



DETERMINANTS OF NON-EXECUTIVE LEVEL EMPLOYEE  
TURNOVER IN THE SUPERMARKETS IN THE WESTERN  
PROVINCE OF SRI LANKA

by

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## ABSTRACT

The supermarket industry is a highly employee-intensive industry and still higher employee turnover is a serious difficulty within the industry all around the world. As per the statistics, non-executive level employees in the supermarkets is important in this scenario. The researcher has identified empirical and knowledge gaps in their context. The main objective of this research is to identify determinants that can affect non-executive level employees' intention to leave the Supermarkets in the Western Province of Sri Lanka. The data of the study mainly depends on the primary data collected by the researcher from 15 key informants including Directors, CEOs, Managers, and Non-executive level low-income employees through interviews. According to the Morgan Table, 354 Non-Executive employees who work at reputed Supermarkets in the Western Province of Sri Lanka were selected as the sample and data were collected through self-administrated questionnaire. To achieve the objective of this research, the researcher followed the Mixed Method combined with Thematic Analysis and Regression Analysis. Based on the Salary benefits, Organizational culture, Job satisfaction, and Supervisor support were recognized as the main reasons for Non-executive level employee turnover in the Supermarket Industry in Sri Lanka.

*Keywords:* Non-Executive Level Employee Turnover, Supermarket Industry in Sri Lanka, Salary Benefits, Organizational Culture, Job Satisfaction, Supervisor Support