



# A STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO EMPLOYEES OF PARAMESHWARI EXPORTS PVT LTD

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## ABSTRACT

Employee Retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time. Employee retention is valuable for the organization as well as the employee. Retaining employees is one of the biggest issues for any organization. The purpose of this research study is to identify some of the factors which lead to turnover intention among employees in Parameshwari Exports Pvt Ltd. Employees are one of the greatest assets of an organization and retaining them is one of toughest task for the managers. The objective of this study is to understand the concept of employee retention, to analyse the employee retention strategy in the Parameshwari Exports Pvt Ltd and to analyse the supportive relationship between employees and management. A structured questionnaire had been used for primary data collection. This study was conducted on employees who are working in Parameshwari Exports Pvt Ltd. The sample size of this study is 107. The research design of this study is Descriptive in nature. The tool used for this study is Chi Square. The result identifies that work environment, reward and recognition, work performance, supervisory support, and income have high impact on employee retention. The study finds that the employee retention can be improved by increasing the level of employee engagement.

**Keywords:** Employee Retention, Compensation, Workplace Environment.

## LINTRODUCTION

Employee Retention is defined as an organization's ability to retain its employees. It can also be called as a process, in which the resources are motivated and encouraged to stay in an organization for a longer period of time for the sustainability of the organization.

The ultimate aim of Employee Retention is to make both the stakeholders, i.e., employees and employer happier. It facilitates loyal employees sticking to the company for a longer duration, which in turn will benefit both the stakeholders. There can be many reasons for an employee to leave an organization. It is very essential for an organization to know the reasons, which can help the organization in making the job attractive and encourage the employees to stay with the organization.

## OBJECTIVES OF THE STUDY

1. To understand the concept of employee retention.
2. To analyse the employee retention strategy in the Parameshwari Exports Pvt Ltd.
3. To analyse the supportive relationship between employees and management.

## SCOPE OF THE STUDY

To motivate the employees to continue to work in the same organization with full interest and hence provide the results to the company it wanted. These researches also determine the nature of retaining employees in order to make the employees to feel comfort.

## II. REVIEW OF LITERATURE

1. **Irene Mawudeku (2022)**, has undertaken the study on “Determinants of Employee Motivation and Retention”, published in the “International Journal of Business and Social Science”. The data were collected from seventy-six (76) respondents and analysed using simple descriptive statistics and regression analysis. The objectives of the study were to investigate the factors that affect motivation and retention among the senior officers and senior staff, identify the level of importance of the various motivational factors and also identify any other factor that is key to their motivation and retention. The study examines the motivation and retention factors among senior officers and senior staff and concluded that non-financial factors are the main drivers of motivation and retention in the organisation.
2. **Cuong Nguyen, An Duong (2021)**, has undertaken the research on “Employee retention: do training and development, job satisfaction and job performance matter?”, published in the “International Conference on Business”. The sample size of this study is 300. To analyse the data Correlation and Regression was used. The objective of this study is to assess the relationship between training and development, employee performance, job satisfaction, and employee retention. The findings reveal a positive correlation between training and development, job satisfaction and job performance with employee retention. The conclusion of this study is that HR managers make positive decisions regarding employee retention, as training and development, job satisfaction, and job performance directly and indirectly positively impact employee retention.
3. **T S Nanjundeswaraswamy (2020)**, has undertaken the study on “Employee retention in manufacturing units”, published in the “PES Journal”. The sample size of this study is 177. To analyse the data Correlation, Regression and ANOVA was used. The objective of this research is to know the status of employee retention in manufacturing sector and to examine the relationship between employee retention and demographical characteristics of employees. This study concludes that the employee retention depends upon the Age of the employees, Education level of the employees, Designation of the employees, the Average monthly salary of the employees.
4. **Dr. Sangita Ulhas Gorde (2019)**, has undertaken the research on “A Study of Employee Retention” published in the “Journal of Emerging Technologies and Innovative Research”. The sample size of this study is 60. Descriptive Research method has been used and the data has been analysed using percentage analysis. The Objectives of the study is to study about the employee retention in the organization and to identify how retention strategy reduces employee turnover. Finding of the study is that Career opportunities gives satisfaction to the employees and Proper Leadership is required for motivation. This study concludes that, the organization can impart certain practices that boost employee to perform well and sustaining them in the organization by providing various welfare measures and implementing retention strategies.
5. **Shuana Zafar Nasir (2018)**, has undertaken the research on “A Study on effect of employee retention on organizational competence”, published in the “International Journal of Academic Research in Business and Social Sciences”. The sample size of this study is 101. The study has done through descriptive research method and the data is analysed by using Correlation. The objective of this study is to identify the impact of HRM practices on employee retention in higher education sector in Pakistan. The findings of the study revealed positive correlation between dependent variable (employee retention) and independent variables (supervisor support, reward & recognition and work-life policies). The conclusion of this study is that the organizations should amend its necessities and desires as per the demands of market place in order to foster employee retention.
6. **Harpreet Kaur (2018)**, has undertaken the research on “Study on factors influencing employee retention in companies”, published in the “J. Public Sector Performance Management”. The sample size of this study is 220. To analyse the data Descriptive research was used. The objective of this study is to ascertain the reason behind employee turnover on the basis of the gender. The study concluded that almost all the employees felt that the company is not doing enough to retain them and they have plans to change the job if it continues. There are many ways a company suffers because of employees. The paper presents potential reasons that may compel an employee to leave a job and also the strategies that can help organisation retain its top performers.
7. **Komal Khalid (2018)**, has undertaken the research on “Employee participation and employee retention in view of compensation”, published in the “Global Journal of Management and Business Research”. The sample size of this study is 1054. To analyse the data Correlation analysis, Regression analysis, Independent-Sample t test was used. The objectives of this study is to explore the moderating effect of compensation on the relationship between participative practices and employee retention. This study concludes that organizations of both manufacturing and service sectors should develop such practices, which could enhance employee engagement and voice within their task-related decisions.
8. **Dr.S. Poongavanam (2015)**, has undertaken the research on “A Study on Employee Expectation on Job Retention”, published in the “Elysium Journal”. The sample size of this study is 100. This study is based on Descriptive Research Design and to analyze the data percentage analysis and chi square tools was used. The objective of this study is to study the employee expectations in Origin Private Limited. The findings of this study is that 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. The conclusion of this study is that the retention predictors such as age, gender, educational qualification and industry highlighted in relation to influence on organizational commitment and intent to stay.
9. **Dr. R. Prabusankar (2015)**, has undertaken the research on “A Study on Factors Affecting Employee Retention In Manufacturing Enterprises In Coimbatore District”, published in the “International Journal of Management”. The sample size of this study is 200. The data has been analyzed using ANOVA. The objective of the study is to examine the necessary conditions to retain the employees. This study concludes that the manufacturing enterprises should provide proper work environment and encourage employees to develop and maintain better relationship among them. In addition, the employees should improve their teamwork, communication skills and interpersonal relationship with others.
10. **Dr. Poonam Khurana (2011)**, has undertaken the research on “Developing a retention strategy in academics introduction”, published in the “International Journal of Research in Finance & Marketing”. The sample size of this study is 100. To analyse the data Hypothesis was used. The objective of this study is to know the concept of talent management and retention strategy. The findings of this study is that the modern era teachers faces more challenges than ever in history.

The conclusion of this study is that the institutes will have to adopt long term retention strategy to reduce turnover of the faculty to maintain a reputation and for the development of future generation.

### III. RESEARCH METHODOLOGY

Research methodology is a way to analytically solve the research problem

#### Method of Data Collection

In this research the data was collected through questionnaire method.

#### Sample size

The sample size of this study is 107.

#### Tools used

Chi square

### IV. DATA ANALYSIS AND INTERPRETATION

#### CHI SQUARE

Chi square is a non-parametric test can be used to determine if categorical data show dependency or the two classifications. It can be used to make comparison between the critical population and actual data when categories are used.

Hypotheses were formulated keeping the content and coverage of the framed objectives. The formulated hypotheses are tested by employing appropriate statistical tool.

In hypothesis testing there are two conflicting statements about the value of a population parameter

1. The Null Hypothesis (Ho)
2. The Alternative Hypothesis (H1)

#### HYPOTHESIS STATEMENT

**Null Hypothesis [Ho]:** There is no significant Relationship between Gender of the respondents and Satisfaction level of compensation provided by the organization.

**Alternate Hypothesis [H1]:** There is a significant Relationship between Gender of the respondents and Satisfaction level of compensation provided by the organization.

**Table No:4.1**

**Relationship between Gender of the respondents and Satisfaction level of compensation provided by the organization**

	Value	Df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	11.71	3	.008
Likelihood Ratio	14.11	3	.003
Linear-by-Linear Association	4.70	1	.030
N of Valid Cases	107		

#### INTERPRETATION

From the above Table No: 4.1, it was found that the Pearson Chi-Square significant value is 0.008, which is less than 0.05. Hence Null Hypothesis (H0) is Rejected and Alternative Hypothesis (H1) is Accepted. Therefore, it is inferred that there is a significance relationship between Gender of the respondents and Satisfaction level of compensation provided by the organization.

#### HYPOTHESIS STATEMENT

**Null Hypothesis [Ho]:** There is no significant Relationship between Relationship between Work Experience of the respondents and Target setting.

**Alternate Hypothesis [H1]:** There is a significant Relationship between Relationship between Work Experience of the respondents and Target setting.

**Table No:4.2**  
**Relationship between Work Experience of the respondents and Target setting**

	Value	Df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	111.00	12	.000
Likelihood Ratio	16.13	12	.186
Linear-by-Linear Association	.39	1	.533
N of Valid Cases	107		

## INTERPRETATION

From the above Table No: 4.2, it was found that the Pearson Chi-Square significant value is 0.000, which is less than 0.05. Hence Null Hypothesis (H<sub>0</sub>) is Rejected and Alternative Hypothesis (H<sub>1</sub>) is Accepted. Therefore, it is inferred that there is a significance relationship between Work Experience of the respondents and Target setting.

## V. FINDINGS

1. There is a significance relationship between Gender of the respondents and Satisfaction level of compensation provided by the organization.
2. There is a significance relationship between Work Experience of the respondents and Target setting.

## VI. SUGGESTION

Most of the employees are satisfied with the existing employee retention in the organization. The following recommendations will be helpful to the management to improve the awareness as well as to improve the retention of employees.

1. Employee should be motivated to welcome the change.
2. The organization must give proper remuneration to the employees in order to retain them for a long period of time.
3. Pay structure should be redefined so that they can be monetarily satisfied.

## VII. CONCLUSION

Employees are the most important and valuable asset of the organization. The analyses and findings clearly prove that the organisations must focus on keeping the staff happy and satisfied. By seeing the results it can easily be said that the good retention strategies adopted by organization definitely help in reducing employee turnover. Employees in general want to be pushed so that they perform better; they wish to be motivated by the environment at the work place. An environment of trust at the workplace helps the employees stick to the job for a longer time. Thus the organization must ensure that they are keeping the top talent of the organisation happy which is extremely vital for the growth of the organization.

## VIII. REFERENCE

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