including 163 personnel employed at an educational institution in Indonesia, produced contrasting outcomes. The investigation indicated that the presence of a common vision focused on environmental sustainability does not exert a noteworthy impact on the behaviour of individuals within an organization towards environmental citizenship. However, it was found that the implementation of green recruitment practices did have a considerable influence on such behaviour. There is a scarcity of research in the existing body of literature that investigates the correlation between environmental attitudes and environmental organizational citizenship behaviour. Chen et al.'s (2020) and Khan and Khan's (2021) research are two noteworthy studies in this field. The findings of Khan and Khan's (2021) study indicate that there is a notable impact of

environmental attitude on environmental organizational citizenship behaviour, which is consistent with our own research outcomes.

Bass (1990) proposes that a common vision focused on environmental sustainability offers optimal objectives for individuals within an organization, empowering them to effectively address present obstacles and accomplish job-related responsibilities. According to Giordan (1995), shared visions can effectively communicate collective ideas, knowledge, and future aspirations among members, thereby promoting goal achievement and providing diverse strategies. Moreover, a unified vision focused on sustainability is considered a crucial factor in achieving a competitive edge. Having a collective vision can assist individuals in comprehending their roles within the organization on a larger scale, while also raising the expectations of organization members beyond their present capacity. Essentially, a shared vision acts as a tool to create a unified strategy for the growth of organizational members, communicate standards and principles, and formulate potential solutions. Hence, in universities, it is essential to establish the advantages, guiding principles, and values that will steer environmental initiatives in order to cultivate students' green collective aspirations. Furthermore, it is crucial to provide practical, attainable, and quantifiable objectives for monitoring sustainability-related advancements at universities and assessing their results. The transmission and comprehension of the collective vision should be effortless, captivating both the logical and emotional facets of all individuals. Merely having a sustainability vision is considered inadequate in this context. The university administration must integrate explicit objectives, measures, and benchmarks that direct sustainability initiatives into the overall organizational plan in order to achieve the desired sustainability vision. Furthermore, it is important to consider the existing or required resources, competencies, and dangers. Universities may ensure that their missions and objectives are supported by connecting their plans with environmentally conscious shared visions. Once sustainability visions are developed, university administrations have a responsibility to effectively communicate and promote them to students and other staff members. Different tools, such as images, movies, or events, can be utilised to freely, consistently, and effectively communicate sustainability visions. Promoting and advocating for an environmentally conscious shared vision can enhance awareness, generate interest, and garner support for sustainability objectives. Given the dynamic nature of the sustainability vision, it necessitates ongoing evaluation and modification. It is crucial to monitor and evaluate the environmental performance of the institution and its influence on students, as well as gather input from the environment as needed. Adapting and responding to changing demands, opportunities, and challenges is of utmost importance. Hence, through regular evaluation and modification of the university's environmentally conscious collective vision, it may be kept up-to-date, efficient, and motivational. In order to promote the extensive implementation of environmental and organizational civic behaviour in universities, it is important to acquire a theoretical understanding of this idea. Furthermore, it is essential to offer suitable training in order to foster and incentivize environmental and organizational citizenship behaviour within a company. The concept of environmental organizational civic behaviour can only achieve widespread adoption through the process of learning and practical implementation. Hence, engaging in environmental organizational citizenship behaviour is necessary in order to avert detrimental alterations to the environment.

The study offered information on the factors of environmental attitude and green shared vision, which are believed to be linked to university students' environmental organizational civic behaviour, based on a literature review. This study, which sought to ascertain the impact of university students' environmental attitudes and shared visions of sustainability on their behaviour in supporting environmental organizations, had certain drawbacks. The study's sample comprises university students enrolled in undergraduate programmes at several universities in Turkey. Future research that replicates the investigation of the correlation between environmental attitude, green shared vision, and environmental organizational citizenship behaviour across various sectors and with diverse samples is expected to provide valuable contributions to the existing body of knowledge.

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