

**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 22<sup>th</sup> 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.

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