

Factors Influencing the Migration Intention of Sri Lankan Apparel Industry Executives

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The apparel industries in Sri Lanka are the largest exporters of high-quality apparel products to global brands. With global recognition, migration opportunities have increased, and recently, there has been an increase in the migration tendency of Sri Lankan professionals involved in the apparel industry. However, there is a lack of research on factors influencing migration intentions in the Sri Lankan context. Therefore, this study investigates the factors influencing Sri Lankan apparel industry executives' migration intentions, analyzes their level of intention, and determines the impact of these influencing factors on Sri Lankan apparel industry executives. A study using positivist philosophy and deductive methods was conducted on 248 executive employees in the Sri Lankan apparel sector. The study utilized an individual-level survey-based questionnaire method, analyzed using descriptive statistics, reliability, normality analysis, and multiple regression to test hypotheses. The study found a significant positive relationship between push and pull factors of migration intention and the migration intentions of Sri Lankan apparel industry executives. The findings suggest that policies should be developed to retain the skilled workforce in the industry, reducing migration tendencies. These policies should include micro and macro policies related to improving working conditions and involvement in political and economic issues.

Keywords: Apparel Industry, Migration Intention, Pull Factors, Push Factors, Sri Lanka

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Introduction

Background of the Study

The study investigates factors influencing Sri Lankan apparel industry executives' migration intentions, emphasizing the need for understanding these motivations in a globalized and economic era, and aims to offer actionable insights for policymakers and industry stakeholders.

The apparel industry in Sri Lanka has been a substantial contributor to the country's economic expansion since the 1950s (Lanka, 2021), with garments accounting for 52% of exports by 2002. The industry employs around 1 million people and employs 15% of Sri Lanka's workforce. However, challenges such as economic turmoil and political instability have hindered growth, with the value-added of manufacturing operations decreasing by 12.6% in 2022. The apparel sub-sector production had a remarkable growth of 25.9% in 2021 post-pandemic but only showed 5.3% annual growth in 2022 (Central Bank of Sri Lanka, 2023).

The apparel industry in Sri Lanka is a labor-intensive sector with a significant workforce, but faces challenges such as employee turnover (MGS & KAN, 2020). Despite rapid expansion, the industry employs over 330,000 people, supporting over 1.2 million people and accounting for 5% of all jobs in the country. Over 8% of managerial and executive positions remain unfilled due to a lack of qualified candidates. The industry experiences an annual labor turnover of around 60% per plant (Kelegama, 2005; Dheerasinghe, 2009; Liyanage & Galhena, 2014; Welmilla, 2020).

Also, this migration can be identified as a significant factor affecting the turnover of executive level workers in the apparel industry. Accordingly, Dheerasinghe (2009) says that the issue of executive employee turnover in Sri Lankan apparel industries is a growing one. Furthermore, in addition to talented professionals, executives and senior staff in the apparel industry migrating for better opportunities, more than 30% of employees in the SME sector are said to be leaving their positions (Apparel SMEs

in Grave Crisis, n.d.). As well as, Weerasooriya (2021) mention that Sri Lanka is struggling with a lack of skilled professionals in a variety of industries, including tourism, manufacturing, business process outsourcing, apparel, health, and jewelry. According to Wijesinghe (2018), employee turnover has become a critical issue in the apparel industry and he has concluded that it adversely affects the performance of the industry. According to the findings of this study, it is concluded that organizational politics, migration, job satisfaction, organizational commitment, training and development are influencing factors.

When considering ABC Company, a major apparel manufacturer in Sri Lanka, it appears that migration can be identified as a significant factor affecting the turnover of executive level employees. Migration is the main reason that affected more than 50% of the company's annual turnover in the last two years (Table 1.1).

In 2021, 48 executives departed due to migration, accounting for 61.5% of total turnover. In 2022, 88 executives left their positions, with 66 being migration-related, accounting for 75%. Due to this, increased turnover has led to urgent recruitment efforts to fill vacant positions, and this has impacted the company's recruitment costs. As it takes at least 2 months to fill an executive level position, the company needs to start hiring urgently to ensure a smooth transition and continuity of leadership. As a result, ABC has made emergency recruitments of at least 20 in 2021 and 30 in 2022. Due to such urgent recruitment, the company's recruitment cost has increased. The urgent recruitment process involves various costs including advertising, recruitment agency fees, interview costs, and onboarding costs. Due to such urgent recruitment, the company has to bear the cost of Rs.20,000 in addition to one person. Also, 35% of ongoing projects were delayed due to sudden turnover of executives. Therefore, high turnover caused by migration is a serious problem for the company (Internal records of company ABC).

Table 1

ABC Company's Migration-Related Executive Turnover

Year	2021			2022		
Category	<i>Executive Turnover</i>	<i>Migration-Related Turnover</i>	<i>Migration Turnover Percentage</i>	<i>Executive Turnover</i>	<i>Migration-Related Turnover</i>	<i>Migration Turnover Percentage</i>
Month						
<i>January</i>	4	-	-	6	5	83.3%
<i>February</i>	5	4	80%	7	6	85.7%
<i>March</i>	6	4	66.6%	8	3	37.5%
<i>April</i>	6	5	83.3%	9	6	66.6%
<i>May</i>	4	-	-	6	5	83.3%
<i>June</i>	5	2	40%	5	5	100%
<i>July</i>	6	3	50%	2	1	50%
<i>August</i>	10	8	80%	6	3	50%
<i>September</i>	6	4	66.6%	9	7	77.7%
<i>October</i>	8	8	100%	10	7	70%
<i>November</i>	9	7	77.7%	8	8	100%
<i>December</i>	9	3	33.3%	12	10	83.3%
Annual	78	48	61.5%	88	66	75%

Source: Internal records of company ABC

So, since ABC is a major company in the apparel industry, we can assume that the percentage of turnover related to migration in executive positions is a problem affecting the entire apparel industry in Sri Lanka. Because of that situation, this

should be studied quickly and solutions should be proposed. Therefore, that this study needs to be formally studied to understand the migration intentions of Sri Lankan apparel industry executives and the factors affecting their migration intentions.

Statement of Problem

The apparel industry plays a crucial role in Sri Lanka's economy. But today, the Sri Lankan apparel industry has seen a lot of disintegration. Several reasons have mainly affected it. However, the increase in turnover due to the migration of executive employees can be cited as the main reason that affected it. These executive employees can be known as the main stakeholders who make decisions in an organization.

According to the literature of a study done in 2009, it can be seen that the turnover increases due to the migration of executive workers in the apparel industry. He said that more than 30% of skilled professionals, executives and senior staff in the apparel industry are leaving their positions (Dheerasinghe, 2009).

Also, one of the major organizations in Sri Lanka's apparel industry, ABC Company, has a major problem with executive turnover. According to Company ABC, the main reason for the increase in corporate turnover is the migration of company executives. Turnover due to migration will be 61.5% in 2021 and 75% in 2022. Considering that, turnover has increased due to migration by 14% in 2022 compared to 2021. Also, more than 50% of the executive employees currently working in the organization had the intention to migrate. Due to this situation, ABC had to face serious problems such as increased recruitment costs, urgent recruitment, and delays in ongoing projects (Internal records of company ABC). And also, this problem will be one of the main factors that can affect the entire apparel industry. This issue has significantly affected the entire apparel industry, resulting in a 14.9% decline in apparel exports in the country according to statistics released by the Central Bank of Sri Lanka (Samaya, 2023).

And also, this study has been done in several countries of the world. According to

Tung (2022), factors influencing the migration behavior of workers in garment enterprises in Vietnam have been identified and evaluated. Furthermore, Sohad et al. (2023), identified factors that determine migration intentions in factories in Bangladesh.

But at present there are few literature summaries of the migration/migration intention of executive workers in the apparel industry in Sri Lanka and other countries. According to the above facts, it seems that there is a gap in the past literature summaries. This has become a very important problem that needs to be addressed present. Therefore, research problem of this study is "Factors Influencing the Migration Intention of Sri Lankan Apparel Industry Executives".

Research Questions

1. What is the level of migration intention of Sri Lankan apparel industry executives?
2. What factors are affecting migration intention of Sri Lankan apparel industry executives?
3. What is the impact of influencing factors on the migration intention of Sri Lankan apparel industry executives?
 - 3.1. What is the impact of political push factors on the migration intention of Sri Lankan apparel industry executives?
 - 3.2. What is the impact of economic push factors on the migration intention of Sri Lankan apparel industry executives?
 - 3.3. What is the impact of social / psychological push factors on the migration intention of Sri Lankan apparel industry executives?
 - 3.4. What is the impact of political pull factors on the migration intention of Sri Lankan apparel industry executives?
 - 3.5. What is the impact of economic pull factors on the migration intention of Sri Lankan apparel industry executives?

3.6. What is the impact of social / psychological pull factors on the migration intention of Sri Lankan apparel industry executives?

Objectives of the Study

1. To determine the level of migration intention of Sri Lankan apparel industry executives
2. To determine the factors are influencing migration intention of Sri Lankan apparel industry executives
3. To determine the impact of influencing factors on the migration intention of Sri Lankan apparel industry executives

Significance of the Study

The apparel industry's globalization has increased mobility, prompting interest in factors influencing executives' migration intentions. Sri Lanka serves as a case study, providing practical insights and contributing to academic discourse on global workforce migration trends.

The Sri Lankan apparel industry is crucial for export earnings and employment, with executives' skills influencing global competitiveness. Understanding migration intentions can inform strategies for talent retention and attraction, enhancing industry growth and sustainability. This study provides actionable insights for stakeholders, policymakers, and human resource professionals, enhancing strategic management of human capital within the Sri Lankan apparel industry.

This study explores international migration, executive decision-making, and human capital management in the apparel industry. It enriches theories on career mobility and global talent management. The research provides a nuanced exploration of socio-cultural and economic factors in Sri Lanka, offering insights applicable to similar industries. Understanding migration intentions is crucial for the apparel industry in Sri Lanka's rapidly changing global market.

Literature Review

Definitions of Migration Intention

Migration also describes the process through which non-natives visit a nation to reside there. The act of moving within or outside of a country is referred to as migration (Vafeas & Hendricks, 2017). All those who move to establish themselves temporarily or permanently in the host country are included in the term "migrants," which refers to everyone who does so. Migration presupposes the movement of displaced individuals, refugees, and the general populace (Vafeas, 2013). According to Sazila, Abdullah, Mohamed, Khadri, Abdullah, Mat, & Rahman (2018), intention is the attitude toward the consequences of one's behavior.

The intent of migrants to depart from their home countries is one of the variables in the study of migration. According to Carling (2017), an individual's intention to migrate may be defined as their desire, contemplation, inclination, plan, or preparedness to move independent of their actual activities. According to Sabti and Ramalu (2021), the desire to immigrate is a trustworthy predictor of people's long-term hopes for their future.

In the present study, the term "migration intention" describes the desire of an individual or group to relocate, usually from one country or region to another. Intention to migrate is defined as their desire, plans and preparations to migrate. Migration wish (or desire): Ideally, if you had the opportunity, would you like to move permanently to another country, or would you prefer to continue living in this country. Migration plan: Are you planning to move permanently to another country in the next 12 months, or not. Migration preparation: Have you done any preparation for this move (Migali, S., & Scipioni, M., 2019).

Factors Influencing the Migration Intention

Global, national, regional, and local population changes have always been significantly influenced by migration. People decide to migrate to another area or nation for a variety of reasons. The pull and push model of migration is the most

widely recognized conceptualization of understanding international migration (Richmond, 1993). According to Lee's Migration Theory and Ravenstein's Migration Theory, push and pull factors can be stated as the main factors that influence migration intention. Push factors are circumstances or conditions in one's home country that compel individuals or families to leave and seek opportunities elsewhere. A pull factor refers to the conditions of a certain area, country, or location that attract people to migrate there from other areas. Also, push factors and pull factors can be divided into political, economic and social/psychological factors (Lee, 1966b; Ravenstein, 1885b).

It describes migration as a function of supply-push factors that force migrants out of their home countries and demand- pull factors that draw them to industrialized nations (Mazzarol & Soutar, 2002b). While scholars have identified a number of PUSM and PULM, they can be broadly classified into the following categories: economic factors, which include labor market conditions and job market opportunities (Zimmermann, 2005); preservation factors, which include psychological and psychical security (Tartakovsky & Schwartz, 2011); social factors, which include language and culture, social networks, and security (Naidoo, 2007); political factors, which include migration and visa policies (González et al., 2010); and growth/opportunities factors, which include chances to live a higher quality of life and (Borozan & Bojanić, 2012).

The underlying causes of Bangladesh's brain drain include a lack of opportunities for research and advanced education, challenges in sustaining a level of living, political unrest, discrimination, and general insecurity. Furthermore, Bangladeshis are drawn to other nations by extrinsic reasons including rich scientific and cultural traditions, intellectual freedom, professional development opportunities, and attractive economic opportunities (Abdullah, A. M., & Hossain, M., 2014).

It is discovered that political unrest and economic hardships in the mother country are the primary causes of African migration. A smaller percentage of African migrants have also been motivated by the belief that South Africa offers lucrative

commercial prospects. It also implies that the immigrant is drawn to become an entrepreneur by discrimination and the difficulties in obtaining employment in their new country (Khosa & Kalitanyi, 2015).

According to a study conducted on Bangladesh, India, Pakistan, and Sri Lanka, issues including a lack of jobs, job favoritism, low pay, an unpleasant working environment, poverty, social unrest, civil conflict, dire economic conditions, and harassment based on one's religion or political beliefs are driving workers out of their nation. However, they are being drawn to other nations by things like employment opportunities, a need for labor, better healthcare and education, a welcoming workplace, higher pay, higher living standards, and the ability to practice their religion and politics freely (Azam, 2015).

In his studies, Iredale has put forth ideas and typologies on the movement of professionals. According to the "Human capital theory," people should look for work and compensation packages that are more in line with their formal education and training. According to the "Neo-Marxist macro level approach," gender, race, and class have an influence on migratory decisions. According to the "Structuration approach," both public and private entities have the authority to define work requirements and provide job possibilities, which has an effect on migration (Iredale, 2011).

According to a recent study, the majority of domestic workers who moved from Vietnam to Taiwan did so in order to achieve financial objectives such debt repayment, assisting with their spouses' or children's education, and providing additional financial assistance for their families (Phuong & Venkatesh, 2015). It is discovered that the country's dropping wage rate, unemployment, and inflation all have a beneficial impact on migration out of Pakistan. Remittance inflows from host nations also had a significant role in driving up migration rates (Ahmad et al., 2016). Chowdhury carried out a study to provide an explanation for the empirical finding that, while skilled labor is more likely to migrate from developing nations that are relatively equal, unskilled labor is more likely to migrate from developing nations

that are relatively unequal. The findings are only considered legitimate in cases when starting a business is less expensive than going to school, and wealth is distributed according to the Pareto principle (Chowdhury & Wheeler, 2008).

Weerasinghe & Kumar have demonstrated that, in addition to subjective norms, perceived behavioral control, and resource facilitation condition being less relevant in predicting intention and actual behavior, self-efficacy and attitudes were also significant predictors (Weerasinghe & Kumar, 2015).

Shrestha has looked at the variables that affect reverse migration. The two parts of reverse migration are the following: the first is the movement of individuals from a developed to a developing nation, and the second is the movement of migrants from the developed to the developing nation. According to the research, the factors that draw traditional migrants include employment and good pay, education and training, exposure and experience, safety and security, modern facilities, the future of children, treatment that is devoid of discrimination, and family welfare back home. Conversely, lower living expenses, identity and status, getting back to nature, values, social participation and happiness, care and service, adventure and challenge, investment and great profits are what draw people to migrate in reverse (Shrestha, 2011).

Table 2

Push Factors Influencing Migration Intention

<i>Factors</i>	<i>Reference</i>	<i>Country</i>
<ul style="list-style-type: none"> • Scarcity of jobs • Favoritism in jobs • Low wage • Unfavorable working environment • Poverty • Civil conflicts • Social unrest • Political and religious harassment 	Azam, 2015	Bangladesh, India, Pakistan and Sri Lanka

<ul style="list-style-type: none"> • Unfavorable political conditions 	Zaidi, 2014	Not specific
<ul style="list-style-type: none"> • Repaying the debt • Facilitate the education of children • Provide monetary support for family 	Phuong, 2015	Vietnam
<ul style="list-style-type: none"> • Insufficient opportunity for higher study • Political turmoil • Discrimination and insecurity 	Abdullah & Hossain, 2014	Bangladesh
<ul style="list-style-type: none"> • Lack of good education for children • Treats of violence • Poor intellectual stimulation • Limited career structures 	Kumari, 2017	Sri Lanka
<ul style="list-style-type: none"> • Inflation • Unemployment • Declining wage rate 	Ahmad et al., 2018	Pakistan
<ul style="list-style-type: none"> • Political instability • Economic reasons 	Khosa, 2015	African countries

Table 3

Pull Factors Influencing Migration Intention

<i>Factors</i>	<i>Reference</i>	<i>Country</i>
<ul style="list-style-type: none"> • Opportunity for career development • Intellectual liberty • Lucrative economic prospects • Presence of enriched, scientific and cultural tradition 	Abdullah & Hossain, 2014	Bangladesh
<ul style="list-style-type: none"> • Job security • Working conditions • Economic considerations 	Simplice, 2015	Africa

<ul style="list-style-type: none"> • Political considerations • Physical security 		
<ul style="list-style-type: none"> • Attractions for jobs • Labor demand • Improved education, health facilities • Friendly working environment • Better wages • Improved standards of living • Political and religious freedom 	Azam, 2015	Bangladesh, India, Pakistan and Sri Lanka
<ul style="list-style-type: none"> • Improved standard of living • Improved quality of life • Opportunities for higher education • Better pay • Accessibility to modern technology 	Zaidi, 2014	Not specific
<ul style="list-style-type: none"> • Employment & high salary • Openness to innovation • Safety and security 	Shrestha, 2011	Not specific

Hypotheses Development

The intent of the migration was stated to have an effect on the migrants' home nation in both different impacts. Lee argues that every location has a mix of push and pull aspects. Push variables have a tendency to drive people away, whilst pull aspects serve to draw people in or keep them there. Apart from these, there are other forces that are fundamentally indifferent to humans and stay neutral. While the majority of the local population is impacted by some of these variables, others often have differing effects. Any area's migration is ultimately the outcome of these variables working together (Lee, 1966a).

Some researchers contend that the push element outweighs the pull factor because

they believe that issues, not attractions, are the primary drivers of population movement. Conversely, proponents of the pull factors, who place higher weight on them, highlight high rates of investment in regions that provide more chances for employment and business ventures as well as a more alluring way of life. Researchers belonging to a third group contend that there is a strong relationship between the push and pull forces, with people who are pushed towards migration also being drawn by the hope of greater opportunities abroad (Kainth, 2010).

According to Oltman and Renshon (2017) analysis, the primary forces influencing migration include socio-political, economic, and ecological considerations. One of the main reasons why people migrate from impoverished countries to rich ones is the economic gap between developed and underdeveloped nations. However, economic factors in wealthy nations, such as the demand for labor, also draw migrants who are looking for better job possibilities.

Azam asserts that remittances from migrant workers and a nation's economic development are positively correlated, notwithstanding the grave worry over brain drain (Azam, 2015). The main advantage of migration for the region is remittances, however the diaspora of South Asians has also contributed to the region's growth (Dhar & Samanta, 2014). Skandarajah (2002) asserts, based on an analysis of Sri Lanka, that migration raises living conditions, promotes human development, lowers unemployment, and encourages constructive investments. Zaidi and colleagues have also recognized the remittances as a benefit to the migrant's nation of origin. Additionally, it demonstrates how immigrants may support national development by imparting their research expertise, knowledge, and experience to native citizens through formal training sessions, seminars, and cooperative research projects. However, the notions offered in this study work are not well supported by the available data (Zaidi, Ahmed & Aslam, 2014).

According to Abdullah and Hossain, the brain drain is a major problem for Bangladesh's growth. The primary professions in Bangladesh that contribute to the country's widespread brain drain include academia, medicine, engineering, and

agricultural research. The primary drawbacks of brain drain in Bangladesh include the dearth of academics in the nation, mismanagement of public funds, erosion of trust in the healthcare industry, and scarcity of domestic talent (Abdullah & Hossain, 2014). Similarly, migration of health professionals was shown to be a declining influence in Africa's health industry (Simplice, 2015). It has been shown that one of the most detrimental effects of migration for Jamaica is brain drain (Parkins, 2010). Nejad and Young (2016) looked into how migrants choose themselves based on the caliber of the institutions. These were predicated on disparities in politics and economy. The study discovered that potential migrants have a strong pull to economic freedoms. The paper also mentioned how advancements in property rights and legal systems strongly pull potential migrants. Ramirez and Valiuniene (2013) deduced that one of the main reasons behind migration is the availability of greater welfare benefits, which supports the necessity of a functional social structure. From a different angle, Charsley and Shaw (2006) discussed how family members' encouragement to rejoin with migrating relatives has been mentioned as a primary motivator for migration.

According to Dail (1988), societal variables influence people's decisions to immigrate to other nations. Social issues including poverty, a lack of job opportunities, access to education, and housing frequently push migrants from developing nations like South America to relocate to developed nations like the US. According to Carbajal and De Miguel Calvo (2021), the human desire for a higher standard of living is the foundation for the social causes pushing migration. Social considerations, such the demand for improved education for themselves and their children, are what push migrants. Graduate programs in the US, for example, draw young immigrants from all over the world (justiceforimmigrants.org 2017). There are several political variables that contribute to the global surge in migration. Political events including economic stagnation, civil conflicts, and political revolutions, according to Chandler and Tsai (2001), frequently push people to relocate to areas with safe political environments (Hadj Abdou 2020). Migration

decisions to other nations are influenced in part by safety concerns. People's decisions for moving are regularly influenced by persecution they face because of their beliefs.

Furthermore, according to Sabti (2020b), political push factors were found to have a positive impact on migration intention among professionals. According to Kumari (2017), in a selected sample of 250 IT professionals found that all push and pull political, economic and social / psychological factors have a positive impact on migration intention of IT professionals in Sri Lanka. And also, according to Sabti and Ramalu (2021b), economic factors of the home country were found to have a significant impact on the migration intention of useful professionals in decision-making for hospital management. According to the Muhammad et al. (2021), according to business students of public sector universities in Peshawar, push factors have a positive impact on business sector migration intention. According to Assfaw and Minaye (2022e), the study revealed that psycho-social factors have a positive impact on the intention to migrate to South Wolo, Ethiopia. According to Urbański (2022), the research shows that pull factors have a positive impact on migration between Poland and Romania. Also, among them, there are literatures with opposite results. If they are, according to De Haas (2021), found all pull and push factors had a negative impact on migration intention.

Six hypotheses are formulated to cover above six facts of this study.

H1: There is a significant impact of political push factors on the migration intention of Sri Lankan apparel industry executives

H2: There is a significant impact of economic push factors on the migration intention of Sri Lankan apparel industry executives

H3: There is a significant impact of social/psychological push factors on the migration intention of Sri Lankan apparel industry executives

H4: There is a significant impact of political pull factors on the migration intention of Sri Lankan apparel industry executives

H5: There is a significant impact of economic pull factors on the migration intention

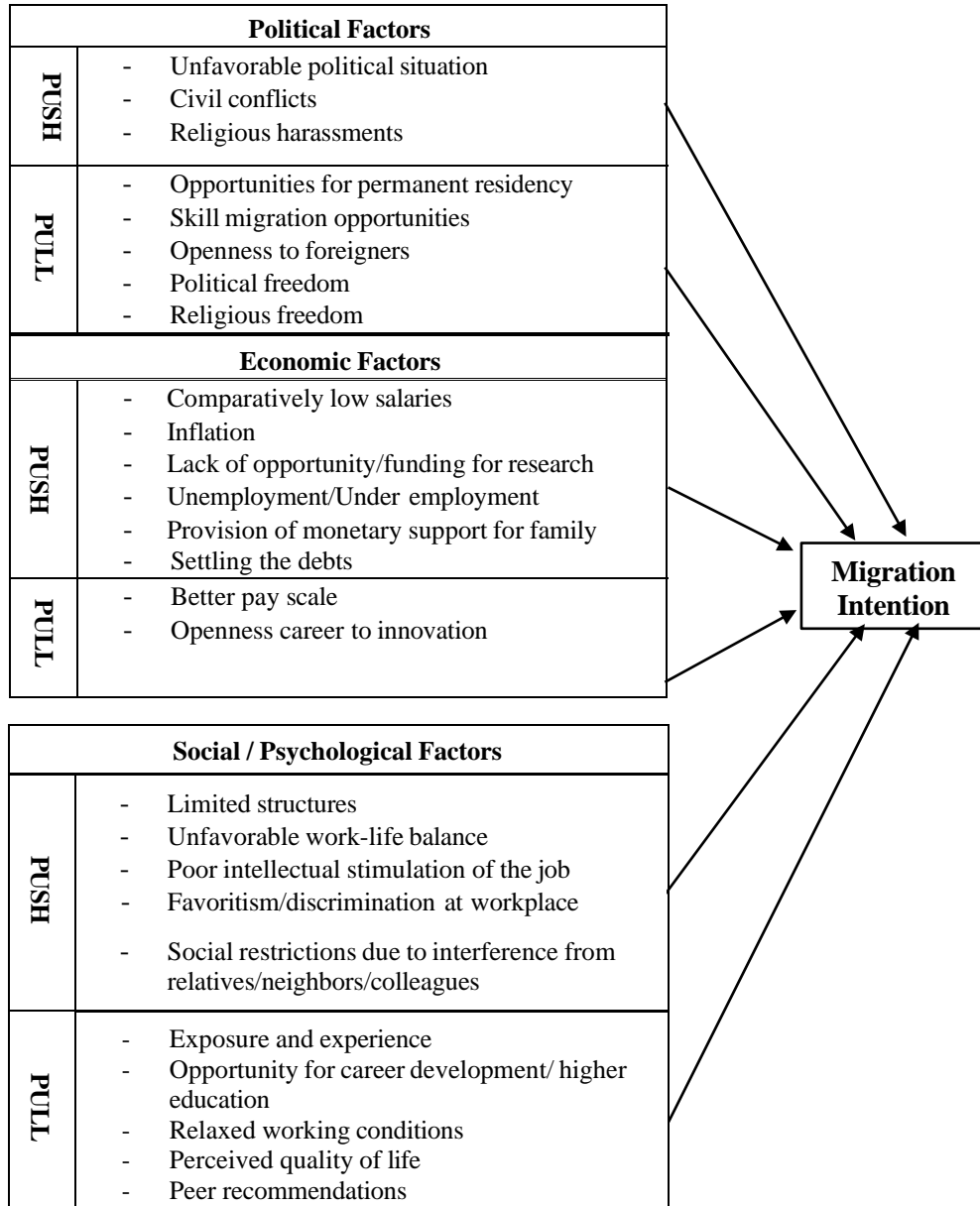
of Sri Lankan apparel industry executives

H6: There is a significant impact of social/psychological pull factors on the migration intention of Sri Lankan apparel industry executives

Conceptual Framework of the Study

Figure 1

Conceptual Framework



Source: Kumari (2017)

Methods

Research Paradigm

The study uses a post positivistic research paradigm and deduction reasoning to address a contextual gap in literature. Analysis was conducted at the individual level. This exploratory study is cross-sectional and conducted as an exploratory study, as this area has been previously studied by other researchers. The study aims to fill a contextual gap in available literature.

Research Design

This study is a quantitative field study using primary data from executive employees of apparel manufacturing companies in Sri Lanka. The data was collected through online questionnaires in English, designed based on standard measurement scales. The sample consisted of 248 executive grade employees from ABC Company, a major apparel company in Sri Lanka. The data was analyzed using SPSS, employing correlation and regression, with minimal researcher interference.

Population

A population is a group of people or items with characteristics one wants to understand. In this study, the population consists of 698 executive grade employees of ABC Company, a major company in the Sri Lankan apparel industry.

Sample

A sample is a small group of representative units from a population used for accurate determinations. It saves time and money, reduces workload, and provides known results with mathematical accuracy. Krejcie and Morgan (1970) suggest that for a population between 650-700, a sample size of 248 is necessary. In this study, the sample size is 248 respondents from the executive employees of the apparel industry in Sri Lanka.

Sampling Technique

This study employs the Probability Sampling Technique (Simple Random Sampling) to select a sample from a large population based on probability theory. The key requirement is that everyone in the population is known and has an equal chance of being selected. The sample consisted of executive employees of a leading apparel company in Sri Lanka, ensuring that every member of the population has an equal chance of being selected.

Data Collecting Method

The researcher collected primary and secondary data for a study on migration intention among executive employees of ABC Company. Primary data was collected through a questionnaire consisting of three sections. The questionnaires were anchored on a five-point Likert scale, ranging from strongly agree to strongly disagree. Secondary data was collected through various methods, including the organization's website and company records. The study aimed to understand the factors influencing migration intention.

Data Analysis

The researcher will ensure all questions are filled out and any incomplete forms are returned. After data editing, the data and data sheet will be coded using an appropriate system. Data were analyzed using Statistical Package for Social Science (SPSS) which included statistical test such as descriptive statistics, reliability and normality analysis. Also, regression was used test the hypotheses.

Findings of the Study

Response Rate

The study measured migration intention among executive employees of ABC Apparel Company by collecting 248 questionnaires from 260 distributed through social media and among employees, with a 95.38% response rate.

Table 4

The Responsive Rate of the Study

Description	Value	Percentage
Total number of questionnaires distributed	260	100%
Total number of responses received	248	95.38%
Incomplete responses	12	4.62%

Source-: Survey Data, 2023

Demographic Variable Analysis

Data was collected based on demographic characteristics such as gender, age, marital status, education level, designation, income level, and years of work in Sri Lanka.

Table 5

Demographic Profile of the Respondents

Variable	Categories	Frequency	Valid Percent
Gender	Female	183	73.8
	Male	65	26.2
Age	Below 25	98	39.5
	25-30 Years	134	54.0
	30 - 35 Years	16	6.5
Marital Status	Married	160	64.5
	Unmarried	88	35.5
Level of Education	Diploma/ Higher Diploma	33	13.3
	Bachelor’s Degree	198	79.8
	Master’s Degree	17	6.9
Monthly Income	50,000 - 100,000 LKR	162	65.3
	100,000 - 200,000 LKR	86	34.7

Designation	Executive	192	77.4
	Senior Executive	56	22.6
Years of work in Sri Lanka	1-2 Years	22	8.9
	3-4 Years	162	65.3
	5 Years	25	10.1
	More than 5 Years	39	15.7

Source-: Survey Data, 2023

Analyzing the Level of Migration Intention in the Sri Lankan Apparel Industry Executives

The answers to the first research question, “What is the level of migration intention of Sri Lankan apparel industry executives?” are analyzed below. The first question in the questionnaire for executives of the apparel sector was specifically designed to get the answer to this research question.

Table 6

Level of Migration Intention

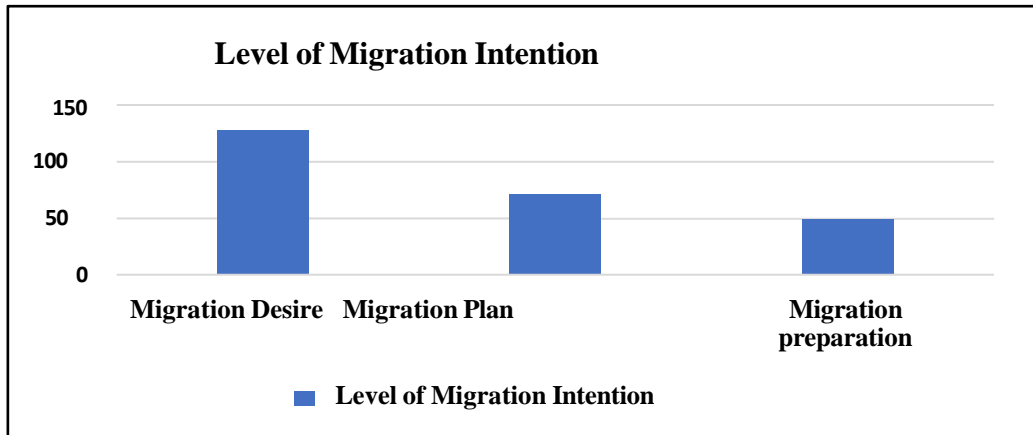
Level of migration intention	Frequency	Valid Percent
Migration Desire	128	51.6
Migration Plan	71	28.6
Migration Preparation	49	19.8

Source-: Survey Data, 2023

When looking at the intentions to migrate to different countries, the researcher observed that willingness to migrate is consistently higher than planning and preparation. According to the above graph, 128 executives desire to migrate, and 71 executives have a migration plan. Out of the 242, only 49 respondents were prepared the migrate into another country.

Figure 2

Level of Migration Intention



Source:- Survey Data, 2023

While the intention to migrate is a general indication of a desire to move, the other two questions, planning and preparing to migrate, reveal more specific intentions and arrangements people can make before actually leaving.

In other words, the question of intention to migrate can be based on various factors and to identify those factors, the second research question is analyzed as follows.

Analysis of the Factors of Migration Intention of the Sri Lankan Apparel Industry Executives

Descriptive Statistics

The researcher can use descriptive statistics to gain a good understanding of how respondents responded to the questionnaire items and the relevance of the questions and measurements they used (Sekaran, 2003). The mean and standard deviation were used by the researcher to define the variables in order to understand their current level.

Table 7

Descriptive Statistic

	N	Minimum	Maximum	Mean	Std. Deviation
Political Push	248	1	5	3.16	1.536
Economic Push	248	1	5	3.24	1.452
Social Psychological Push	248	1	5	3.12	1.395
Political Pull	248	1	5	3.14	1.423
Economic Pull	248	1	5	3.19	1.386
Social Psychological Pull	248	1	5	3.07	1.291
Migration Intention	248	1	5	3.23	1.514

Source:- Survey Data, 2023

The study reveals a moderate level of migration intention among executives in the apparel sector of Sri Lanka, with a mean value of 3.23. Moreover, the standard deviation of 1.514 implies that the variable deviated within the range of 1.514. The independent variables of political push and pull factors have a mean value of 3.16 and 3.14, respectively, indicating a moderate level of effect on migration intention. Economic push and pull factors also have a moderate level of effect, with an overall mean value of 3.24 with a 3.19. Social psychological push and pull factors also have a mean value of 3.12 and 3.07.

Test of Reliability

Considering the insights they provided, Cronbach ‘s coefficient alpha value of less than 0.60 is considered to be poor and within the range of 0.70 is acceptable and more than 0.80 is excellent. When considering the overall Cronbach’s alpha value of this study has recorded 0.962 which is an excellent level. Table 8, shows the Cronbach’s alpha values of variables gained by the researcher through running the SPSS.

Table 8

Cronbach's Alpha Value of Variable

Variable	Cronbach's Alpha	N of Items
Political Push	.898	3
Economic Push	.948	6
Social Psychological Push	.888	5
Political Pull	.880	5
Economic Pull	.883	2
Social Psychological Pull	.939	5
Migration Intention (Y)	.876	3

Source-: Survey Data, 2023

Validity Analysis

According to Kaiser as cited in Field (2009), KMO and Bartlett's Test results must be greater than 0.5 to confirm the validity. Furthermore, if KMO and Bartlett's Test results fall between 0.5 and 0.7, they are considered average; 0.7–0.8, good; 0.8–0.9, fantastic; and more than 0.9, excellent.

According to Table 9 below, all the items were reliable and there are three variables' values of KMO and Bartlett between 0.8 and 0.9, and two variables also between 0.7 and 0.8 and other two variables are between 0.5 and 0.7. Therefore, scales of all variables were validated. Furthermore, the KMO and Bartlett's values of economic push factors, political pull factors, and social psychological pull factors are between 0.8 and 0.9 indicating that the variables are great. And also, KMO and Bartlett's values of political push factors, social psychological push factors, and migration intention between 0.7 and 0.8 indicate that variables are good.

Table 9

Validity Test

Variable	KMO and Bartlett's Test values	P value
Political Push	.746	0.000
Economic Push	.894	0.000
Social Psychological Push	.782	0.000
Political Pull	.831	0.000
Economic Pull	.500	0.000
Social Psychological Pull	.890	0.000
Migration Intention (Y)	.686	0.000

Source: Survey Data, 2023

Multicollinearity Test

This test is conducted in two stages using an intercorrelation matrix and tolerance values and the variance inflation factor (VIF). The researcher proposed two hypotheses: H0 (no multicollinearity issue) and H1 (There is no multicollinearity issue). Use an intercorrelation matrix to compare the Pearson correlation coefficients of each independent variable. If the Pearson coefficient of inter-correlation between independent variables is strong, that is, 0.9 or higher, there is high risk of multicollinearity. There is less chance for multicollinearity if the Pearson coefficient is small (below 0.9 or around 0).

According to the below table 10, the Pearson correlation coefficient values from the inter- correlation matrix are less than 0.9, indicating that all the independent variables (PPUSH, PPULL, EPUSH, EPULL, SPUSH, SPULL) are not multicollinear. Therefore, it can accept the null hypothesis.

Table 10

Correlation Matrix

		<i>PPUSH</i>	<i>PPULL</i>	<i>EPUSH</i>	<i>EPULL</i>	<i>SPUSH</i>	<i>SPULL</i>
<i>PPUSH</i>	Pearson Correlation	1	.838**	.720**	.729**	.735**	.652**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
<i>PPULL</i>	Pearson Correlation	.838**	1	.706**	.734**	.708**	.672**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
<i>EPUSH</i>	Pearson Correlation	.720**	.706**	1	.834**	.852**	.704**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
<i>EPULL</i>	Pearson Correlation	.729**	.734**	.834**	1	.811**	.717**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
<i>SPUSH</i>	Pearson Correlation	.735**	.708**	.852**	.811**	1	.662**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
<i>SPULL</i>	Pearson Correlation	.652**	.672**	.704**	.717**	.662**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

***. Correlation is significant at the 0.01 level (2-tailed).*

Source: Survey Data, 2023

Tolerance value and variance inflation factor (VIF)

To verify the multicollinearity test, tolerance values and a VIF for each variable are required. A significant probability of multicollinearity is observed when tolerance values are less than 0.2 and VIF values are larger than 5. Conversely, multicollinearity decreases with tolerance values higher and VIF values lower.

The table 11 below results show that the independent variables (*PPUSH*, *PPULL*, *EPUSH*, *EPULL*, *SPUSH*, *SPULL*) are not multicollinear, indicating that the null hypothesis (H_0 - There is no multicollinearity issue) can be accepted, and multiple regression can be conducted due to these findings.

Table 11

Tolerance Value and Variance Inflation Factor

	Collinearity Statistics	
	Tolerance	VIF
Political Push	.252	3.971
Economic Push	.204	4.908
Social Psychological Push	.226	4.428
Political Pull	.256	3.907
Economic Pull	.230	4.344
Social Psychological Pull	.418	2.391

Source: Survey Data, 2023

Analysis of the Impact of Influencing Factors on MI

Adjusted R Square (R2)

Table 12

Model Summary Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.902 ^a	.814	.809	.661	2.066

Source: Survey Data, 2023

R-value represents the correlation between the dependent and independent variables. The R-value is .902 which is greater than .5 which indicates that the relationship between migration intention and all factors affecting it is very strong. R-square shows the total variation for the dependent variable that could be explained by the independent variables. A value of .814 greater than 0.5 indicates that the model is effective enough to determine the relationship. The Durbin-Watson value is 2.066 and it can be concluded that it is free from the problem of autocorrelation based on the thumb rule stating that it should be between 1.5 and 2.5.

Analysis of Variance (ANOVA)

Table 13

ANOVA Table

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	460.522	6	76.754	175.538	.000 ^b
	Residual	105.377	241	.437		
	Total	565.899	247			

Source-: Survey Data, 2023

P-value/ Sig value: Generally, 95% confidence interval or 5% level of the significance level is chosen for the study. The Sig value should be less than 0.05. In the above table, it is .000. Therefore, the result is significant. These results estimate that as the p-value of the ANOVA table is below the acceptable significance level, thus there is a possibility of rejecting the null hypothesis in further analysis.

Discussion and Recommendation

Discussion

This research aims to identify the factors influencing Sri Lankan apparel industry executives' migration intentions and evaluate their relationship with these factors. This study posits a significant correlation between migration intention and political push factors in the Sri Lankan apparel industry. Political push factors include unfavorable political situations, civil conflicts, and religious harassment, while political pull factors include opportunities for permanent residency, skill migration, openness to foreigners, and political freedom (Sabri & Ramalu, 2020; Al-Tamimi, 2006). This finding aligns with previous research indicating that political instability strongly influences migration and brain drain movements. Thus, H1 and H4 are accepted as significant associations.

The study suggests a significant relationship between migration intention and

economic push factors in Sri Lankan apparel industry executives. Economic conditions like unemployment, inflation, low wages, and debt servicing problems can push migrants out of their home countries, while destinations offering higher wages and innovation are often pulled in. Simpson's (2020) findings confirm this positive relationship, confirming the existence of a significant positive relationship between economic push and pull factors. With the consistency of the above findings, H2 and H5 were accepted with confirming the significant positive relationship.

Research on cross-border migration reveals that social/psychological factors play a significant role in migration intention. Push factors include limited career structures, unfavorable work-life balance, poor intellectual stimulation, and workplace discrimination (Urbanski, 2022). Pull factors include exposure, career development opportunities, relaxed working conditions, perceived quality of life, and peer recommendations. The findings related to the acceptance of H3 and H6, with confirming the positive relationship between these factors and migration intention.

Conclusion

This study investigates the factors influencing the migration intention of Sri Lankan apparel industry executives. It aims to determine the level of migration intention, the factors affecting it, and the impact of these factors. The study uses literature to categorize migration intention into push and pull factors. A sample of 248 Sri Lankan apparel industry executives was collected to gather data on these factors. Random sampling was used to reach potential qualitative survey respondents. The research aims to understand the influence of these factors on the migration intentions of Sri Lankan apparel industry executives.

According to this study, the first question was to find out the level of migration intention. The level of intention to migrate to different countries is observed along three aspects: willingness, planning, and readiness to migrate. Willingness to migrate is consistently higher than planning and preparation. According to table 4, 128 executives desire to migrate, and 71 executives have a migration plan. Out of the 242, only 49 respondents were prepared to migrate into another country. Our

findings are consistent with the aspiration-capability gap described by De Haas (2011) and Carling (2002). A significant number of executives express willingness to migrate and willingness to migrate is higher than planning and preparation.

Furthermore, the second question was what factors influence the migration intention of Sri Lankan apparel industry executives. Descriptive statistics and other statistics found that political, economic and social/psychological factors influence the migration intention of Sri Lankan apparel industry executives. Political concerns also resonate with Haas (2010), who notes that restrictive or unstable political environments compel skilled professionals to seek opportunities in more stable and predictable countries. This finding supports Cohen and Sirkeci (2011), who highlights that economic disparities between countries drive migration, especially among professionals seeking better financial stability. Social and psychological factors play a significant role in migration intentions, reflecting insights from Carling (2002), who emphasizes the role of social networks and perceived quality of life in migration decisions.

And also, the third question was what is the impact of influencing factors on the migration intention of Sri Lankan apparel industry executives. According to statistics, push and pull (political, economic, and social) factors have a significant positive impact on the migration intention of Sri Lankan apparel industry executives. This finding is consistent with the research of Haas (2010), who found that political instability and adverse government conditions significantly drive migration. Cohen and Sirkeci (2011) further support this by noting that individuals are often pushed to migrate due to unfavorable economic conditions at home, which is reflected in the significant positive impact of economic factors observed in our study. Furthermore, Carling (2002) argues that social networks and the desire to join family members abroad significantly influence migration decisions.

Limitations

Limitations that may arise in relation to this study are:

1. Focuses on Sri Lankan apparel industry executives from one company and region.
2. Inability to reach mass audience to collect data.
3. Focuses only on most important variables influencing migration intentions.
4. Findings may be specific to the apparel industry, not applicable to other industries.

Recommendations

The following recommendations should be considered in relation to this study. Policies need to be developed to retain the skilled workforce in the apparel sector to work in the home country, which will reduce the level of migration trends of apparel executives in Sri Lanka. And, comparative analysis with executives from different sectors or geographical areas can provide a comprehensive understanding of migration variables. Furthermore, Government incentives or support programs for companies implementing employee retention strategies can be beneficial. And also, international best practices for retaining personnel can be used to create practical solutions tailored to the Sri Lankan environment.

Future Work

Future research may leverage these findings to learn more about the factors influencing the migration intentions of Sri Lankan apparel industry executives.

1. Examine executives in the Sri Lankan apparel industry's intentions to migrate in comparison to executives in other industries in Sri Lanka or executives in related industries in different countries.
2. Conduct a more detailed investigation into specific factors that significantly influence migration intentions.

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