

A Study on Employee Engagement and Work Culture in Coimbatore with Reference to Textile Industry

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Abstract: Employee engagement and work culture play a crucial role in the success of any organization, particularly in labor-intensive industries such as textiles. This study examines the relationship between employee engagement and work culture in the textile industry of Coimbatore, a major hub for textile manufacturing in India. The research aims to assess how various organizational factors, including leadership, communication, job satisfaction, and workplace environment, influence employee engagement levels. A quantitative approach is employed, gathering data from textile industry employees through structured surveys and interviews. The findings of the study highlight key drivers of engagement, challenges faced by employees, and the impact of organizational culture on workforce productivity and retention. The results will help textile companies in Coimbatore implement better employee-centric strategies, fostering a more motivated and committed workforce.

Keywords: Employee engagement, work culture, textile industry.

1. Introduction

The textile industry is primarily concerned with the design, production and distribution of yarn, cloth and clothing. The raw material may be natural, or synthetic using products of the chemical industry. The textile industry in India traditionally, after agriculture, is the only industry that has generated huge employment for both skilled and unskilled labor in textiles. The textile continues to be the second-largest employment generating sector in India. It offers direct employment to over 35 million in the country. According to the Ministry of Textiles, the share of textiles in total exports during April–July 2010 was 11.04%. During 2009–2010, the Indian textile industry was pegged at US\$55 billion, 64% of which services domestic demand.

2. Need for the Study

1. Understanding employee engagement and work culture is crucial for improving productivity, efficiency, and profitability within the textile factory.
2. Identifying factors that contribute to employee satisfaction and loyalty helps in developing retention strategies and attracting top talent to the factory.

3. Creating a supportive work culture promotes employee morale and well-being, contributing to a more engaged and satisfied workforce.
4. Enhancing collaboration and fostering innovation through open communication and a supportive environment drives continuous improvement in processes and products.

3. Scope for the Study

- The study will involve assessing the current levels of employee engagement within the textile factory using established measurement tools and methodologies.
- It will explore various factors that influence employee engagement, including organizational policies, leadership styles, communication channels, recognition systems, and opportunities for career growth and development.
- The study will analyze the existing work culture within the textile factory, examining prevalent norms, values, and attitudes towards work, collaboration, and organizational goals.
- It will investigate the impact of employee engagement and work culture on organizational performance metrics such as productivity, quality, efficiency, and employee turnover rates.

4. Statement of the Problem

- 1) The study on employee engagement and work culture in companies processing addresses several critical issues within the organization.
- 2) It seeks to understand the current levels of employee engagement, identifying factors influencing it, and examining employee perceptions of the existing work culture.
- 3) Furthermore, the study aims to explore the impact of work culture on employee engagement, highlighting challenges and opportunities for improvement.
- 4) By comparing findings with industry benchmarks, the study aims to provide actionable recommendations to enhance employee engagement and cultivate a healthier work culture within the company.

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5. Objectives

- 1) To analyse the Employee Engagement & Work Culture in Textile Industry.
- 2) To study and understand employees' perception Towards Organisational Culture & Values followed in the various Textile Industry.
- 3) To Assess the Level of Relationship between Individual Value of organisational culture.

6. Limitations of the Study

The study has been limited to the premises of Companies in Coimbatore. The study aims to gain knowledge among employees within the age group above 21 years old Statistical tools have been limited. Certain set of questions have been framed to be asked to the employees, this study is based on primary data so the beliefs and attitudes of respondents may affect the research study.

7. Literature Review

- 1) *Barreiro & Treglown, 2020*: Employees those dispositional happiness experience at higher level always practices higher levels of employee engagement. Employee engagement is critical for an organization to retain their valued employees. It is very essential for an organization to do effective utilization of human resources in an organization. Without employee engagement, an organization cannot survive for a lengthy period
- 2) *Tensay & Singh, 2020*: It was found that if organizations invested in their human resources and building complete human resource management (HRM) system in their organization, it produces engaged personnel, and, in return, organizations improve their performance.
- 3) *Tiwari and Lenka, 2019*: They revealed that functional, economic, and psychological benefits surge employees' level of engagement. Results indicate that internal corporate communication, perceived communication satisfaction, knowledge sharing, continuous learning, and entrepreneurship were positively associated with employee engagement.
- 4) *Jena, Pradhan, & Panigrahy, 2018*: Engaged personnel are always optimistic, keep good interpersonal rapport with each other, and also show high level of performance in the

organization.

8. Research Methodology

Research Design - Descriptive research design

Sampling Design - Convenience sampling method

Sample Size - 135

Data Collection - Primary data, secondary data

Tools Used for the Study - Simple percentage method, Chi square test

9. Simple Percentage Analysis

Interpretation: From the above table we infer that, (i.e.80.6%) of respondents are Male whereas we get that, (i.e.19.4%) of respondents are Female.

Table 1
Distribution of respondents based on their gender

S.No	Gender	No.of respondents	Percentage of respondents
1	Male	108	80.6%
2	Female	26	19.4%
Grand Total		134	100

Inference: From the table 1, we infer that majority of the respondents are Male which is 80.6 % of total 100%.

Interpretation: From the table 2, we observe that, (i.e.29.9%) of respondents are 21Years-30Years, (i.e.49.3%) of respondents are 31 Years-40 respondents, (i.e.19.4%) of respondents are 41Years – 50 Year respondents, (i.e.1.5%) of respondents are 51 Years- 60 Years.

Inference: From the table 2, we observe that majority of the respondents are 31Years-40 Years which is 49.3% of total 100%.

Interpretation: From the table 3, we infer that, (i.e.27.6%) of respondents are in Schooling, (i.e.8.2%) of respondents are in Diploma, (i.e.51.5%) of respondents are Undergraduate, (i.e.10.4%) of respondents are Postgraduate and (i.e.2.3%) of respondents are in the others category.

Inference: From the table 3, we infer that majority of the respondents are undergraduate, which constitutes 51.5% of total 100%.

Table 2
Distribution of respondents based on their age

S.No.	Age	No.of respondents	Percentage of respondents
1	21 Years-30 Years	40	29.9%
2	31 Years- 40 Years	66	49.3%
3	41 Years – 50 Years	26	19.4%
4	51 Years – 60 Years	2	1.5%
Grand Total		134	100

Table 3
Distribution of respondents based on their education qualification

S.No.	Educational Qualification	No.of respondents	Percentage of respondents
1	Schooling	37	27.6%
2	Diploma	11	8.2%
3	Ug	69	51.5%
4	Pg	14	10.4%
5	Other	3	2.3%
Grand Total		134	100

Table 4
Distribution of respondents based on their marital status

S.No.	Marital Status	No.of respondents	Percentage of respondents
1	Married	92	68.7%
2	Unmarried	42	31.3%
Grand Total		134	100

Table 5
Case processing summary of age of the respondents and no.of hours of work every week

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * 8. Approximately how many hours do you work every week?	134	98.5%	2	1.5%	136	100.0%

Source: Primary data

Interpretation: From the table 4, we get that, (i.e.68.7%) of respondents are Married whereas we get that, (i.e.31.3%) of respondents are Unmarried.

Inference: From the table 4, we get that majority of the respondents are Married which is 68.7% of total 100%.

10. Chi-Square Analysis

Variables: Age of the respondents and no.of hours of work every week.

Hypothesis:

H0: There is no significant association between age of the respondents and No of Hours of work every week.

HA: There is significant association Age of the respondents and No of Hours of work every week.

Table 6
Chi-Square tests (Age of the respondents and no. of hours of work every week)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.838 ^a	9	.000
Likelihood Ratio	35.382	9	.000
Linear-by-Linear Association	5.489	1	.019
N of Valid Cases	134		

A. Result

Since the “p” value (0.19) is less than 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (HA) is accepted which implies that there is no significant association between age of the respondents and No of Hours of work every week.

11. Findings, Suggestions and Conclusion

A. Findings

- From the above table we infer that majority of the respondents are Male which is 19.4 % of total 100%.
- From the above table we observe that majority of the respondents are 31Years-40Years which is 49.3% of total 100%.
- From the above table we infer that majority of the respondents are undergraduate, which constitutes 51.5% of total 100%.
- From the above table we infer that most of the respondent’s Agree, which constitutes 56.7% of total 100%.

- From the above table we observed that most of the respondent’s Agree, which constitutes 64.2% of total 100%.

B. Suggestions

- Create an engaging on boarding experience to interact with the employees.
- Frequent events and interactive activities would be a great way to interact.
- Mangers should be conscious about the work culture and take appropriate steps to resolve employee disputes.
- A feedback safe environment is to be created.
- Higher officials should take the feedbacks as motivation and it should be valued.
- Be a motivating coach.
- The company should also look over the welfare of the employee and give rewards for good work.

C. Conclusion

This study was conducted to understand the employee engagement and work culture in Coimbatore in relation to textile industry. There were around 135 respondents. The data was collected via online questionnaire (google forms). Most of them say that interaction between employee and superior and also among the employees is very essential. India has a vast cultural diversity. Also, there are different types of clothing culture followed here. So, understanding the difference in lifestyle, clothing and food is vital. As the majority of the respondents were of age 30-39 years, they had quite an experience in this field and they have a better understanding among themselves as well as the organization. Respect, job satisfaction, appreciation, recognition, teamwork and creativity are indispensable in any domain in any designation.

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