

# A STUDY ON THE PERCEPTION OF EMPLOYEES TOWARDS RETENTION MANAGEMENT PRACTICES [WITH SPECIAL REFERENCE TO POPPY'S GARMENT IN TIRUPUR

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**ABSTRACT:** Retention Plays a Major role in the development of the Industry. Nowadays Garment Industries focuses on the Employee retention aspect. In this study Poppy's Garment Industry is taken into consideration and perception of the employees towards retention is focused. A sample of 200 respondents taken and analysis have been made and suggestions are given.

**IndexTerms :** Manufacturers, Manage, Workforce, Retention

## INTRODUCTION

During the past decade, employee is turnover has become a very serious problem for organizations. Managing retention and keeping the turnover rate below the target and norms are the most challenging issues faced in business. All indications point towards the issue compounding in the future and even as economic time change, turnover will continue to be an important issue for the most job groups. The causes of turnover are not adequately identified and solutions are often not matched towards the causes, so the fail. Preventive measures are either not in place or do not target the issue properly, and therefore have little or no effect, and a method for measuring progress and identifying a monetary value (ROI) on retention does not exist in most organizations. Managing employee retention is a practical guide for manager to retain their talented employees. It shows how to manage and monitor the turnover and how to develop the ROI of keeping their talent using innovative retention program.

## IMPORTANCE OF GARMENT INDUSTRY

The garments industry in India is one of the best in the world. An extremely well organized sector, garment manufacturers, exporters, suppliers, stockiest and wholesalers are the gateway to an extremely enterprising clothing and apparel industry in India. There are numerous garments exporters, garments manufacturers; readymade garments exporters etc. both in the small scale as well as large scale.

Today, garments exports from India have made inroads into the international market for their durability, quality and beauty. One of the reasons for the economical pricing of India's readymade garments and apparels is the availability of highly skilled, cheap labor in the country. The superiority of India's Garment Industry has been acknowledged in the National Textile Policy (NTP) of India 2000. To maintain this importance, the welfare of the laborers' is to be maintained among other things. Maintenance of welfare ensures job satisfaction which improves loyalty among workers. This forced the workforce stick on to the existing organization. Thus, retention of employees in the organizations guarantees continuous production towards quality of the products to face the competition.

## STATEMENT OF THE PROBLEM

Garment industry is one of the labor intensive sectors that provide a gateway for the developing countries to the global market. It offers important opportunity to countries to start industrializing their economies. Indian garment industry is not an exception to this. It is one of the successful industries which are driven by quality. The textile and garment industry contributes 20.63% of India's export earnings; around 49% of this comes from garment exports alone. The garment industry provides employment opportunity to around 3.5 million people across the country.

But this industry suffers from lack of availability of skilled workforce. This is because of the attitude of the workforce.

### OBJECTIVES OF THE STUDY

1. To study the perception of workforce towards the present retention management practice strategy of the garment industry in Tirupur.
2. To assess the level of satisfaction of the workforce towards the retention management practice followed by the garment industry at present
3. To find out the existing relationship among their perception towards the retention management practice of the garment industry.

### SCOPE OF THE STUDY

This study covers the employees in production department of the poppy's garment Industry in Tirupur. This study analysis the perception of employees in production department of garment industry towards the retention management practices. For the purpose of the study, the perception of the workforce is considered towards the retention management practices currently followed by the garment industry in Tirupur. The information on such practices had been collected by having discussion towards the executives of the organizations.

### METHODOLOGY OF THE STUDY

#### RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose. The descriptive research is considered to be the most appropriate for the study. To make the present research work more analytical, the study is based on primary and secondary data.

#### PRIMARY DATA

The primary data for the present study is collected by using a questionnaire designed for the purpose.

#### SECONDARY DATA

The study also depends on the secondary data collected from text books of related topics, pamphlets, journals, magazines and etc.

#### STUDY AREA

The study is undertaken in Tirupur how to Improve Employee Retention: in Tamilnadu.

#### SAMPLE SIZE

The garment industry in Tirupur accommodates more than 3, 00,000 people among this a sample of 200 respondents were selected for the study by using sampling method. The respondents include skilled workforce, stitching, embroidery, printing, knitting, dyeing and compacting using convenient sampling method.

#### LIMITATIONS OF THE STUDY

At most care and efforts have been taken by the researcher to avoid faults and shortcomings in the process of data collection; the present study is prone to some limitations which are given below:

- The data was collected from the respondents of a particular town and the sample is restricted to 200.
- This study covers only the skilled work force of poppy's garments

#### DATA ANALYSIS AND INTERPRETATIONS

Table 1: Socio Economic Factor

S.No.	Factor	No. of Respondents	%	S.No.	Factor	No. of Respondents	%
<b>Gender</b>				<b>Current Position</b>			
1	Male	112	56	1	Designer	43	21.5
2	Female	88	44	2	Knitter	52	26
<b>Total</b>		<b>200</b>	<b>100</b>	3	Tailor	55	27.5

Marital Status				4	Cutting master	23	11.5
1	Married	103	51.5	5	Khajas	8	4
2	Unmarried	97	48.5	6	Others	9	4.5
<b>Total</b>		<b>200</b>	<b>100</b>	<b>Total</b>		<b>200</b>	<b>100</b>
Educational Qualification				Opinion About Present Job			
1	Up to Higher Secondary Level	72	36	1	Easy	76	38
2	Graduates/Diploma holder	60	30	2	Tolerable	61	30.5
3	Post graduates	23	11.5	3	Tough	42	21
4	Others	45	22.5	4	Very tough	21	10.5
<b>Total</b>		<b>200</b>	<b>100</b>	<b>Total</b>		<b>200</b>	<b>100</b>
Monthly Income				Opinion			
1	Below Rs. 5000	80	40	1	Highly satisfied	60	30
2	5001-8000	75	37.5	2	Satisfied	50	25
3	8001-11000	30	15	3	Neutral	45	22.5
4	Above 11000	15	7.5	4	Dissatisfied	40	20
<b>Total</b>		<b>200</b>	<b>100</b>	5	Highly dissatisfied	5	2.5
				<b>Total</b>		<b>200</b>	<b>100</b>

### INTERPRETATION

The above table reveals that out of the total respondents taken for the study, 56% of the respondents are male and 44% of the respondents are female. The above table explains that out of the total respondents taken for the study, 51.5% of the respondents are married and the balance 48.5% of the respondents is unmarried. The above table states that out of the total respondents taken for the study, 36% of the respondents are up to higher secondary level, 30% of the respondents are graduates/diploma holder, 11.5% of the respondents are post graduates and the remaining 22.5% of the respondents have other educational qualification. It is known from the above table that, 40% of the respondents have a monthly income less than Rs.5000, 37.5% of the respondents fall in the income group of Rs.5001-Rs.8000, 15% of the respondents fall in the income group of Rs.8001-Rs.11000 and the remaining 7.5% of the respondents comes under Rs.11000 and above level. The above table shows that, 21.5% of the respondents are Designers and another 26% of the respondents are knitter, 27.5% of the respondents are tailor, 11.5% of the respondents are cutting masters, 9.0% respondents are khajas, and another 4.5% respondents are others. From the above table it is found that out of the total respondents taken for the study, 38% of the respondents feel the present job is easy, 30.5% respondents feel the present job is tolerable, 21% respondents feel the present job is tough and remaining, 10.5% respondents feel that present job is very tough. From the above table it is found that out of the total respondents taken for the study, 30% of the respondents are highly satisfied with salary / wages paid on time without any delay, 25% of the respondents are satisfied with salary / wages paid on time without any delay, 22.5% of the respondents are neutral with salary / wages paid on time without any delay, 20% of the respondents are dissatisfied with salary / wages paid on time without any delay, 2.5% of the respondents are highly dissatisfied with salary / wages paid on time without any delay.

### CHI – SQUARE TEST - 1

#### GENDER OF THE RESPONDENTS AND WORKING EXPERIENCE

**Hypothesis(H0) :** There is no significant relationship between gender of the respondents and working experience

Gender	Working Experience					
	5 Years below	6 to 10	11 to 15	16 to 20	Above 20	Total
Male	18 (15.12)	48 (51.52)	42 (30.24)	3 (4)	1 (1.2)	11 2
Female	9 (11.88)	44 (40.48)	12 (23.76)	22 (11)	1 (0.88)	88
Total	27	92	54	25	2	200

The Chi – Square Statistics is 31.96. The  $p$ -Value is 9.488. The result is significant at  $p < .05$ .

### CHI – SQUARE TEST - 2

### MONTHLY INCOME OF THE RESPONDENTS AND OPINION ABOUT PRESENT JOB

**Hypothesis (H1):** There is significant relationship between monthly income of the respondents and opinion about present job

Monthly Income	Option about present job				
	Easy	Tolerable	Tough	Very tough	Total
Below 5000	45 (30.4)	23 (24.4)	10 (16.8)	2 (8.4)	80
5001 to 8000	20 (28.5)	32 (22.87)	10 (15.75)	13 (7.8)	75
8001 to 11000	10 (11.4)	6 (9.5)	10 (12.6)	14 (3.5)	30
Above 11000	1 (5.7)	0 (4.57)	12 (3.15)	2 (0.90)	15
Total	76	61	42	21	200

The Chi – Square Statistics is 37.65. The  $p$ -Value is 16.919. The result is significant at  $p < .05$ .

### FINDINGS

Majority of the respondents are male. Majority of the respondents are married. Majority of the respondents have education qualification 'up to higher secondary level'. Majority of the respondents have an income of less than Rs.5000 per month. Majority of the respondents belongs to the position of tailor. Majority of the respondent's working experience is of 6 to 10 years. Majority of the respondents feel that the present job is easy. Majority of the respondents are satisfied with salary/wages paid on time without delay.

### SUGGESTIONS

From the analysis it is observed that majority of the garment employees are not satisfied with the adequacy of allowances' and loan facilities and health insurance /medi claim insurance facilities the garment management should take proper step in their issues and give confidence in the minds of employees..From the analysis it is observed that majority of the garment employees are not satisfied with the supervisor's active interest in their functions of helping them to learn their job, supervisor's help towards employees to acquire confidence in doing their job, and Opportunities provided to make use of the techniques that they learnt in the training program. The garment management should take proper step in their issues and give confidence in the minds of employees. From the analysis it is observed that majority of the garment employees are not satisfied with, team spirit of high order in the organization, and problem solving through discussion, The garment management should take proper step in their issues and give confidence in the minds of employees..

### CONCLUSION

The present study has been focused to evaluate the perception of employees towards retention management practices with special reference to garment industries in Tirupur. It is concluded that many employers respond to the problem of employee retention by creating corporate cultures where employees are valued and empowered. Employee retention is a serious concern for the modern organization. The costs of recruiting and hiring employees and low retention of valued employees are major expenses for most organizations. It is concluded, that garment industries in Tirupur, meet the challenging opportunities, where they should provide adequate attention to the enhancement of different strategies adopted to retain the employees.

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