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**The role of Motivation, employee relation, employee behavior and attitude on Employee Turnover in the FMCG Industry, Pakistan.**

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**Abstract**

People are the most important assets of any organization. Highly motivated workers not only create the goodwill image of the organization but bring prosperity in the society. Therefore, in this competitive world it is important for the organizations to make the most of the human resources that they have. The current research was designed to check the impact of motivation principles on employee turnover in FMCG (Fast Moving Consumer Goods) industry. Two companies have been selected for the study i.e. Unilever and P & G (Procter & Gamble) Pakistan. A total of 264 respondents were selected for this study using simple random sampling method. The questionnaire was used to collect information from the employees of FMCG industry. The result of the research shows that motivation has a significant impact on employee turnover. There were three constructs of motivation employee behavior, employee attitude and employee relationship. Findings of the study shows that employee behavior and attitude and employee relationship have strong impact on employee turnover. By keeping the results of the question and its findings, it's recommended that managers of FCMG companies should focus more on motivation, employee relation, employee behavior and attitude. Managers should conduct seminars, workshop in order to improve their relationship, behavior and attitude at workplace. Manager should motivate their employees at work and praise them even they each small task. This little effort of the study will help to understand and impaction of motivation principles on employee turnover in FMCG industry. Further study on this research will provide a better picture to understand impact of motivation principles on employee turnover in FMCG companies of Pakistan

**Key Terms:** *Motivation, Employee Relation, Employee Turnover*

