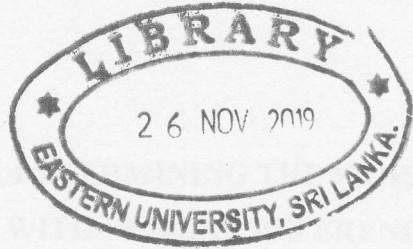


**THE COGNITIVE DISSONANCE IN DETERMINING THE WORK
BEHAVIOR IN APPAREL INDUSTRIES WITH SPECIAL REFERENCE TO
KANDY**



By:

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Abstract

Nowadays, the apparel industry goes through turbulent times and is facing many difficulties. In the current competitive business world, employee turnover has been a major problem for apparel organizations.

The objectives of this study are to assess the levels of cognitive dissonance, work stress and turnover intention and to examine the relationships among these variables. In addition to that, the study identifies the mediation effect of work stress in the relationship between cognitive dissonance and turnover intention. Present study explores independent variable of cognitive dissonance, mediation variable of work stress and dependent variable of turnover intention. Hence, research aims at identifying whether the cognitive dissonance impacts on employees turnover intention via the mediation of work stress in five selected apparel manufacturing firms in Kandy.

The quantitative study was conducted based on primary data which were collected among 186 staff by using closed ended questionnaires and five point Likert scale was assigned to measure the variables. The univariate analysis has been used to identify the levels of cognitive dissonance, work stress and turnover intention, the bivariate analysis has been used to examine the relationships among these variables and the mediation regression analysis has been used to explore the mediation effect of work stress in the relationship between cognitive dissonance and turnover intention.

Based on the findings of the study, this research concludes that cognitive dissonance with its dimensions, work stress and turnover intention are all at a higher level. As well as, there are strong positive and significant relationships between cognitive dissonance and work stress, cognitive dissonance and turnover intention and between work stress and turnover intention. Further, mediation regression analysis concludes that work stress does not mediate the relationship between cognitive dissonance and turnover intention.

The study further, postulates that the organization should monitor the directions of managers and supervisors in order to avoid them compelling the employees to involve in unethical or immoral activities in the organization which leads to higher work stress and thus, results in turnover intention.

Keywords: Cognitive Dissonance, Work Stress, Turnover Intention

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