



**APPLICATION OF HERZBERG'S TWO FACTOR  
THEORY OF MOTIVATION TO IDENTIFY  
TURNOVER INTENTION OF THE NON-  
EXECUTIVE LEVEL EMPLOYEES IN SUPER  
MARKETS**

**(With special reference to the Colombo District in Sri  
Lanka)**

This dissertation is submitted as a partial fulfillment of the degree of  
Bachelor of Business Management in Entrepreneurship and Management

November, 2017

P.W.C. Chandrasekara

UWU/EX/13/0213

Department of Management Sciences

## ABSTRACT

Human resource is the most important asset to any organization and can be called as the backbone of an institute. It is a very critical task for any organization to ensure that human resource is well managed in a manner that would give out a sustainable competitive advantage. This study attempts to identify the relationship between motivation and turnover intentions of the employees to find out the reasons for the huge labor turnover prevailing in supermarkets in Sri Lanka. In order to fulfill this Herzberg's two factor theory of motivation is applied to identify the relationship between motivation level and turnover intentions of the employees. Although there are number of research done in terms of the concept of motivation, very few studies have been done by linking the two concepts of motivation and turnover intentions. Hence, this study was done to identify how the motivation affects turnover intentions of the non-executive level employees in selected supermarkets in Colombo. Data were collected from a convenient sample of 100 non-executives in selected leading supermarkets in Colombo with a structured questionnaire. The data were then analyzed using statistical methods to investigate any relationship between motivation and turnover intentions of the employees. This study found that there is a relationship between the motivation and turnover intentions. The two main dimensions gave a proper idea about why people leave. The research findings provide the reasons behind the huge labour turnover prevailing in lower level employees in the corporate world and provide ways and means on how employees can be motivated to perform well and retain in the company in order to achieve organizational goals and objectives.

*Key words: Motivation, turnover intention, labor turnover*