

**IMPACT OF EMPLOYEES EMOTIONAL DEMAND AND
EMPLOYEES JOB DEMAND ON TURNOVER INTENTION IN
THREE SELECTED APPAREL MANUFACTURING FIRMS IN
BATTICALOA**



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Abstract

Present study is explores regarding the emotional demand, job demand and emotional exhaustion together with employee's turnover intention and the researcher motive to search and explore some of the key variables which are operating behind the scene of employees' turnover in employee's emotional and stress related point of view. According to that, research aim focusing to identify whether the employees emotional demand and job demand impact on employees turnover intention via emotional exhaustion in three selected apparel manufacturing firms in Batticaloa.

The quantitative study conducted based on primary data which were collected among 153 employees by using self-administrated questionnaire and five point Likert scale was assigned to measure the variables. The collected data were analysed by using univariate, bivariate and multivariate technique in a computer based Statistical Package for the Social Science 22th version software.

The objectives of this paper are to assess the levels of job demand, emotional demand, emotional exhaustion and employee turnover intention and to examine the relationships among these concepts. In addition to that, identify the mediation effect of emotional exhaustion in the relationship between emotional demand and turnover intention as well as job demand and turnover intention.

Based on the findings of the study, this research concludes that emotional exhaustion and turnover intention are in a higher level, emotional demand and job demand are in a moderate level. As well, there are strong positive and significant relationship between emotional demand and emotional exhaustion, emotional demand and turnover intention, job demand and turnover intention, and emotional exhaustion and turnover intention. And this study also concludes that there is a moderate positive relationship between job demand and emotional exhaustion. Further, mediating analysis concludes that emotional exhaustion partially mediates the relationship between emotional demand and turnover intention as well as job demand and turnover intention. This study proposes that decision makers must prevent employees from being indirectly forced into performing jobs with extreme work demands or workloads. Specifically, there must be policies that prevent employees from being over demanded and highly emotionally exhausted, as these employees cannot perform their best, thereby leave from the organisation.

Keywords: Emotional Demand, Job Demand, Emotional Exhaustion, Turnover Intention.

Table of Contents

Acknowledgment	I
Abstract.....	II
Tables of Contents	III
List of Tables	IX
List of Figures	XII
List of Abbreviations	XIII

Chapter-1 INTRODUCTION

1.1 Background of the Study	1
1.2 Research Problem / Research Gap.....	3
1.3 Research Questions.....	4
1.4 Research Objectives	5
1.5 Significance of the Study.....	5
1.6 Scope of the Study	6
1.7 Organization of Chapters.....	6
1.8 Chapter Summary	7

Chapter-2 LITERATURE REVIEW

2.1 Introduction	8
2.2 Emotional Demand.....	8
2.3 Job Demand	9
2.4 Emotional Exhaustion.....	10
2.5 Turnover Intention.....	11
2.6 Relationship between Emotional Demand and Emotional Exhaustion.....	13
2.7 Relationship between Job Demand and Emotional Exhaustion	13
2.8 Relationship between Emotional Demand and Turnover Intention	14

2.9 Relationship between Job Demand and Turnover Intention	15
2.10 Relationship between Emotional Exhaustion and Turnover Intention.....	15
2.11 Mediation of Emotional Exhaustion between Emotional Demand and Job Demand on Turnover Intention	16
2.12 Derivation of Conceptual Framework	17
2.13 Chapter Summary	18

Chapter-3 CONCEPTUALIZATION AND OPERATIONALIZATION

3.1 Introduction	19
3.2 Conceptual Framework.....	19
3.3 Hypotheses of the Study	19
3.4 Emotional Demand	20
3.5 Job Demand	20
3.6 Emotional Exhaustion.....	21
3.7 Turnover Intention	21
3.8 Operationalization	21
3.9 Theory Related to this Study	23
3.9.1 Social Exchange Theory	23
3.9.2 Equity Theory	23
3.9.3 Hobfoll's Theory of the Conservation of Resources (COR)	24
3.10 Chapter Summary	25

Chapter-4 RESEARCH METHODOLOGY

4.1 Introduction	26
4.2 Research Philosophy.....	26
4.3 Research Approach.....	26
4.4 Research Strategy	27
4.5 Time Horizon.....	27
4.6 Methods of Data Collection.....	27

4.6.1 Primary Data.....	27
4.6.1.1 Questionnaire.....	27
4.6.1.2 Measures.....	28
4.6.1.2.1 Emotional Demand.....	28
4.6.1.2.2 Job Demand.....	29
4.6.1.2.3 Emotional Exhaustion.....	29
4.6.1.2.4 Turnover Intention.....	29
4.6.1.3 Reliability Analysis and Evaluation.....	29
4.6.2 Secondary Data.....	30
4.7. Study Population.....	30
4.7.1 Sample Size.....	30
4.8 Methods of Data Analysis.....	31
4.9 Methods of Data Evaluation.....	31
4.9.1 Univariate Analyses and Evaluation.....	31
4.9.1.1 Mean.....	31
4.9.1.2 Standard Deviation.....	31
4.9.2 Bivariate Analyses and Evaluation.....	32
4.9.2.1 Correlation Analysis.....	32
4.9.2.2 Mediation Analysis.....	33
4.9.3 Hypotheses Testing and Evaluation.....	34
4.10 Method of Data Presentation.....	35
4.11 Chapter Summary.....	35

Chapter-5 DATA PRESENTATION AND ANALYSIS

5.1 Introduction.....	36
5.2 Analysis of Reliability.....	36
5.3 Frequency Analysis of Personal Characteristics.....	37
5.3.1 Gender.....	37

5.3.2 Age.....	37
5.3.4 Marriage Status.....	38
5.3.5 Educational Level.....	38
5.3.6 Monthly Income.....	39
5.3.7 Duration of Working in an Organization.....	39
5.4 Univariate Analysis.....	39
5.4.1 Level of Emotional Demand.....	40
5.4.2 Level of Job Demand.....	40
5.4.3 Level of Emotional Exhaustion.....	41
5.4.4 Level of Turnover Intention.....	42
5.5 Bivariate Analysis.....	43
5.5.1 Correlation among Emotional Demand, Job Demand and Emotional Exhaustion.....	43
5.5.2 Correlation among Emotional Demand, Job Demand and Turnover Intention.....	44
5.5.3 Correlation between Emotional Exhaustion and Turnover Intention.....	44
5.5.4 To Explore the Mediating Effect of Emotional Exhaustion in the Relationship between Emotional Demand and Turnover Intention.....	45
5.5.5 To Explore the Mediating Effect of Emotional Exhaustion in the Relationship between Job Demand and Turnover Intention.....	52
5.6 Hypotheses Testing.....	58
5.6.1 Hypothesis Testing – 1.....	58
5.6.2 Hypothesis Testing – 2.....	59
5.6.3 Hypothesis Testing – 3.....	59
5.6.4 Hypothesis Testing – 4.....	60
5.6.5 Hypothesis Testing – 5.....	60
5.6.6 Hypothesis Testing – 6.....	60
5.6.7 Hypothesis Testing – 7.....	61

5.7 Chapter Summary 62

Chapter-6 DISCUSSION AND FINDINGS

6.1 Introduction 63

6.2. Personal Information 63

6.2.1 Gender of Respondents..... 63

6.2.2 Age Level of Respondents..... 63

6.2.3 Position in the Organization 63

6.2.4 Marriage Status 64

6.2.5 Educational Level 64

6.2.6 Monthly Income..... 64

6.2.7 Duration of Working in an Organization..... 64

6.3. Discussion for Objective One 64

6.3.1. Level of Emotional Demand..... 64

6.3.2 Level of Job Demand..... 65

6.3.3. Level of Emotional Exhaustion 65

6.3.1. Level of Turnover Intention..... 65

6.4. Discussion for Objective Two 66

6.5 Discussion for Objective Three 67

6.6 Discussion for Objective Four 69

6.7 Hypotheses Testing..... 70

6.8 Chapter Summary 72

Chapter - 7 CONCLUSION AND RECOMMENDATION

7.1 Introduction 73

7.2 Conclusion 73

7.3 Contribution of this Study 74

7.4 Recommendations 75

7.6 Direction for Future Research 77

Reference	78
Appendix-1 Research Questionnaire English.....	91
Appendix-II Research Questionnaire Tamil.....	94