ABSTRACT

Apparel sector in Sri Lanka is the prime foreign income generator since last two decades. This is an exploratory study on factors affecting on employee productivity in the large scale apparel industry in Sri Lanka. The philosophy of the current study is positivism. The study is deductive in its approach as the study is based on research questions, objectives, data collection and analysis. The research strategy is survey method and the data collection was done using semi structured questionnaires among 55 employees of large scale apparel companies by using random sampling method. In-depth interview was conducted to collect primary data. The methodological choice of research is mixed method which comprise of both qualitative and quantitative components. Sample sufficiency and reliability was measured by using IBM SPSS version 21. According to KMO Bartlett's test, sample adequacy remained at 0.630. Cronbach Alpha estimation of 0.710 and it was revealed that the sample is adequate to generalize and predict the population. The quantitative data analysis was based on the indicators of each variable using the Likert scale. Results were analyzed by using bivariate and multivariate estimations. According to the results, life style, job status, education & training, nature of supervisor, working condition, attitudes, skills, work life balance are positively related with employee productivity of the large scale apparel industry in Sri Lanka. The interviews made to further strengthen the quantitative analysis. Through, such in depth interviews also highlighted that life style, job status, education & training, nature of supervisor, working condition, attitudes, skills, work life balance are positively related with employee productivity of the large scale apparel industry in Sri Lanka. Employee productivity is the prime concern in the apparel sector which require to improve the performance effectively and efficiently to meet the right quality to improve productivity. it is understood the importance of having employee productivity to be more competitive in the industry and to contribute to uplift living condition of people in the country by contributing to Sri Lanka economy while assuring survival and the stability in the apparel industry in Sri Lanka.

Key words: Education & Training, Skills, Work Experience, Nature of Supervisor, Working Condition, Wages, Attitudes, Work-Life Balance, Life Style, Job Status, Family Size and Structure.