



A STUDY ON EMPLOYEE RETENTION TECHNIQUES AT TEXTILE INDUSTRY WITH REFERENCE TO KARUR DISTRICT

Pradeep Krishnamoorthy, K .Ramprathap

Student, Assistant Professor

Department of Management

M. Kumarasamy College of Engineering, Karur

Abstract: This study focus on the strategies which is used to retain the employees in textile industry. Employees are one of the greatest assets of an organization and retaining them is one of toughest task for the managers. This study has been conducted to identify the employee retention techniques used in textile industries. The variables used in this paper are job security, welfare measures, rewards and recognition, training and development. This is a descriptive study that aims to identify the retention strategies used in textile industry. Interview scheduled method of questionnaire collection was developed and collected from the employees. Descriptive Statistics, T-Test and ANOVA is used. This study was conducted on 120 employees who is working in a textile industry at Karur. The sample size was selected based on the random sampling method.

Keywords: Employee Retention, Textile Industry and employee satisfaction.

I. INTRODUCTION

Employee retention refers to the varied policies and practices which lead the staff persist with a company for a extended period of your time. Every organization invests time and money to groom a replacement employee, make them a company ready material and produce them at par with the present employees. The organization is totally at loss when the staff leave their job once they're fully trained. Employee retention takes into consideration the varied measures so a private stays in a company for the utmost period of your time. An employee leaving an organization is sort of a stone thrown in a very still pond, it ripples of disruption spread through the organization, creating an unbalance.

Effective employee retention may be a systematic effort by employers to make and foster an environment that encourages current employees to stay employed by having policies and practices in situ that address their diverse needs. A robust retention strategy becomes a strong recruitment tool. Retention of employees is critical to the long-term health and success of any organization. It's a known undeniable fact that retaining your best employees ensures customer satisfaction, increased product sales, satisfied colleagues and reporting staff, effective succession planning and deeply imbedded organizational knowledge and learning. Employee retention matters as organizational issues like training time and investment; lost knowledge; insecure employees and a costly candidate search are involved. Intelligent employers always realize the importance of retaining the simplest talent. Retaining talent has never been so important within the Indian scenario; however, things have changed in recent years. In prominent Indian metros a minimum of, there's no dearth of opportunities for the simplest within the business, or perhaps for the second or the third best. Retention of key employees and treating attrition troubles has never been so important to companies.

OBJECTIVES:

The primary objective of this study is

- To study the factors of employee retention techniques used in textile industries.
- To identify the key organizational factors that influencing employee retention.
- To analyze how those factors identified influencing employee retention.

The Secondary objective of this study is

- To identify the factors of employee retention
- To overcome the employee turnover
- To understand the components of employee turnover.
- To explore the relation between various factors and job satisfaction.

II. REVIEW OF LITERATURE

Dr G. Balamurugan, R. Abinaya (2016) stating that Employee turnover increases the attrition rate and reduces the retention of the employees. The author finds that the Work pressure and Rewards provided are least influencing the employee retention of the organization. Whereas, the career advancement and opportunities, Superior support and work environment are most influencing the employee retention. The author stating that the organization should provide stress free work environment for the employees by providing flexible working hours.

Diwakar Singh (2019) has concluded the research by saying employees are the most important asset for any organization. This study was focused on a literature review on employee retention. The retention strategies used in this paper was Communication, Compensation, Leadership, Training, Development, Work/Job Flexibility, Job satisfaction and Performance Appraisal. The author finds that the Work/Job Flexibility has a higher impact on the employee retention. The Leadership has the least impact on Employee retention.

BodjrenouKossivi, Ming Xu and Bomboma Kalgora(2016) has conducted a study about the factors determining employee retention. The factors that is considered for the employee retention are organization culture, Training and development, Compensation, Work-life balance, Social support and leadership. The findings of this study states that the Organization culture, training and development has a less impact on employee retention. The Compensation and Social support are least impact on Employee retention.

Chongryol Park, Ronald McQuaid, Jiwoon Lee, Seungjiun Kim and Insuk Lee (2019) has concluded the research by saying that studying job retention helps the organization to reduce the employee turnover. Job retention studies tend to focus on the perspective of employees and on factors related to job retention and company growth. A constructivist research philosophy was applied to consider a diverse and wide range views in the discussion and analysis of relevant business relationships. The findings of this paper was job satisfaction influences employee retention of the organization.

Micheal O. Samuel and CripsenChipunza(2009) has concluded the research by stating that growing needs for organizations to retain its employee in the face of competition. The findings of this study suggest that certain variables are crucial in influencing employee decision to either leave or remain in the organization. The variables are training and development, recognition/reward for good performance, a competitive salary package and job security. Chi-Square test was used in this paper for analysis. The retention strategies followed in this paper are Salary package, Compensation and benefits, interpersonal relationship, recognition and rewards, job security and training and development.

Phil C. Bryant (2016) concludes by saying that it is very difficult and crucial task to manage and retain the employees. It is very necessary to understand the employee observation and flexibility as their preference can change quickly. To maintain the employees in an organization, the administration has developed different strategies according to the level of work and position of the employees. The findings states that the employee will stick on their present job only when they get the attractive salary packages. Security and working atmosphere has the high impact on the employee retention. The author suggested that every organization must clearly understand the reasons why an employee quits from the job and prompt remedies must be taken to avoid this type of employee turnover.

Ruth Z. Hendrick a & Edward E. Raspiller(2011) concludes by stating that steps must be taken by the organization to relieve the employees from the workload through job rotation, change in work location and other recreational activities. This study focused on the Rewards, Recognition and Respect which is known as three R's of employee retention. Recognition and Rewards has significant impact on employee retention. Chi – Square and ANOVA test are used to test the hypothesis.

J.Pavithra, Thirukumaran(2018) has concluded by stating Effective employee retention is a systematic effort by employers to create and foster an environment that encourages current employees to remain employed by having strategies and performs in place that report their various needs. By this research the conclusion arrived is that the majority of the respondents have satisfied with health and safety measures. The work environment and salary packages made the employees to switch over to other companies. The author suggested the organization to provide mentoring and career development programs to the employees. The Percentage analysis method, one sample run test and Chi – Square analysis method is used in this research.

Sharon RuvimboTerera and HlanganipaiNgirande (2014) has concluded by stating that training and development does not improve employee retention in the organization. The findings stats that many employees are not willing to stay with their organization because of the training and development opportunities afforded to them. The suggestion has provided that the management should take initiative in their retention strategy. The author states that training and development is one of the most important strategies to retain the employees. Chi-Square test, Correlation analysis and one way ANOVA was used for analysis of the data. The result shows that 75% of the employee are willing to quit the organization.

II. RESEARCH METHDOLOGY

Research methodology is a way to analytically solve the research problem.

3.1 Method of data collection:

The research has used interview schedule method to collect the information from the respondents.

The secondary data has been used to get information about the company profile and industry profile through websites

3.2Sample size:

The sample size for the present study is 120

3.3Tools used:

Descriptive Statistics, T Test, ANOVA

IV. RESULTS AND DISCUSSION

4.1 Results of Descriptive Statics of Study Variables

4.1 Descriptive Statistics:

It is normally used for inferring the results in quantitative terms.in this study percentage analysis was used to measure the percentage of demographic profile.

Demographic profile	Category	Number of Respondents(N=120)	Percent (%)
Age	below 25	24	20.0%
	25-40	42	35.0%
	40-55	39	32.5%
	above 55	15	12.5%
	Total	120	100.0%
Gender	Male	71	59.2%
	Female	49	40.8%
	Total	120	100.0%
Length of Service	0-2 years	36	30.0%
	2-5 years	50	41.7%
	5-10 years	22	18.3%
	more than 10 years	12	10.0%
	Total	120	100.0%
Marital Status	Married	61	50.8%
	Unmarried	59	49.2%
	Total	120	100.0%
Job Type	Temporary	100	83.3%
	Permanent	20	16.7%
	Total	120	100.0%

Table 4.1.1

Table 4.1.1 shows a clear understanding of demographic profile of the respondents studied. It encloses the descriptive statistics of age,gender,length of service,marital status,job type. The study shows that the majority of the respondents are male. Majority of the respondents are between 25-40 years of age. The study shows that the 50.8% of them are married and this study shows that 83.3% of the employees are working temporarily in the organization.

4.2 T – Test:

Null Hypothesis (Ho): There is no significance difference between expected value and actual value

Alternate Hypothesis(Ha): There is a significant difference between expected value and actual value

If Sig. (P) is less than 0.05 then Accept Alternate Hypothesis

If Sig. (P) is above 0.05 then failed to reject null hypothesis

Variables	Gender	N	Mean	Std. Deviation	t	Df	Sig
WE	Male	71	4.1944	.42220	.793	118	.430
	Female	49	4.1347	.37945			
WM	Male	71	4.1099	.33259	1.414	75.357	.161
	Female	49	3.9918	.51472			
RAR	Male	71	4.1380	.41485	.699	118	.486
	Female	49	4.0857	.38514			
OC	Male	71	4.3211	.37260	2.215	118	.029
	Female	49	4.1347	.54983			
JS	Male	71	4.2225	.47153	-.257	118	.798
	Female	49	4.2449	.46416			

Table 4.2.1

Table 4.2.1 shows that the calculated P value is more than 0.05 level of significance, it is inferred that there is no significance difference between Gender and working environment, welfare measures, rewards and recognition, organizational culture and job security.

4.3 ANOVA:

ANOVA Test for comparing means of Working Environment with Demographic variables

Demographic profile	Category	WORKING ENVIRONMENT				
		Mean	Count	SD	f	Sig
Age	below 25	4.02	24	.45	.573	.634
	5-40	4.13	42	.41		
	40-55	4.02	39	.44		
	above 55	4.05	15	.32		
Length of Service	0-2 years	4.08	36	.44	.108	.955
	2-5 years	4.07	50	.40		
	5-10 years	4.02	22	.39		
	more than 10 years	4.05	12	.53		

Table 4.3.1

Table 4.3.1 reveals that the perception of employees towards retention strategies were not significantly differ among the following demographic variables namely: Age, Length of Services which gives similar difference in the Retention Strategies mean score. The outcome also reveals that Retention variables were not significantly differ with respect to other demographic variables namely Age (p =0.634) Length of Service (p=0.955) which is above 0.05. This shows there is no significance difference between the retention variable and demographic variables.

V. FINDINGS, SUGGESTIONS AND CONCLUSIONS

Table shows the demographic profile of the respondents. The table shows that 20.0% of the respondent's age are below 25. 35.0% of the respondent's age are 25-40 years. 32.5% of the respondent's age are 40-55 years. 12.5% of the respondent's age are above 55 years. 59.2% of the respondents are male and 40.8% of the respondents are female. 30.0% of the respondent's length of service is 0-2 years. 41.7% of the respondent's length of service is 2-5 years. 18.3% respondent's length of service are 5-10 years and 50.8% of the respondents are married and 49.2% of the respondents are unmarried. 83.3% of the respondents are temporary employees and 16.7% of the respondents are permanent employees.

SUGGESTIONS

From this study I am suggesting that, Employee should be provided with good training which are connected with their job growth. Employee should be valued for good work. Employee should be interested to want the change. To recover employee retaining, one needs to appreciate what they value the most. Salary structure should be redefined so that they continue economically satisfied. Right persons must be recruited for the right profession. Organization has to provide provisions for growth and development of employees. The company needs to put the policies into practice so that the employees will not leave the organization.

CONCLUSION

An organization faces many challenges in their day to day activities, one of which really impacts is difficult in retaining the employees. A number of studies have consistently shown that Monday play an important role in retaining them back. However, a number of companies fail to understand that there are many other factors which can help them in order to satisfy their employees. If recognized and implemented them correctly, they can retain their employee back.

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