



A Study on Employee Retention Strategies with Special Reference to Karur District

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ABSTRACT

This study focus on the strategies which is used to retain the employees in textile industry. Employee retention is the method in which the employees are motivated to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is valuable for the organization as well as the employee. Most employees have a common opinion that they are worth more than they are actually paid. There is a characteristic disparity between what individuals think they should to be paid and what organizations spend in remuneration. The factors utilized in this paper are work fulfillment, workplace environment and employee retention. This is an unmistakable report that plans to recognize the maintenance systems utilized in textile industry. Keeping into account the significance and the sensitivity of maintenance to any association, the current paper attempts to audit the different accessible writing and exploration work on representative maintenance and the elements influencing employee retention and occupation fulfillment among the employees. This study was conducted on 110 employees who is working in a textile industry at Karur. The sample size was selected based on the simple random sampling method.

Keywords: Employee Retention, Textile Industry and Workplace Environment.

I. INTRODUCTION

Compelling representative maintenance is an efficient exertion by managers to establish and cultivate a climate that urges current workers to stay utilized, by having arrangements and practices set up that address their assorted requirements. A solid maintenance system, along these lines, turns into an incredible enrollment device. Maintenance of key representatives is basic to the drawn out wellbeing and accomplishment of any association. Holding the best workers guarantees consumer loyalty, expanded item deals, fulfilled partners and revealing staff, viable progression arranging, and profoundly inserted authoritative information and

learning. Worker maintenance matters as authoritative issues like preparing time and speculation, lost information, shaky representatives, and an expensive up-and-comer search are included. Subsequently, neglecting to hold a key worker is an expensive recommendation for an association.

OBJECTIVE

Primary

- To study the organizational factors influencing retention strategies.

Secondary

- To understand and develop a knowledge on the employee opinion regarding the working environment of the organization.
- To examine the necessary conditions to retain the employees.
- To examine whether there is significant impact of strategies on satisfaction level and retention of employees in the organization.

II. REVIEW OF LITERATURE

2.1 Dr.K. Balaji Mathimaran & Prof. Dr. A. Ananda Kumar(2017) has undertaken the study that it was to investigate Employee Retention Strategies – An Empirical Research and it was published in the Global Journal of Management and Business Research. This study mainly based on survey method. In this research initially there searcher used descriptive research to report the factor as such happen. Later on he used exploratory research to find the cause and effect. Primary data were collected with the help of a questionnaire and informal interview was also conducted to get the direct responses of the employees regarding critical factors. Secondary data are those data available already in the books of files and reports. Secondary data was collected from company files and annual records. The statistical tools used for analyzing the data collected Percentage method, Mean and standard deviation, Correlation, Chi-square, Weighted average.

2.2 J.Pavithra & Thirukumaran (2018) has undertaken the study that it was to investigate a Study on Employee Retention with Special reference at Philips Electronics, Chennai. It was published in the International Journal of Pure and Applied Mathematics. Research design based on the descriptive research technique employing the survey method and analysis is made on this primary data collected for this projects study. The overall sample size taken in the project is 150 respondents of workers. The statistical tools used for analyzing are Percentage method, Correlation, Chi-square test and one sample run test.

2.3 Suniti Chandiok (2016) has undertaken a study on Employee Retention in Indian Textile Industry: A Study On Grasim Bhiwani Textile Limited, It was published in the A Publication of TRANS Asian Research Journals. This study is mainly based on the survey method. Frequencies and descriptive analysis is used to analysis the main characteristics of the sample. Besides this Regression Analysis, Reliability and the Pearson

Correlation, test was used to check the validity of the hypotheses. The overall sample size taken in the project is 70.

2.4 D.Swaroopa Prof.B.Sudhir(2019) has undertaken a study on a Study on Employee Retention Strategies and Factors with Special Reference to IT Industry, It was published in the International Journal of Business and Management Invention. This study is mainly based on the survey method. The statistical tools used for analyzing are Mean and standard deviation was used to find out weightages and percentages on responses received. Advanced statistical tools like ANOVA test, percentage analysis, Kruskal-Wallis test and Cronbach Alpha tests are used for analyzing satisfaction levels of IT employees regarding employee retention. The overall sample size taken in the project is 40.

2.5 Dr. R. Akila (2012) has undertaken a study on a Study on Employee Retention Among Executives at BGR Energy Systems Ltd, Chennai. It was published in The International Journal of Marketing, Financial Services & Management Research. The Primary data is collected by using structured questionnaire from various executives working in BGR energy systems ltd. The Secondary data for the study is collected through articles, journals and project reports online from various websites. The overall sample size taken in the project is 40.

2.6 Mr. Vinothkumar & Dr. P. Suresh Kumar (2020) has undertaken a Study on Employees' Retention Strategies in Technical Textile Industries, It was published in The International journal of analytical and experimental modal analysis. This study is mainly based on the survey method. In the present study, an extensive use of both primary and secondary data was made. tools used for analyzing the data collected Chi-Square Test. The overall sample size taken in the project is 610.

2.7 Pradeep Krishnamoorthy & K .Ramprathap (2020) has undertaken a Study on Employee Retention Techniques at Textile Industry with reference to Karur District. It was published in the Journal of International Journal of Creative Research Thoughts. 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. The tools used are Descriptive Statistics, T Test, ANOVA. The sample size for the present study is 120.

2.8 Mahesh.K Kempegowda (2016) has undertaken a Study on Employee Retention Measures and Its Impact on Employee Motivation, It was published in the International Journal of Commerce and Management. For primary data the workers in the Archidply were supplied with the structural questionnaire and collected after directly filled in by the respondent. Secondary data needed for the study will be collected through the company manuals, magazines etc in order to get the overview of the concept. The tools used are chi-square test and Karl Pearson's Coefficient of Correlation. The sample size for the present study is 100.

2.9 Suman Bhamu & Dr. Kishor Barad (2018) has undertaken Employees Retention Strategie adopted by the Management of the Selected Companies in Indian Telecom Sector, It was published in the International Journal of Management Studies. This research is descriptive research. This study is mainly based on the survey method and observation methods. The topic is theoretical and the descriptive research is the most suitable to the topic selected. For the study purpose primary data had been used. The primary data have been collected from employees of the selected companies in Indian telecom sector located in Ahmedabad area. The statistical tools used for this research paper are frequency, percentage, tables, Cronbach Alpha, correlation and regression The sample size for the present study is 100.

2.10 Dr.S. Poongavanam (2015) has undertaken a Study on Employee Expectation on Job Retention, It was published in the Elysium Journal. The study is fully based on primary data. Data were collected through a constructed questionnaire and Secondary data refers to the information which is previously collected and scrutinized by some researchers. The statistical tools used for this research paper are Percentage Analysis and Chi square test. The sample size for the present study is 100.

III. RESEARCH METHODOLOGY

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

3.2 Sample size:

The sample size for the present study is 110.

3.3 Tools used:

1. Correlation
2. Frequency

IV. RESULTS AND DISCUSSION

4.1 Result of Frequency analysis

4.1 Frequency analysis

Frequency Analysis is an important area of statistics that deals with the number of occurrences (**frequency**) and analyzes measures of central tendency, dispersion, percentiles, etc. It is a single measure that tries to describe the set of data through a value that represents the central position within that data set.

Table 4.1

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25	60	54.5	54.5	54.5
25-30	37	33.6	33.6	88.2
Valid 35-45	6	5.5	5.5	93.6
Above 45	7	6.4	6.4	100.0
Total	110	100.0	100.0	

Interference

From the table reveals that 54.5% of respondents belong to Below 25, 33.6% of the respondents belong to 25-35, 5.5% of the respondents belong to 35-45, 6.4% of the respondents belong to Above 45%, Majority 54.5% of the respondents belong to the Worker.

Table 4.2

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	61	55.5	55.5	55.5
Valid Female	49	44.5	44.5	100.0
Total	110	100.0	100.0	

Interference

From the table reveals that 55.5% of respondents belong to Male, 44.5% of the respondents belong to Female, Majority 55.5 % of the respondents belong to the Female.

Table 4.3**Job experience**

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1year	40	36.4	36.4	36.4
1-5 years	32	29.1	29.1	65.5
Valid 5-10 years	31	28.2	28.2	93.6
More than 10 years	7	6.4	6.4	100.0
Total	110	100.0	100.0	

Interference

From the table reveals that 36.4% of respondents belong to Less than 1year, 29.1% of the respondents belong to 1-5 years, 28.2% of the respondents belong to 5-10 years, 6.4% of the respondents belong to More than 10 years, Majority 36.4% of the respondents belong to the Less than 1year.

Table 4.4**Marital status**

	Frequency	Percent	Valid Percent	Cumulative Percent
Married	49	44.5	44.5	44.5
Valid Unmarried	61	55.5	55.5	100.0
Total	110	100.0	100.0	

Interference

From the table reveals that 44.5% of respondents belong to Married, 55.5% of the respondents belong to Unmarried, Majority 55.5% of the respondents belong to the Unmarried.

Table 4.5**Nature of job**

	Frequency	Percent	Valid Percent	Cumulative Percent
Permanent	71	64.5	64.5	64.5
Valid Temporary	39	35.5	35.5	100.0
Total	110	100.0	100.0	

Interference

From the table reveals that 64.5% of respondents belong to Permanent, 35.5% of the respondents belong to Temporary, Majority 64.5% of the respondents belong to the Permanent.

4.2 Results of Correlation Analysis

Correlation

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increases as the other decreases.

Table 4.6
Correlation for Job Satisfaction to retain employee in a organization
Correlations

		js1	js2	js3	js4	js5
js1	Pearson Correlation	1	.527**	.381**	.414**	.502**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
js2	Pearson Correlation	.527**	1	.553**	.506**	.573**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
js3	Pearson Correlation	.381**	.553**	1	.367**	.482**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
js4	Pearson Correlation	.414**	.506**	.367**	1	.324**
	Sig. (2-tailed)	.000	.000	.000		.001
	N	110	110	110	110	110
js5	Pearson Correlation	.502**	.573**	.482**	.324**	1
	Sig. (2-tailed)	.000	.000	.000	.001	
	N	110	110	110	110	110

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

Inference

From the calculated person's statistics it can be summarized that as p-value $0.000 < 0.05$ there is significant relationship between total value of Job Satisfaction and statement of Job Satisfaction Correlation relationship expressed by r value, r – value is .527, .381, .414 and .502 (+ve) which shows the positive relationship.

Table 4.7
Correlation for Working Environment to retain employee in a organization
Correlations

	we1	we2	we3	we4	we5	
we1	Pearson Correlation	1	.614**	.468**	.468**	.489**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
we2	Pearson Correlation	.614**	1	.450**	.583**	.467**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
we3	Pearson Correlation	.468**	.450**	1	.334**	.481**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
we4	Pearson Correlation	.468**	.583**	.334**	1	.493**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
we5	Pearson Correlation	.489**	.467**	.481**	.493**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

Inference

From the calculated person's statistics it can be summarized that as p-value $0.000 < 0.05$ there is significant relationship between total values of Working Environment and statement of Working Environment Correlation relationship expressed by r value, r – value is .614, .468, .468 and .489 (+ve) which shows the positive relationship.

Table 4.8
Correlation for Rewards and Recognition to retain employee in a organization
Correlations

	rr1	rr2	rr3	rr4	rr5	
rr1	Pearson Correlation	1	.334**	.336**	.177	.329**
	Sig. (2-tailed)		.000	.000	.064	.000
	N	110	110	110	110	110
rr2	Pearson Correlation	.334**	1	.353**	.432**	.405**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
rr3	Pearson Correlation	.336**	.353**	1	.465**	.542**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
rr4	Pearson Correlation	.177	.432**	.465**	1	.714**
	Sig. (2-tailed)	.064	.000	.000		.000
	N	110	110	110	110	110
rr5	Pearson Correlation	.329**	.405**	.542**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

Inference

From the calculated person's statistics it can be summarized that as $p\text{-value } 0.000 < 0.05$ there is significant relationship between total values of Rewards and Recognition and statement of Rewards and Recognition Correlation relationship expressed by r value, r – value is .334, .336, .177 and .329 (+ve) which shows the positive relationship.

Table 4. 9
Correlation for Organizational performance to retain employee in a organization
Correlations

	rp1	rp2	rp3	rp4	rp5
op1					
Pearson Correlation	1	.460**	.460**	.448**	.489**
Sig. (2-tailed)		.000	.000	.000	.000
N	110	110	110	110	110
op2					
Pearson Correlation	.460**	1	.465**	.559**	.409**
Sig. (2-tailed)	.000		.000	.000	.000
N	110	110	110	110	110
op3					
Pearson Correlation	.460**	.465**	1	.305**	.316**
Sig. (2-tailed)	.000	.000		.001	.001
N	110	110	110	110	110
op4					
Pearson Correlation	.448**	.559**	.305**	1	.368**
Sig. (2-tailed)	.000	.000	.001		.000
N	110	110	110	110	110
op5					
Pearson Correlation	.489**	.409**	.316**	.368**	1
Sig. (2-tailed)	.000	.000	.001	.000	
N	110	110	110	110	110

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

Inference

From the calculated person's statistics it can be summarized that as p-value $0.000 < 0.05$ there is significant relationship between total values of Organizational performance and statement of Organizational performance Correlation relationship expressed by r value, r – value is .460, .460, .448 and .489 (+ve) which shows the positive relationship.

Table 4. 10
Correlation for Employee Retention to retain employee in a organization
Correlations

	er1	er2	er3	er4	er5	
er1	Pearson Correlation	1	.370**	.272**	.348**	.389**
	Sig. (2-tailed)		.000	.004	.000	.000
	N	110	110	110	110	110
er2	Pearson Correlation	.370**	1	.324**	.626**	.471**
	Sig. (2-tailed)	.000		.001	.000	.000
	N	110	110	110	110	110
er3	Pearson Correlation	.272**	.324**	1	.331**	.242*
	Sig. (2-tailed)	.004	.001		.000	.011
	N	110	110	110	110	110
er4	Pearson Correlation	.348**	.626**	.331**	1	.597**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
er5	Pearson Correlation	.389**	.471**	.242*	.597**	1
	Sig. (2-tailed)	.000	.000	.011	.000	
	N	110	110	110	110	110

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

* . Correlation is significant at the 0.05 level (2-tailed).

Inference

From the calculated person's statistics it can be summarized that as p-value $0.000 < 0.05$ there is significant relationship between total values of Employee Retention and statement of Employee Retention Correlation relationship expressed by r value, r – value is .370, .272, .384 and .389 (+ve) which shows the positive relationship.

V. FINDINGS, SUGGESTIONS AND CONCLUSIONS

Table shows the demographic profile of the respondents. The table shows that 44.5% of the respondent's age are below 25. 33.6% of the respondent's age are 25-30 years. 5.5% of the respondent's age are 35-45 years. 7% of the respondent's age are above 45 years. 55.5% of the respondents are male and 44.5% of the respondents are female. 36.4% of the respondent's length of service is Less than one years. 29.1% of the respondent's length of service is 1-5 years. 28.2% respondent's length of service are 5-10 years and 44.5% of the respondents are married and 49.2% of the respondents are unmarried. 35.5% of the respondents are temporary employees and 64.5% of the respondents are permanent employees.

SUGGESTIONS

From the study I am suggestion that Job satisfaction can be improved by improving working condition through tools required by the employees like flexible time and training. Department wise feedback has to be taken on challenges and frustrations for employee retention. Supervisors have to communicate at regular Intervals (Once in a week) for solving employee complaints, problems and to manage stress. The management may concentrate on giving more good training which are connected with their job growth. Work load pressure makes the employee to switch over to other company, so overloading of work to the employees can be reduced by assigning additional man power wherever necessary.

CONCLUSION

An organization faces many challenges in their day to day activities, one of which really impacts is difficult in retaining the employees. Employee retention assumes a significant part in an association since it influences the representative exhibition. The present study revealed that employee retention strategies namely employee reward programmes, flexible working hours, employee training, performance-based bonus, career developmental programmes have positive effect on employee retention as well as employee performance. Nonetheless, various organizations neglect to comprehend that there are numerous different elements which can help them to fulfill their workers.. If recognized and implemented them correctly, they can retain their employee back.

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