

# **Employee Demographic Factors and Employee Turnover Intention of Operational Level Employees of an Apparel Organization in Ampara District.**

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## **Abstract**

The major objective of the study is to analyze the impact of demographic factors on employee's turnover intention of apparel organization of Ampara district and six hypotheses were formulated. This study involved 122 operational level employees who were selected from one apparel organization in Ampara district by using stratified random sampling method. The results found that demographic factors had significant association with employee's turnover intention. Gender, civil status, age and tenure were also found to have a significant negative association with turnover intention. Educational level is positively associated with employee turnover intention. It found female employees were more likely to quite than male employees and unmarried employees were more likely to quite than married employees. The study made recommendations on which type of employees needs to focus to satisfy in order to retain them.

**Keywords:** Demographic Factors, Turnover Intention, Apparel Sector.