

A STUDY OF EMPLOYEE RETENTION TOWARDS TEXTILE INDUSTRY ON TIRUPUR

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ABSTRACT

Employee retention has become one of the most important challenges faced by organizations in the textile industry. The textile sector in Tirupur plays a significant role in employment generation and economic development. However, many textile companies face difficulties in retaining skilled employees due to factors such as low wages, job stress, limited career growth opportunities, and poor working conditions. This study aims to analyze the factors influencing employee retention in the textile industry in Tirupur. The research focuses on understanding employee satisfaction, working environment, compensation, and organizational policies that affect retention. The study is based on primary data collected through structured questionnaires from employees working in textile companies. Statistical tools such as percentage analysis and chi-square tests are used to analyze the collected data. The findings of the study reveal that factors like salary, job security, career growth opportunities, and workplace environment significantly influence employee retention. The study concludes that organizations must focus on employee welfare, effective human resource policies, and better working conditions to improve employee retention in the textile industry.

INTRODUCTION

Employee retention refers to the ability of an organization to retain its employees for a longer period. It is an important aspect of human resource management because retaining skilled and experienced employees helps organizations improve productivity, efficiency, and organizational stability. High employee turnover can lead to increased recruitment and training costs, reduced productivity, and loss of organizational knowledge.

The textile industry is one of the largest industries in India and provides employment opportunities to millions of people. Tirupur, often referred to as the “Knitwear Capital of India,” is well known for its textile and garment manufacturing units. Many textile companies in Tirupur contribute significantly to the country's export economy.

Despite its growth and economic importance, the textile industry faces several challenges related to employee retention. Employees often leave their jobs due to low wages, lack of job security, poor working conditions, and limited opportunities for career advancement. Retaining employees has therefore become a major concern for textile companies.

This study aims to examine the various factors that influence employee retention in the textile industry in Tirupur and identify measures that organizations can adopt to retain their workforce effectively.

STATEMENT OF THE PROBLEM

Employee retention has become a major issue in the textile industry due to increasing competition, changing work environments, and employee expectations. Many textile companies in Tirupur experience high employee turnover rates, which negatively affect productivity and organizational performance.

Employees may leave their jobs due to dissatisfaction with salary, working conditions, job stress, lack of recognition, and limited opportunities for career development. Frequent employee turnover leads to increased recruitment costs and loss of skilled labor for organizations.

Therefore, it is important to identify the factors that influence employee retention and develop effective strategies to retain employees in the textile industry. This study focuses on understanding the factors affecting employee retention in textile companies located in Tirupur.

OBJECTIVES OF THE STUDY

1. To study the concept of employee retention in the textile industry.
2. To analyse the factors influencing employee retention in textile companies.
3. To examine the level of job satisfaction among employees in the textile industry.
4. To study the impact of salary and benefits on employee retention.
5. To identify the role of working conditions in retaining employees.
6. To analyse the relationship between job satisfaction and employee retention.
7. To suggest measures to improve employee retention in the textile industry.

RESEARCH METHODOLOGY

1. **Research Design:** The study follows a descriptive research design to analyse employee retention in the textile industry.
2. **Source of Data:**
 - Primary Data – Collected from employees working in textile companies through questionnaires.
 - Secondary Data – Collected from journals, books, company reports, and online sources.
3. **Sampling Method:** Convenience sampling method is used to collect responses from employees.
4. **Sample Size:** The study is conducted among 100 employees working in textile companies in Tirupur.
5. **Data Collection Tool:** A structured questionnaire is used to gather information related to employee satisfaction, working conditions, salary, and retention factors.

DATA ANALYSIS (POINTS)

1. Analysis of demographic factors such as age, gender, and work experience of employees.
2. Percentage analysis of employee satisfaction levels in the textile industry.
3. Analysis of employee opinions regarding salary and benefits.
4. Study of working conditions and their impact on employee retention.
5. Analysis of employee job satisfaction levels.
6. Examination of factors causing employee turnover.
7. Use of chi-square analysis to identify relationships between variables such as working conditions and job satisfaction.

FINDINGS OF THE STUDY

1. Salary and financial benefits play a major role in employee retention.
2. Employees prefer organizations that provide job security and stable income.
3. Good working conditions increase employee satisfaction and reduce turnover.
4. Lack of career growth opportunities leads to employee dissatisfaction.
5. Recognition and appreciation improve employee motivation and retention.
6. Many employees leave jobs due to heavy workload and job stress.
7. Organizations with effective HR policies experience better employee retention.

CONCLUSION

Employee retention is a critical factor for the success and growth of the textile industry. The textile sector in Tirupur depends heavily on skilled and experienced employees to maintain productivity and quality standards. However, high employee turnover remains a significant challenge for many textile companies.

The study reveals that factors such as salary, working conditions, job security, career growth opportunities, and employee recognition significantly influence employee retention. Organizations must focus on improving these aspects to retain their employees effectively.

Textile companies should implement better human resource management practices, provide fair compensation, ensure safe working conditions, and offer career development opportunities. By adopting these strategies, organizations can improve employee satisfaction, reduce turnover, and enhance overall organizational performance.