

A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES IN TEXTILE UNITS IN TIRUPPUR DISTRICT

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Abstract

The term QWL was first introduced in 1972 during an international labour relations conference. The purpose of this study, QWL is defined as the favorable conditions and environments of a workplace that support and promote employees satisfaction by providing them with rewards, job security and growth opportunities. For the purpose of the study, Tiruppur District was considered as the area of the study covering the units located in different places. Using this questionnaire, data were collected from 500 employee sworking in 6250 units run in the area of Knitting units, Dyeing & Bleaching Units, Fabric Printing, Garmenting, Embroidery, Compacting and Calendaring and other ancillary units. Out of these units 100 bigger units based on number of workers employed are selected. In these units 7500 permanent employees are working. Out of these, 500 workers were selected on non-probability random sampling method. This study found that employees' satisfaction is highly linked with the working environment of the organization. Organizations ensuring better work environment, amenities and honors and compensation plans for their employees are proved to be a good place to satisfied and motivated employees.

Introduction

The term “Quality of Work Life of Employees of Textile Unit” (QWL) is the essential concept highlighting the favorable situations in a working environment. A better Quality of Work Life improves the growth of the employee’s along with the organization growth. Increase in MNCs and changes in lifestyle have made an impact and led to the importance in the quality of work life of an employee. The employers have started concentrating on providing best work environment to its employees to get the best results. For a developing country, the issues relating to the QWL are important ones because industrialization has brought in with it the problem of change and adaptation to new ways of working and living. The term QWL was first introduced in 1972 during an international labour relations conference. The purpose of this study, QWL is defined as the favorable conditions and environments of a workplace that support and promote employees satisfaction by providing them with rewards, job security and growth opportunities. Robbins (1989) defined QWL as “a process by which an organization responds to employees needs by developing mechanisms to allow them to share fully in making the decisions their design their lives at work”.

Job Satisfaction

There are various dimensions to job satisfaction. Traditional employee satisfaction facet includes co-workers, pay, job conditions, supervision, nature of the work and

benefits. Job Satisfaction has been defined as a pleasurable emotional state resulting from the appraisal of one's job; an affective reaction to one's job; and an attitude towards one's job. Weiss (2007) has argued that job satisfaction is an attitude but points out that researchers should clearly distinguish the objects of cognitive evaluation which are affect, beliefs and behaviours. This definition suggests that employees form attitude towards jobs by taking into account their feelings, beliefs and behaviors.

The QWL are adequate and fair compensation, safe and healthy working conditions, immediate opportunity to use and develop human capacities, opportunity for continued growth and security, social integration in the work organization and the social relevance of work life in Textile Units. It also refers to the favorableness or unfavorableness of a job environment for people. The work including economic rewards and benefits, security, working conditions, organization and interpersonal relationship. The basic purpose of quality of work life is to develop work environment that are excellent for people as well as for production. It aims at healthier, more satisfied and more productive employees and more efficient, adaptive and profitable organization.

Statements of the Problem

For the present study, the term Quality of Work Life refers to values and attitudes contained in working life of any employee. The "working life concept" consists of many factors such as, Pay, Promotion, Opportunity for Continued Growth and Security, Benefits, Contingent Rewards, Safe and Healthy Working Conditions, Operating Procedures, Coworkers and Supervision, Nature of Work, Social Integration in the Work Organization, Constitutionalism in Work Organization, Work and Total Life Space, and Social Relevance of Working Life; each of which plays its role in evaluating working life. Maintaining organizational health as well as the employee's satisfaction on a regular basis is one of key factor for achieving organizational success and also for the organizational sustainability.

Objectives of Study

1. To study the factors influencing the quality of work life.
2. To evaluate the attributes of social integration of the units.
3. To analyze the impact of training and development facilities offered by the units.
4. To identify the reasons for workers' intention to switch over from Present textile unit to other units.

Research Methodology

Sample Design

For the purpose of the study, Tiruppur District was considered as the area of the study covering the units located in different places. The main survey was conducted using a self-explanatory questionnaire prepared on a five point Likert scale (Ranging from strongly

dis agree to strongly agree). Using this questionnaire, data were collected from 500 employees working in 6250 units run in the area of Knitting units, Dyeing & Bleaching Units, Fabric Printing, Garmenting, Embroidery, Compacting and Calendaring and other ancillary units. Out of these units 100 bigger units based on number of workers employed are selected. In these units 7500 permanent employees are working. Out of these, 500 workers were selected on non-probability random sampling method.

Data Sources

The focus of this research is to study on Quality of Work Life of Employees of Textile Units in Tiruppur district. Data for the study were collected through the primary and secondary sources. Primary data - The major source of the data used to carry out the analysis is primary data. Field survey method was employed to collect the primary data from the selected 500 respondents with the help of a schedule. Secondary data - The secondary data used in this study were collected from the national and international journals, newspapers, magazines, articles, Government Reports, Textile Association and Internet and also used to collect some statistical information on TEA (Tirupur Exporters' Association), NIFT - TEA KNITWEAR FASHION INSTITUTE and TEA E-READINESS CENTRE.

Data Collection Tool

The schedule was divided into six part., in the first part is related to personal information about the employees. The second part explains the different Level of Quality of Work Life. In the third chapter dimensions of quality of work life were highlighted. Fourth part evaluates the level Quality of work life. Fifth part clarifies the switching behavior of respondents. Finally sixth part has covers overall perception among Employees on Quality of Work Life in Textile units in Tiruppur district.

Pilot Study

The questionnaire was given to some research experts for a critical view with regard to its content, format and sequence and their feedback were incorporated. Then questionnaire was distributed to 50 Respondents for pre-testing. Pre-testing was done to ensure reliability and validity of the questionnaire. It was done to check whether the instrument was correctly framed in an understandable manner. Taking into consideration, the suggestions of the selected sample customers, necessary modifications and changes were incorporated in the questionnaire after the pilot study.

Scope of the Study

The scope of the present study is completely based on the quality of work life of employees is a complex subject resulting from number of factors and depends upon their numerous dimensions influence the quality of work life of employees are nature of job,

compensation, working conditions, opportunity for growth and development, social integration of work, constitutionalism in the work organization, work and total life space, occupational stress, workers participation in management and grievance handling were considered in this study.

Data Analysis and Interpretation

The main purpose of this study is to provide the results of the empirical research findings. The main aim of the research was to investigate the employee jobs satisfaction with special reference to textile industry. The data collected through questionnaire are analyzed and interpreted. The results of the data analyzed are depicted in table and graphs. The interpretation and discussion is followed at the end of the data which are tabulated.

Profile of Respondent

	Frequency	Percentage
Gender		
Male	315	63%
Female	185	37%
Age		
Below 25 Yrs	128	25.6%
25 Yrs to 35 Yrs	271	54.2%
36 Yrs to 45 Yrs	89	17.8%
46 Yrs to 55 Yrs	12	2.4%
Firm Type		
Medium scale	167	33.4%
Large scale	333	66.66%
Marital Status		
Married	288	57.6%
Unmarried	212	42.4%
Family Size		
Two members	80	16.0%
Three members	90	18.0%
Four Members	231	46.2%
Five Members	99	19.8%
Education Level		
Illiterate	182	36.4%
School level	210	42.0%
SSLC & HSC	13	2.6%
Diploma & UG	45	9.0%
PG	50	10.0%
Occupation		
Unskilled Labour	182	36.4%
Lower Level	173	34.6%
Middle Level	93	18.6%
Executive Level	52	10.4%
Income per Month		
Rs. 5,001 to Rs. 10,000	255	51.0%
Rs. 10,001 to Rs. 15,000	199	39.8%
Rs. 15,001 to Rs.20,000	46	9.2%
Satisfaction level		
Very unsatisfied	40	8.0%
Unsatisfied	12	2.4%
Neutral	99	19.8%
Satisfied	307	61.4%
Very satisfied	42	8.4%

In this study the proportion of respondents according to their gender are states as male is 63% and female is 37%.The age category of the respondents indicates that majority of the respondents involved in this study fall under this age group between 25 and 35 years with a percentage of 54.2.The type of firm employees working was considered for the study, the results indicate that majority of the respondents with 66.66 percent are working as employees in a large scale firm. Marital status of the respondents indicate that majority of the employees are married who have participated in the study.231 respondents are living in a four member family. This shows that most of the respondents are in the four member family with 46.2 percent. The information collected regarding the educational status of the respondents indicates that most of the respondents who are involved in the study have completed only their school level education.36.4 percent of the respondents involved in the study are unskilled labours who have participated in the study. Majority of the employees working in the textile industry who have participated in the study are earning less than ten thousand rupees per month. Almost 70 percent of the employees who have participated in the study are happy with their job and working conditions.

Analysis of Variance One Way - ANOVA

Variable		Sum of Squares	df	Mean Square	F	Sig.
Working hours	Between Groups	3.290	3	1.097	1.513	.0210
	Within Groups	359.638	496	.725		
	Total	362.928	499			
Job freedom/rotation	Between Groups	2.378	3	.793	1.892	.013
	Within Groups	207.814	496	.419		
	Total	210.192	499			
Compensation	Between Groups	.215	3	.072	.138	.937
	Within Groups	257.273	496	.519		
	Total	257.488	499			
Individual recognition	Between Groups	2.616	3	.872	1.199	.031
	Within Groups	360.702	496	.727		
	Total	363.318	499			
No risk of illness	Between Groups	1.927	3	.642	.986	.039
	Within Groups	322.975	496	.651		
	Total	324.902	499			
Humanized	Between Groups	.777	3	.259	.604	.013
	Within Groups	212.895	496	.429		
	Total	213.672	499			
Quite Tolerable	Between Groups	1.139	3	.380	.620	.002
	Within Groups	303.763	496	.612		
	Total	304.902	499			
Emphasis on individual	Between Groups	.459	3	.153	.317	.813
	Within Groups	239.741	496	.483		
	Total	240.200	499			
Accurate information	Between Groups	.968	3	.323	.651	.04
	Within Groups	245.982	496	.496		
	Total	246.950	499			

Ideas appreciated	Between Groups	3.437	3	1.146	1.441	.020
	Within Groups	394.435	496	.795		
	Total	397.872	499			
Technical planning	Between Groups	2.589	3	.863	1.142	.032
	Within Groups	374.803	496	.756		
	Total	377.392	499			
Information of other departments	Between Groups	.141	3	.047	.102	.959
	Within Groups	229.017	496	.462		
	Total	229.158	499			
Comprehensive work	Between Groups	1.979	3	.660	1.874	.033
	Within Groups	174.571	496	.352		
	Total	176.550	499			
Challenging work	Between Groups	2.881	3	.960	.991	.0397
	Within Groups	480.917	496	.970		
	Total	483.798	499			
Opportunities to improve job	Between Groups	.253	3	.084	.079	.971
	Within Groups	529.529	496	1.068		
	Total	529.782	499			
Use of newly acquired knowledge	Between Groups	1.076	3	.359	.607	.011
	Within Groups	293.156	496	.591		
	Total	294.232	499			

Source: Primary Data, $P > 0.05$ Not Significant (Null Hypothesis Accepted) $P < 0.05$ Significant (Null Hypothesis rejected)

One way analysis of the variance was conducted to identify the significance of the variables working hours, job freedom/rotation, compensation, individual recognition, no risk of illness, humanized, quite tolerable, emphasis on individual, accurate information, ideas appreciated, technical planning, information of other departments, comprehensive work, challenging work, opportunities to improve job and use of newly acquired knowledge. The results indicate that the following factors are not significant and therefore there should be more focus to be given by management in improving these factors. The factors are compensation, emphasis on individual, information of other departments and opportunities to improve job. Giving importance to these factors to improve will enhance the job satisfaction level of the employees.

Limitations of the Study

The present study suffered some limitations like cross section data of a particular period of time and it is confined to textile workers of Tirupur district which might not be truly representative of the whole population of the state. So, before generalization, there is a need to conduct an in-depth study covering broader area of investigation. In spite of all these limitation, the findings may be helpful in increasing job satisfaction and quality of work life, for enhancing performance of the textile workers of the selected units in particular and of all other similar textile units

Conclusion

The study really supported in identifying the factors that determine employee satisfaction of the textile industry. The study on employee's satisfaction in textile organization is result of full co-operation of the employees and management. It is concluded that employees' satisfaction is highly linked with the working environment of the organization. Organizations ensuring better work environment, amenities and honors and compensation plans for their employees are proved to be a good place to satisfied and motivated employees. Employees always concerned about the quality of work life, career growth and better compensation benefits from the employers. Organizations which are concerned about employees' welfare receiver reciprocated positive and committed response from their employees.

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