

## **RESTRICTED**

### **ABSTRACT**

Sri Lanka Navy spends a considerable amount of capital as monthly electricity bill payments, which, if saved, could expend for the benefit of the Navy. The present human strength of the Navy is approximately 55,000, and this figure directly influences the electricity consumption in the Navy. Since the human behaviour can play a vital role in conserving electricity, this study focused on investigating and analysing the challenges influencing electricity conservation through a behavioural approach of Sri Lanka Navy personnel. The research study based on a qualitative method and the necessary data were obtained from the officers and sailors serving at SLNS Rangalla through an open-ended questionnaire and a structured interview.

As per the survey, awareness, supervision, restriction, coercion, referent power, habit, responsibility, feedback, and motivation are the factors affecting human behavioural approach and they act as the contributing factors to the independent variable. The absence or presence of these factors affect the behavioural intention and thereby influences the changing of human behaviour, which was the dependent variable. The results will assist in developing a theory that would promote electricity conservation by altering the human behavioural approach.

*Keywords: Energy Conservation, Behavioural approach, Challenges*