



The Impact of Employees Quality of Work life towards Creating Happy Organizations with reference to the Small Scale Industries in Coimbatore

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Abstract: The study on the Employees Quality of Work life towards Creating Happy Organization with reference to the small scale industries in Coimbatore is intended to determine the job satisfaction, communication, employee motivation, career development opportunities for continued growth, job security, transparency and build trust. The objectives of the study are to identify the factors influencing Employees Quality of Work life in the small scale industries, to find the satisfaction level of employees towards their job with respect to small scale industries. The research design is descriptive in nature. A detailed questionnaire was used for collecting data and received 112 valid responses. The sampling technique used was Non-Probability convenient sampling. The data analysis plays an important role in the research studies, the statistical tools like frequency analysis, Descriptive statistics, one way ANOVA and Correlation were used for this study. From the analysis we found majority of employees are satisfied in their work; employees in Small Scale Industries are highly considerate on the factors of stress, career opportunities and continued growth and security; Small Scale Industries provide opportunities for development of skills, motivate the employees, evaluate the employee's skills, work development and provide career development training.

Index Terms - Quality of Work life, small scale industries, job satisfaction.

I. INTRODUCTION

Quality of work life refers to the level of happiness or satisfaction in one's work life. Those who enjoy their work are said to have a high quality of work life, while those who are unhappy or those whose needs are not met are said to have a low quality work life. The quality of work life is seen as an alternative to the control approach to managing people. The quality of the work-life approach considers people to be an "asset" to the company rather than "costs". It hopes that they will perform better when people are allowed to take part in the management of their work and make decisions. This style motivates people by meeting their economic, social and psychological needs. To satisfy the new employees, companies need to focus on job design and work organization. Moreover, today's employees realize the importance of relationships and try to strike a balance between professional and personal life.

Quality of work life gives a pleasant work environment by serving the employees through their highest priority needs as well as the more of their basic needs. The work environment must lead to development and improvement in their skill set which leads to better organization development. The negative condition in the work place leads to various problems for the workers like stress,

threatening, degrading humanness which affects their personal goals as a citizen, spouse and parent. As a Worker every individual should contribute to the societal needs and advancements.

1.1. Small scale industries (SSIs) or MSMEs are defined & categorized by the Micro, Small & Medium Enterprises Development Act, 2006. The act categorizes different scale of industries on the basis of investment in plant & machinery in case of manufacturing industries and on the basis of investment in equipment in case of service sector industries.

Small Scale Enterprise: Manufacturing enterprises in which investment in plant & machineries is more than Rs 25.00 lakhs but does not exceed Rs 5.00 crores and service sector industries in which investment in equipment is more than Rs 10.00 lakhs but does not exceed Rs 2.00 crores are termed as small-scale enterprises.

SSIs are the backbone of the world economy and this is the main reason why even governments are providing various sops and financial benefits for encouraging more and more MSMEs to flourish. Existence of small-scale industries is must as: Partner in country building, custom-made Products, Employment to neighbourhood people, making of job, and Discipline into the industry

There are many districts within our country which are backward due to poor health, lack of education, lack of awareness, poor rate of growth & development, etc. Myriad of villagers, farmers & labourers are dying each year from the burden of debt, which they are unable to repay due to unavailability of work & jobs.

There are a number of small-scale industries ideas which if implemented throughout the nation, can provide work & jobs to farmers & villagers. Some of them are as follows Primary Processing units, Job work for larger companies, Organic products industry



1.2. STATEMENT OF THE PROBLEM

Employees Quality of Work Life in an organization is essential for the smooth running and success of the organization. The work-life balance must be maintained effectively to ensure that all employees are running at their peak potential and free from stress and strain and they contribute to creating happy organizations. The Quality of Work Life can affect such things as employees' timings, his or her work output, his or her available leaves, etc. Happy organizations in turn help the employees to feel secure and like they are being thought of and cared for by the organization in which they work. An organization's HR department assumes responsibility for the effective running of the Quality of Work Life for their employees and making them feel happy at work so that employees work with pleasure and not pressure thereby their productivity is improved resulting in happy organizations (both for the employees and employers).

1.3. OBJECTIVES OF THE STUDY

- To evaluate the quality of work life of employees at Small Scale Industries, Coimbatore.
- To study the safety and healthy work environment of the employees.
- To study and develop the human capabilities of the employees.
- To study the relationship and co-operation between the employees.

1.4. LIMITATIONS OF THE STUDY:

- The study was limited to Time constraints.
- Coimbatore is an Industrial City, around 50000 SSI are there, but only one Locality was chosen for the study and limited to 25 companies.
- The study has been limited to only a sample of 112 samples.
- Employees are busy with their work.

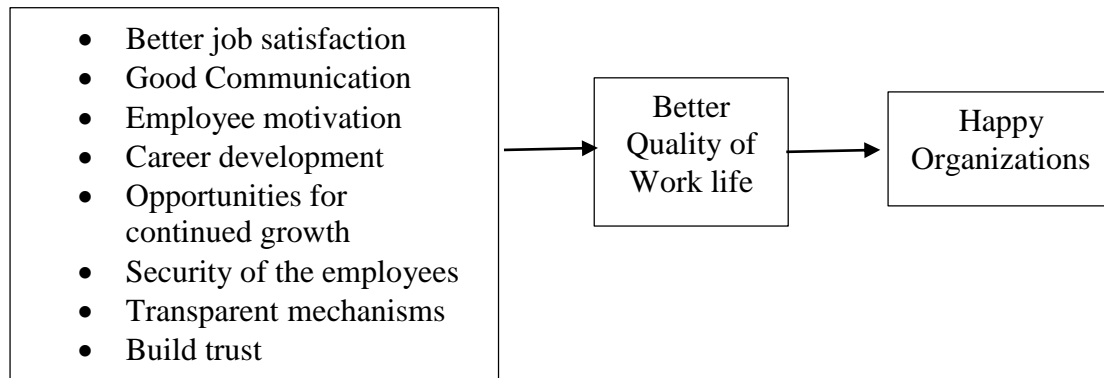
II. REVIEW OF LITERATURE

- **Taylor (1979)** found the important factors of quality of work life viz., wages, work time and conditions on work and the fundamental job philosophy of the nature of work itself. The author suggested that concept of QWL may differ according to different work place and employee force.
- **Heskett, Sasser and Schlesinger (1997)** define quality of work life as commitment that employees have on their job, co-workers and work place that leads to the organization development and profitability. Happy employees always form a productive work environment that leads to employee satisfaction
- **Lau, Wong, Chan and Law (2001)** operational zed QWL as the favorable working environment that supports and promotes satisfaction by providing employees with rewards, job security and career growth opportunities. Indirectly the definition indicates that an individual who is not satisfied with reward may be satisfied with the job security and to some extent would enjoy the career opportunity provided by the organization for their personal as well as professional growth.
- **Thomas A et.al (2001)**, Study result reveals that the factor analysis suggests four dimensions of QWL labelled, favourable work environment, individual growth and freedom in the nature of job, thought-provoking opportunities and co-workers, the results provide a useful benchmark measure of QWL in Singapore.
- **D.R.Saklani(2003)**, has developed likert type summated altitudinal scale for the assessment of the concept of QWL in his research study thirteen dimensions factored in the scale offer carrying out in depth analysis based on extensive review of literature and responses obtained at the pre-testing stage include enough and reasonable compensation.
- **Normala and Daud (2010)** in this study —evaluating the Relationship between Quality of Work Life and Organizational loyalty Amongst Employees in Malaysian Firms say that the QWL is an important factor for employers in order improve the satisfaction in job and commitments towards their work.
- **Vijay Anand (2013)**, in his study on export competitiveness of Indian textile garment industry observed that the most draconian of all government policies that has ruin the growth of garment industry is reservation of garment manufacture for small scale industry. It has not only prevented expansion but also impeded technological up gradation of the garment manufacturing units as a results, the garment manufacturing units could neither attain optimal economics of scale nor produce international quality garments.
- **Mrs. R. Sree Devi & Dr. R. Ganapathi (2014)**, Quality of Work Life (QWL) is perceived as a definitive key to advancement among all the work frameworks. The QWL is worried about improving the representative fulfilment, fortifying the foundation at the work spot, learning and dealing with the developing patterns and changes successfully and proficiently. The exploratory factor examination shows that sound and safe working conditions, sufficient and reasonable remuneration, development and advancement, personal growth and professional stability and social coordination are the elements adding to the representatives' nature of work-life in little scope enterprises. The relapse investigation demonstrates that sound and safe working conditions, satisfactory and reasonable remuneration, development and advancement, personal growth and employer stability and social mix are having a positive effect on nature of work-life in little scope businesses. To improve the nature of work-life is to initially recognize and afterwards attempt to fulfill representatives' significant needs through their involvement with their workplace.

III. METHODOLOGY

The research design used in the study was descriptive research design; the data collection is done through structured questionnaire. The first part of the questionnaire consists of the demographic data of the employees. The second part consists of the factors influencing the quality of work life viz., Better job satisfaction, Good Communication, Employee motivation, Career development, Opportunities for continued growth, Security of the employees, Transparent mechanisms, Build trust. The non-probability convenient sampling is used for the study. We aimed at collecting 150 responses from five small scale industries in Coimbatore, but we received 112 valid responses at the response rate of 74.6 percent from the employees of small scale industries in Coimbatore. Statistical tools like frequency analysis, Descriptive statistics, ANOVA and Correlation are used to analyze the data.

CONCEPTUAL FRAMEWORK



IV. ANALYSIS AND INTERPRETATION

4.1. Frequency Analysis

Table No.4.1: Demographic Profile of the Employees

| Demographic Profile | Frequency | Percentage |
|---|-----------|------------|
| Age | | |
| 20to25 | 34 | 30.4 |
| 26to30 | 48 | 42.9 |
| 31to35 | 19 | 17.0 |
| 36to40 | 5 | 4.5 |
| 41 and above | 6 | 5.4 |
| Education Qualification | | |
| Diploma | 41 | 36.6 |
| UG | 60 | 53.6 |
| PG | 11 | 9.8 |
| Salary | | |
| Below 15000 | 29 | 25.9 |
| 15001-25000 | 51 | 45.5 |
| 25001-35000 | 19 | 17.0 |
| 35001-45000 | 9 | 8.0 |
| 45001and above | 4 | 3.6 |
| Marital Status | | |
| Married | 46 | 41.1 |
| Female | 66 | 58.9 |
| Satisfaction of Work Based on Qualification and Skills | | |
| Highly Dissatisfied | 3 | 2.7 |
| Dissatisfied | 7 | 6.3 |
| Neutral | 9 | 8.0 |

| | | |
|---|----|------|
| Satisfied | 69 | 61.6 |
| Highly Satisfied | 24 | 21.4 |
| Overall satisfaction with your job | | |
| Highly Dissatisfied | 1 | .9 |
| Dissatisfied | 2 | 1.8 |
| Neutral | 14 | 12.5 |
| Satisfied | 76 | 67.9 |
| Highly Satisfied | 19 | 17.0 |

Inference:

The demographic Profile of the employees of SSI was analyzed and the results are displayed in the above table No. 1 and it is inferred that 42.6 % of the employees belong to 26 years to 30 years of age. 53.6 % of the employees possess UG as their education Qualification. 58.9 % of the employees are females. 61.6% of the employees are satisfied with work based in their qualification. 67.9% of the employees are satisfied with their job.

4.2. Descriptive Statistics**Table No. 4.2**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|-----|---------|---------|------|----------------|
| Opportunity used to improve your job | 112 | 1 | 5 | 3.02 | 1.040 |
| Opportunities for growth and security will used to newly acquired knowledge | 112 | 1 | 5 | 3.69 | .849 |
| Employees are satisfied with the frequency and quality of training programs | 112 | 2 | 5 | 3.80 | .745 |
| Opportunity to develop new skill and ideas | 112 | 1 | 5 | 2.93 | 1.235 |
| Career opportunities pointed out by the superiors | 112 | 1 | 5 | 2.87 | 1.009 |
| Valid N (listwise) | 112 | | | | |

Inference:

From the above table it is inferred that Employees satisfaction with frequency and quality of Training Programs has the highest mean value of 3.80. Opportunities for growth and security will used to newly acquired knowledge has the second highest mean value of 3.69.

4.3. One Way ANOVA

Null Hypothesis: There is no significant difference between Age group and job satisfaction

Alternative Hypothesis: There is significant difference between Age group and job satisfaction

Table No.4.3 Age and Factors on Job Satisfaction

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|----------------|----------------|-----|-------------|-------|------|
| According to your qualification and skills | Between Groups | 5.693 | 4 | 1.423 | 1.863 | .122 |
| | Within Groups | 81.735 | 107 | .764 | | |
| | Total | 87.429 | 111 | | | |
| Overall satisfaction with your job | Between Groups | 7.689 | 4 | 1.922 | 4.865 | .001 |
| | Within Groups | 42.276 | 107 | .395 | | |
| | Total | 49.964 | 111 | | | |
| Comfortable and satisfied with your job | Between Groups | 11.478 | 4 | 2.870 | 3.926 | .005 |
| | Within Groups | 78.200 | 107 | .731 | | |
| | Total | 89.679 | 111 | | | |
| Satisfied with the health care and medical facilities | Between Groups | 4.676 | 4 | 1.169 | 1.512 | .204 |
| | Within Groups | 82.743 | 107 | .773 | | |
| | Total | 87.420 | 111 | | | |

Inference:

From the above table no. 3 it is inferred that age group and job satisfaction. The calculated value of the overall satisfaction with the job is (.003) which is less than the tabulated value 0.05. Thus, there is a significant difference between Age group and job satisfaction factor. Followed by, the calculated value of Comfortable and satisfied with your job is (.005). Thus, there is a significant difference between Age group with job satisfaction supports company's strategy and job satisfaction assessments and feedback.

Null Hypothesis: There is no significant difference between Salary and Factors on superior- subordinate relationship

Alternative Hypothesis: There is significant difference between Salary and Factors on superior- subordinate relationship

Table No. 4.4 Salary and Factors on superior- subordinate relationship

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|----------------|-----|-------------|-------|------|
| Motivated work environment | Between Groups | 16.463 | 4 | 4.116 | 6.994 | .000 |
| | Within Groups | 62.966 | 107 | .588 | | |
| | Total | 79.429 | 111 | | | |
| Superior subordinate relationship | Between Groups | 12.620 | 4 | 3.155 | 5.370 | .001 |
| | Within Groups | 62.871 | 107 | .588 | | |
| | Total | 75.491 | 111 | | | |
| Career development | Between Groups | 7.243 | 4 | 1.811 | 3.688 | .007 |
| | Within Groups | 52.534 | 107 | .491 | | |
| | Total | 59.777 | 111 | | | |
| Employer employee relationship | Between Groups | 19.118 | 4 | 4.780 | 8.691 | .000 |
| | Within Groups | 58.846 | 107 | .550 | | |
| | Total | 77.964 | 111 | | | |
| Organization involves worker participation | Between Groups | 5.525 | 4 | 1.381 | 3.856 | .006 |
| | Within Groups | 38.332 | 107 | .358 | | |
| | Total | 43.857 | 111 | | | |

Inference:

From the above table No. 4 it is inferred that salary and Factors on superior Sub-ordinate relationship. The calculated value of the all the Factors on superior Sub-ordinate relationship viz Motivated work environment (.000), Superior Subordinate relationship (.001), Career Development (.007), Employer employee relationship (.000), Organization involves worker participation (.006) are less than the tabulated value 0.05. Thus, there is a significant difference between salary and Factors on superior Sub-ordinate relationship.

4.4. Correlation

Null Hypothesis: There is no significant relationship between Overall Job Satisfaction and Employee Training and Development

Alternative Hypothesis: There is significant relationship between Overall Job Satisfaction and Employee Training and Development

Table No. 4.5 Overall Job satisfaction and Employee Training and Development

| Correlations | | | Overall satisfaction with your job | Employees training and development |
|------------------------------------|---------------------|--|------------------------------------|------------------------------------|
| Overall satisfaction with your job | Pearson Correlation | | 1 | .275** |
| | Sig. (2-tailed) | | | .003 |
| | N | | 112 | 112 |
| Employees training and development | Pearson Correlation | | .275** | 1 |
| | Sig. (2-tailed) | | .003 | |
| | N | | 112 | 112 |

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

Inference:

From the above table no.5 it is inferred that there is positive relationship between overall satisfaction in the job and employees training and development.

V.FINDINGS, SUGGESTIONS AND CONCLUSION**5.1 Findings**

- Majority 42.6 % of the employees belong to 26 years to 30 years of age.
- Majority 53.6 % of the employees possess UG as their education Qualification.
- Majority 58.9 % of the employees are females.
- Majority 61.6% of the employees are satisfied with work based on their qualification.
- Majority 67.9% of the employees are satisfied with their job.
- There is a significant difference between Age group and job satisfaction factor. There is a significant difference between Age group with job satisfaction supports company's strategy and job satisfaction assessments and feedback.
- There is a significant difference between salary and Factors on superior Sub-ordinate relationship.
- There is positive relationship between overall satisfaction in the job and employees training and development

5.2 Suggestions

- The employees should get enough pay for the work they carry out.
- The employees expect that they should made aware of the career prospects and opportunities for career growth
- The HR department has a key role to play in designing training to upgrade their skills and keep them engaged
- Increment should be based on performance and HR should pay attention to the grievances immediately to have a conducive climate and to improve efficiency.

5.3 Conclusion

Every organization to sustain has to satisfy some of the basic needs and demands of its employees. Satisfied and motivated employees are the source of achieving the organization goals and objectives. In order to use the maximum potential of the human resource, the organization has to provide them with the best quality of their working life. Therefore every organization needs to update and develop the quality of work life of the employees who contribute better to production, quality and productivity. Small scale industries are very successful in Coimbatore and this is only possible by providing the employees, good working condition and better facilities. The employees are given reasonable autonomy for their job. This makes them feel more responsible and challenging and work hard for achieving it. There exists a strong bond among the employees and employers, which helps them to work as team and make group accomplishments. Finally, we can conclude that Small Scale Industries are providing its employees best quality of work life, which influence their performance and productivity thereby creating happy organizations.

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