

**IMPACT OF WORK FAMILY CONFLICT ON FEMALE INTENT TO QUIT:
SPECIAL REFERENCE TO TWO SELECTED APPAREL COMPANIES IN
RATHNAPURA DISTRICT**



PEDURU ARACHCHIGE THILINI MENAKA



FCM 2040

Project Report
Library - EUSL

**Department of Management
Faculty of Commerce and Management
Eastern University, Sri Lanka
2018**

PROCESSED
Main Library, EUSL

ABSTRACT

Employee turnover is a challenge faced by any organization and Apparel Company is of no exception. Several studies are devoted to identify employees' intent to quit in the Apparel Company, but most of them have ignored female turn over behavior. A separate research is imperative to explore female intent to quit.

The present study is trying to fill up this gap by exploring the turnover intentions of female employees in selected two Apparel Company in Rathnapura District. Intent to quit (ITQ) has been tested empirically for its association with work to family conflict (WFC) and family to work conflict (FWC). The study is important in a sense that for the first time the quit intentions of female Apparel employees have been identified. Hence, this study attempts to fill this knowledge gap.

The random sampling method was used to make the sampling frame work of the study. Data were collected from the female employees of two selected Apparel company in Rathnapura District. A total of 200 questionnaire were distributed out of 401 respondents. The respondent rate was 54% and 46% respectively Randhi International (PVT) Ltd and Orit Apparel Lanka (Pvt) Ltd. The data were analyzed using by descriptive analysis, Pearson correlation and regression analyses with the support of Statistical Package for Social Science (SPSS 22.0).

The results show that the level of work family conflict and family to work conflict are high levels in selected Apparel Company in Rathnapura District. Overall finding of from this study is identified that, there is strong positive relationship between work family conflicts on female intent to quit in selected two Apparel Companies in Rathnapura District. Lastly, the regression analysis between work to family conflict and family to work conflict indicated that 82.7% of total variance of intent to quit is explained in selected two Apparel Companies in Rathnapura District.

Hence, there are some recommendations would be developed to reduce the intent to quit of female in selected two Apparel companies in Rathnapura District.

Keywords: Intent to quit, Work to family conflict, Family to work conflict, female Apparel Company employees

TABLE OF CONTENTS

Contents	Page No.
Acknowledgement	i
Abstract	ii
Table of contents.....	iii-vii
List of tables.....	viii
Lists of figures	ix
Abbreviations.....	x
CHAPTER -1 INTRODUCTION.....	1-6
1.1 Background of the Study	1
1.2 Problem Statement.....	2
1.3 Research Questions	4
1.4 Research Objectives.....	4
1.5 Significance of the Study.....	4
1.6 Scope of the Study	5
1.6 Chapter Organization.....	6
1.7 Chapter Summary	6
CHAPTER -2 LITERATURE REVIEW	7-27
2.1 Introduction.....	7
2.2 Female Labor Force Participation in Sri Lanka.....	7
2.3 Female Workers in Apparel Company in Sri Lanka.....	9
2.4 Work Family Conflict.....	14
2.4.1 4c's of Work Family Conflict.....	17
2.4.1.1 Contours of Work Family Conflict.....	17
2.4.1.2 Causes of Work Family Conflict	17
2.4.1.3 Consequences of Work Family Conflict.....	17

2.4.1.4 Coping Strategies of Work Family Conflict	18
2.5 Work Family Conflict on Female	20
2.6 Empirical Findings of Relationship between Work Family Conflict and Intention to Leave	22
2.7 Development of Hypotheses	23
2.7.1 Work to Family Conflict.....	23
2.7.2 Family to Work Conflict.....	24
2.7.3 Intent to Quit.....	26
2.8 Chapter Summary	27
CHAPTER -3 CONCEPTUALIZATION AND OPERATIONALIZATION	28-38
3.1 Introduction.....	28
3.2 Conceptualization	28
3.3 Definitions of Key Variables	29
3.3.1 Work Family Conflict.....	29
3.3.1.1 Work to Family Conflict.....	29
3.3.1.2 Family to Work Conflict.....	32
3.3.2 Intent to quit.....	33
3.4 Theory Underpinning the Conceptual Model of the Study.....	34
3.4.1 Role theory	34
3.4.2 Work life balance Theory.....	35
3.5 Operationalization of Variables	35
3.6 Chapter Summary	38
CHAPTER -4 METHODOLOGY	39-49
4.1 Introduction.....	39
4.2 Research Design.....	39
4.2.1 Variables of the Study	39
4.2.2 Extent of Researcher Inference with the Study	39

4.2.3 Study Setting.....	40
4.2.4 Time Horizon.....	40
4.2.5 Unit of Analysis.....	40
4.2.6 Research Technique, Approach and Procedure	40
4.2.7 Research Philosophy.....	41
4.2.8 Research Strategy	41
4.3 Target Population/ Sampling Frame	41
4.3.1 Sample Size Determination	42
4.4 Method of Data Collection.....	43
4.4.1 Questionnaire.....	43
4.4.2 Structure of Questionnaire.....	44
4.5 Reliability Test.....	44
4.6 Method of Data Presentation.....	45
4.7 Method of Data Analysis and Data Evaluation.....	45
4.7.1 Univariate Analysis	45
4.7.2 Bivariate and Multivariate Analyses	46
4.7.2.1 Correlation Analysis	47
4.7.2.2 Regression Analysis	48
4.8 Chapter Summary.....	49
CHAPTER -5 DATA PRESENTATION AND ANALYSIS.....	50-64
5.1 Introduction.....	50
5.2 Reliability Analysis.....	50
5.3 Data Presentation for the Personnel Information	51
5.3.1 Name of the Apparel Company	51
5.3.2 Marital Status of Respondent	51
5.3.3 Living Information of the Respondents.....	52
5.3.4 Age Ranges of Respondents	52

5.3.5 Category of Operational Level Employee	53
5.3.6 Experience of Respondents	53
5.3.7 Educational Qualification of Respondents	54
5.4 Data Analysis for Research Information	55
5.4.1 Univariate Analysis	55
5.4.1.1 Work Family Conflict.....	55
5.4.1.2 Intent to Quit.....	58
5.4.2 Bivariate Analysis.....	59
5.4.2.1 Pearson Correlation Analysis.....	59
5.4.2.1.1 Work to Family Conflict and Intent to Quit.....	60
5.4.2.1.2 Family to Work Conflict and Intent to Quit.....	60
5.4.2.1.3 Work Family Conflict and Female Intent to Quit.....	60
5.4.3 Simple Regression Analysis	61
5.4.4 Multiple Regression Analysis.....	62
5.5 Chapter Summary.....	64
CHAPTER -6 FINDINGS AND DISCUSSION.....	65-72
6.1 Introduction.....	65
6.2 Discussions on Personal Information.....	65
6.2.1 Name of the Apparel Company	65
6.2.2 Marital Status of the Respondents	65
6.2.3 Living Information of the Respondents	66
6.2.3 Age Ranges of the Respondents	66
6.2.4 Category of Operational Level Employee	66
6.2.5 Experience of Respondents	67
6.2.6 Educational Qualification of Respondents	67
6.3 Discussion of Research Information.....	67
6.3.1 Findings From Level of Work to Family Conflict	68

6.3.2 Findings From Level of Family to Work Conflict	68
6.3.3 Findings From Level of Intent to Quit.....	69
6.3.4 Findings From Bivariate Analysis	69
6.4 Chapter Summary	72
CHAPTER -7 CONCLUSION AND RECOMMENDATIONS.....	73-77
7.1 Introduction.....	73
7.2 Conclusion	73
7.3 Contribution of the Study in Filling Empirical Research Gaps	74
7.4 Recommendations for Managers or Decision Makers of Apparel Company	75
7.5 Recommendations for Females in Apparel Company	76
7.5.1 Recommendation for Work to Family Conflict.....	76
7.5.2 Recommendation for Family to Work Conflict.....	76
7.6 Limitations of the Study.....	76
7.7 Suggestions for Future Researchers.....	77
REFERENCES.....	78-90
APPENDIX 1	
Questionnaire in English.....	91-93
Questionnaire in Sinhala	94-96
APPENDIX 02	
Output for data analysis	97-106