



RESEARCH PAPER

Investigation of the Intention to Leave of Women who Work as Salesperson in the Retail Industry Within The Scope Of Expectation Theory: A Qualitative Research

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Abstract

The purpose of this study is to examine the turnover intentions of female employees working in the marketing department in the retail sector as an aisle salesperson. The Expectation Theory was applied as a frame for understanding the motivations of these employees' voluntarily leave intentions. In this study, face-to-face interviews were made with a semi-structured interview form. Data was collected from the female employees of a company that has 24 branches in Ankara, and 6 in different cities in the grocery retailing industry with 171 employees. The qualitative data were analyzed with the QDA Miner program and then interpreted. According to the results, the motivation level of female employees is affected by their moral expectations as well as their financial expectations. For reducing the female turnover rate, organizations should apply the motivation tools and take the necessary measures.

Keywords: Turnover Rate, Female Employees, Retail, Expectation Theory, Intention To Leave

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