

# International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: [www.ijarcsms.com](http://www.ijarcsms.com)

## *A Study on the Employees Retention with Special Reference to Wewin Garments in Tiruppur*

**Dr. M.Chandrasekar**

Assistant Professor

Department of Commerce

Srimad Andavan Arts and Science College (Autonomous)  
Trichy – India

---

*Abstract: Employee retention refers to the ability of an organization to retain its employees. Employee retention can be represented by a simple statistic (for example, a retention rate of 80% usually indicates that an organization kept 80% of its employees in a given period). However, many consider employee retention as relating to the efforts by which employers attempt to retain employees in their workforce. In this sense, retention becomes the strategies rather than the outcome. To collect relevant data from the samples the researcher has used Stratified Random Sampling Method. The samples are confined as 150 out of 400 employees. To collect data from the sample respondents a questionnaire was designed to avoid biased respondents the researcher has used direct interview method to collect data from sample respondents. Percentage analysis and chi-square test have been applied for analyzing the data. The data was analyzed through SPSS. It is concluded that the top reason people leave their jobs is because they do not like their boss and the number two reason is because they do not feel they are being developed or given adequate opportunities.*

---

### I. INTRODUCTION

Employee retention refers to the various policies and practices which let the employees stick to an organization for a longer period of time. Every organization invests time and money to groom a new join, make him a corporate ready material and bring him at par with the existing employees. The organization is completely at loss when the employees leave their job once they are fully trained. Employee retention takes into account the various measures taken so that an individual stays in an organization for the maximum period of time.

Employee retention refers to the ability of an organization to retain its employees. Employee retention can be represented by a simple statistic (for example, a retention rate of 80% usually indicates that an organization kept 80% of its employees in a given period). However, many consider employee retention as relating to the efforts by which employers attempt to retain employees in their workforce. In this sense, retention becomes the strategies rather than the outcome.

A distinction should be drawn between low performing employees and top performers, and efforts to retain employees should be targeted at valuable, contributing employees. Employee turnover is a symptom of a deeper issue that has not been resolved. These deeper issues may include low employee morale, absence of a clear career path, lack of recognition, poor employee-manager relationships or many other issues. A lack of satisfaction and commitment to the organization can also cause an employee to withdraw and begin looking for other opportunities. Pay does not always play as large a role in inducing turnover as is typically believed.

## II. REVIEW OF LITERATURE

Hansen (2008)<sup>1</sup> argued that pay more to the employees in order to achieve better financial position and retain those employees who lead from the front to attain business goals. Short and long term incentives should be given according to the goals of business that will help to have more organized and strong management team for long term results.

Lawler III (2008)<sup>2</sup> stated that in these days organizations are competing for talent rather than counting employees loyalty. They are focusing on attracting, hiring and retaining the required talented persons. For this purpose organizations must utilize those practices which are in favor of both employees and employers leading them towards higher performance levels. It is important to recruit strategy driven and shrewd employees because it creates sense of alignment between employee and organizational values and goals. argued that employees feel connected with the organization if they get support from their supervisors which lead them to return the favor to the supervisors and organization through retention. Hiltrop (2010)<sup>3</sup> suggested that prepare and develop plans to get best talent as successful organizations are working on this to avoid future deficit of the required competent employees because there is always room for the improvement in recruitment process.

## III. STATEMENT OF THE PROBLEM

1. Employee retention is one of the most critical facing issues as a result of the shortage of skilled labor, economic growth and employee turnover.
2. In the wewin garments, the attrition rate is quite high.
3. The cost associate with attrition is so high that they can override the benefits of lower wage costs.
4. A study on employee retention with special reference to wewin garments was undertaken to study the reasons and ways to improve the condition.

## IV. OBJECTIVES OF THE STUDY

1. To analyze the factors influencing employees retention.
2. To identify the satisfaction level of employees regarding employee retention.
3. To know the retention methods adopted by wewin garments.
4. To suggest better ways to retain the employees in wewin garments.

## V. SCOPE OF STUDY

The main focus of the project is to retain the employees and retention in Wewin garments in Tiruppur. The project helps the company to find out the reasons for retention and alter its policies and procedures towards employee absenteeism. This project is expected to identify whether the employees are satisfied with the influencing parameters like salary, job content, incentives, quality of work life, promotion policy, growth Opportunity, etc.

## VI. RESEARCH DESIGN

In accordance with the objective of the study the researcher has used descriptive research design. To collect relevant data from the samples the researcher has used Stratified Random Sampling Method. To select 150 samples respondents out of 400 employees. To collect data from the sample respondents a questionnaire was designed to avoid biased respondents the

---

<sup>1</sup> Hansen (2008)<sup>6</sup> Demographic concepts and research pertaining to the study of wild primate populations. Yearbook of Physical Anthropology 54: 63-85.

<sup>2</sup> Lawler III (2008). Mobility of public researchers, scientific knowledge Romzek In new paradigms for government: issues for the changing public service, edited by p. w.Ngraham

<sup>3</sup> Hilltops (2010)<sup>12</sup> Leuven Gent Management School Working Paper Series 2003-14, Vlerick Leuven Gent Management School.

researcher has used direct interview method to collect data from sample respondents. Percentage analysis and chi-square test have been applied for analyzing the data. The data was analyzed through SPSS.

### Sampling design:

To select the sample for the study the researcher has adopted stratified random sampling method.

### Sample size:

To represent the total population of the company the researcher has used 150 samples

### Limitations of the study

1. Employees did not have time to respond due to their busy schedule.
2. Workers are in heavy fear to answering the questions.
3. They hesitate to answer certain questions.
4. The Sample was restricted to 150 Numbers/respondents.

### Satisfactory Level of the Respondents towards Promotion Policy

S.no	Promotion policy	Frequency	Percentage
Fig. 1.	Strongly agree	21	14.0
Fig. 2.	Agree	66	44.0
Fig. 3.	Neither agree nor disagree	60	40.0
Fig. 4.	Disagree	3	2.0
Fig. 5.	Strongly disagree	0	0
	<b>Total</b>	<b>150</b>	<b>100.0</b>

Source: Primary data

The above table shows that 14% of the respondents are strongly agreed towards promotion policy, 44% of respondents are agreed, and 40% of the respondents are neither agreed nor disagreed, 2% of respondents are disagreed.

### Satisfactory Level of the Respondents towards Coaching & Training

S. No	Coaching training	Frequency	Percentage
1	Strongly agree	33	22.0
2	Agree	36	24.0
3	Neither agree nor disagree	39	26.0
4	Disagree	42	28.0
5	Strongly disagree	0	0
	<b>Total</b>	<b>150</b>	<b>100.0</b>

Source: Primary data

### Interpretation:

The above table shows that 22% of the respondents are Strongly agreed towards coaching & training, 24% of respondents are Agreed, 26% of the respondents are Neither agreed nor disagreed, 28% of respondents are Disagreed.

### One way ANOVA

	Mean	Standard Deviation	SS	df	MS	Statistical Inference
<b>promotion policy</b>						
<b>Between groups</b>			2.503	3	.834	F = 0.521 0.668 > 0.05 Not significant
High School (44)	2.34	1.328				
Graduate (41)	2.08	1.282				
post graduate (49)	2.29	1.245				
Others (6)	2.19	1.377				
<b>With in groups</b>			633.975	146	1.601	
<b>relationship of colleagues</b>						
<b>easy access of e-banking</b>						

<b>Between groups</b>			1.109	3	.370	F = 0.603 0.614 > 0.05 Not significant
High School (44)	2.70	.851				
Graduate (41)	2.57	.826				
post graduate (49)	2.56	.760				
Others (6)	2.44	.814				
<b>With in groups</b>			242.789	146	.613	
<b>good working environment</b>						F = 0.303 0.823 > 0.05 Not significant
<b>Between groups</b>			.986	3	.329	
High School (44)	3.27	.924				
Graduate (41)	3.23	.938				
post graduate (49)	3.15	1.087				
Others (6)	3.31	.873				
<b>With in groups</b>			429.324	146	1.084	
<b>fair and adequate salary</b>						F = 2.233 0.084 > 0.05 Not significant
<b>Between groups</b>			9.639	3	3.213	
High School (44)	3.98	1.285				
Graduate (41)	3.84	1.319				
post graduate (49)	4.21	1.173				
Others (6)	4.44	.892				
<b>With in groups</b>			569.799	146	1.439	
<b>management support</b>						F = 1.389 0.544 > 0.05 Not significant
<b>Between groups</b>			12.512	3	4.171	
High School (44)	3.68	1.506				
Graduate (41)	3.54	1.444				
post graduate (49)	3.20	1.493				
Others (6)	3.38	1.360				
<b>With in groups</b>			869.798	146	2.196	
<b>overall</b>						F = 0.934 0.424 > 0.05 Not significant
<b>Between groups</b>			7953.899	3	2651.300	
High School (44)	98.56	53.130				
Graduate (41)	89.36	54.821				
post graduate (49)	96.84	53.441				
Others (6)	113.50	43.305				
<b>With in groups</b>			1123794.538	146	2837.865	

#### Research hypothesis

There is a significant difference between educational qualification of the respondents and their overall perception about job retention in the company

#### Null hypothesis

There is no significant difference between educational qualification of the respondents and their overall perception about job retention in the company

#### Statistical tools

One way ANOVA Test was used for the above table

#### Findings

The above table reveals that there is no significant difference educational qualification of the respondents and their overall perception about job retention in the company. Hence, the calculated value greater than table value ( $P > 0.05$ ). So the research hypothesis is rejected and the null hypothesis is accepted

**VII. FINDINGS OF THE STUDY**

1. 76%) of the respondents are highly satisfied about Personal health.
2. (54%) of the respondents are satisfied about Medi - claim insurance.
3. (76%) of the respondents are highly satisfied towards Rest rooms & locker rooms.
4. The majority (96%) of the respondents are highly satisfied towards lighting facilities.
5. (52%) of the respondents are highly satisfied towards Employee awareness programs.
6. (46%) of the respondents are highly satisfied towards Transport facilities.
7. (50%) of the respondents are neutral towards Entertainment facilities.
8. (48%) of the respondents are neutral towards Gymnasium.

**VIII. SUGGESTIONS**

1. While formulating a retention program, company has to consider not only the achievement of organizational goals but also the individual goals.
2. The need of retention program in the company should be determined from time to time by proper and sufficient follow – up.
3. The company may increase more facilities towards employee’s satisfaction.
4. Shifting time may be reduced concededly.
5. Weekly once entertainment programs may be arranged.

**IX. CONCLUSION**

Keeping high performers is becoming one of the company top priorities. Turnover is worsening and the cost of replacing valued people continues to rise now a days. No longer can the loss of talented employees be viewed as a “people” problem where responsibility and solutions reside solely a selection problem training failure, a pay and benefits challenge, a scheduling issue or any one of myriad cited for loss of valuable workers.

So it is concluded that the top reason people leave their jobs is because they do not like their boss and the number two reason is because they do not feel they are being developed or given adequate opportunities. Companies are successful at retaining their best people when their people feel like they have great opportunities with those companies.

**References**

1. Piyali Ghosh and Rachita Satyawadi, " Who stays with you? Factors predicting employees’ intention to stay": International Journal of Organizational Analysis Vol. 21 No. 3, 2013 pp. 288-312.
2. Clayton Glen, " Key skills retention and motivation: the warfor talent still rages and retention is the highground: Industrial and commercial training, VOL. 38 NO. 1 2006, pp. 37-45.
3. Michael Haid, " Four Key HR Practices That Drive Retention: Insights from India, Linkage.com, 2008.
4. Jonathan P. Doh, Richard R. Smith, Stephen A.Stumpf, Walter G Tymon Jr., " Pride and professionals: retaining talent in emerging economies." Journal of business strategy, VOL. 32 NO. 5 2011, pp. 35-42.
5. Patrick M. Wright P.M., Timothy M. Gardner, Lisa M. Moynihan (2011), "Strategically deploy HR practices to increase worker commitment and reduce turnover". Cornell University, Centre for advanced human resource studies, Research link No. 17 Aug 2011.
6. Benjamin R. Palmer, Gilles Gignac. (2012), "The impact of emotionally intelligent leadership on talent retention, discretionary effort and employment brand". Industrial and commercial training, Vol. 44 NO. 1 2012, pp. 9-18.
7. Julia Christensen Hughes, Evelina Rog. (2008), "Talent management- A strategy for improving employee recruitment, retention and engagement within hospitality organizations". International Journal of Contemporary Hospitality Management Vol. 20 No. 7, 2008 pp. 743 757.

8. Ian M. Taplin, Jonathan Winterton. (2007), "The importance of management style in labour retention". International Journal of Sociology and Social Policy Vol. 27 No. 1/2, 2007 pp. 5-1.