



6th Asia Pacific Conference on Advanced Research (APCAR-2018), Melbourne, Australia

ISBN :978-0-6481172-1-6

Asia Pacific Institute of Advanced Research (APIAR)

www.apiar.org.au

FACTORS INFLUENCING WORKERS COMPANY CHOOSING DECISION: AN EMPIRICAL INVESTIGATION ON RMG SECTOR IN BANGLADESH

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Abstract

Competition among the firms is increasing day by day. Globalization and technological advancement make competition so intense that it is not necessary to compete physically in a certain location because one could compete virtually also. Pursuing this competitive trend, Ready-Made Garments (RMG) sector incumbents in Bangladesh are also struggling to make a difference that will attract international buyers. In Bangladesh, the garment sector employs more than 3 million workers, of which 85 percent are women. Meanwhile, fulfilling the basic amenities of these workers and getting best output from them is a bigger challenge for the companies. Since inflated employee turnover rate is a threat for the organization considering strength. Motivation can be seen as an add-on into the current processes that stimulate and create willingness among the inside workers and outside candidates. By Maintaining productivity and competitive advantage, new workforce can be operative for the companies. However, while the imperatives of motivation for the RMG sector are prominent, the candid word of mouth (WOM) still remains a challenging issue for companies. Since WOM is an information sharing process between individuals and can influence workers company choosing decision. The overall observation is contextually relevant in the case of the Bangladesh, where the amount of literature on Workers Company choosing decision is scanty. Therefore, the purpose of this study is to unfold the relationship between motivating factors and workers company choosing decision with WOM as a mediating variable in the RMG sector Bangladesh.

Keywords: RMG, Motivation, WOM.
