

# WORKERS SATISFACTION IN TEXTILE UNITS IN TIRUPPUR, COIMBATORE DISTRICT

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**ABSTRACT:** Satisfaction from work for an employee is based on social, economic and working place conditions. Primary research with descriptive and statistical analysis was done in select knit wear units in Tiruppur, Tamil Nadu. The Organization registration nature, service length of the workers, nature of the textile worker employment, working environment were analyzed. The object of the study was to evaluate whether amenities provided by the employer, overtime, wages, financial and non financial benefits impact the level of satisfaction of the workers. Hypothesis was framed to test relationship between the level of satisfaction the workers derived being employee of a concern and liking towards the work environment.

**Key Words:** Knitwear Units, Financial and non financial benefits, Level of satisfaction, work environment, Textile workers.

## 1. INTRODUCTION

The Indian textile industry is amongst the

leading textile industry in the world. Initially the industry was predominately unorganized industry but transformational change came after the economic liberalization in India economy in 1991. The policies were made liberal and the economy opened up. India earns about 27% of its total foreign exchange through textile export. The textile industry of India also contributes nearly 14% of the total Industrial production of the country. It also contributes around 3% to the GDP of the country and 17% to country's exports earnings. Apparel and textile is a labor intensive industry. In terms of employment

generation it is second only to agriculture by employing 35 million people. Suniti Chandiok 2012. [1]

The workers in a job are not machines but contributors to production. The happier people are within their job, the more satisfied they are said to be. Thus, Job satisfaction describes how content an individual is with his or her job. It is not the same as motivation. It is Job design which enhances job satisfaction and performance. The other influences on satisfaction are the management style and culture, employee involvement, empowerment and autonomous work groups. Job satisfaction is a very important attribute which is frequently measured by organizations.

The study about the satisfaction of employees was done in Tirupur town in Coimbatore

District. This city has been placed in the knitwear map of global apart from catering to the whole India. The success story of Tirupur can be mainly attributed to the entrepreneurial skills of the people coupled with hard work, commitment to the job. In a matter of two decades the export has grown up from less than Rs.10 Crores in 1984 to Rs.11,000 Crores in 2006-07. (Tiruppur Cluster- A success story) [2]

## 2. REVIEW OF LITERATURE

Raka Sharan (1980) [3], in her study on "Working conditions and job satisfaction among the industrial women workers: A case study of Kanpur", has analyzed the working conditions in terms of wages, benefits, job security, promotional prospects, physical atmosphere at the work place and social relationship with immediate bosses. The findings of the study reveal that the working conditions of most of the industrial women workers were far from satisfactory. Most of the respondents receive inadequate wages and other benefits. Very few had job security and still fewer perceived any future job prospect in the place of work. The results of the study also indicates that women workers wanted to join productive labour force primarily because it fetched them the economic gains and consequently the economic independence.

Tarmidimi and Widjaja (2000) [4], surveyed the apparel exports manufacturers located in and around Jakarta, Indonesia. It was

interesting to know that the nominal wages in Indonesia were low and the productivity was also relatively low than compared to other neighboring countries like Vietnam and China.

A study conducted by Rudraswamy, V. (1974) [5], titled, "Industrial unrest in Tamilnadu in the sixties, A study of strike and lockouts", revealed that the industrial unrest has gained considerable momentum during this decade. It indicates that the textile industry was more prone to strike than non-textile industry. A significant change has occurred in the qualitative nature of strikes in the textile industry, economic factors have become less and less important and socio-political factors have gained prominence.

Rousseau (1990) [6], described that relationship between employee and employer. Job satisfaction is one of the most researched topics in the field of organisational behaviour (Bahadur and Gurpreet, 2007 [7]; Al and Hussami, 2008). "Managers, supervisors, human resource specialists, employees, and citizens in general are concerned with ways of improving job satisfaction" (Cranny, Smith and Stone, 1992). Judge, Hanisch, and Drankoski (1995) supported the submission of Cranny et al., by advising that it was imperative for human resource managers "to be aware of those aspects within an organization that might impact most employees' job satisfaction, and to enhance these aspects because, in the long run, the results will be fruitful for both the organization and the employee".

### 3. OBJECTIVE

1. To evaluate whether the workers have satisfaction in being the employee of their concern.
2. To evaluate the workers satisfaction towards the work environment.
3. To evaluate the level of satisfaction regarding the amenities and facilities made available by the unit.
4. To evaluate the likeness for wages, financial and non financial benefits among the workers.

### 4. HYPOTHESIS

1. There is no relationship between the level of satisfaction the workers derived being employee of a concern .
2. There is no relationship between level of satisfaction and his or her liking towards the work environment.
3. The workers are not satisfied with the basic facilities available to them in their working environment.

### 5. METHODOLGY

The research was a primary research with the sample size of 450 workers. The workers were working in the knitwear units in Tiruppur. A structured questionnaire was used for the study.

Likert 5 point scale and chi square test was used to test the Hypothesis.

### 6. DISCUSSION

The primary data was collected and the results of the questionnaire were statistically analysed. The research showed that age of most of the workers were within the age of 21 to 35 years. The average 72.20 percent of the workers were in the age group of 21 to 35 years of which 206 workers were male and 119 were female. In the workers surveyed the male workers were more educated than their female counterpart. The knitwear units in Tiruppur were found to be run with more number of the low educated workers who work for the concern irrespective of the time and energy required for their job.

#### 6.1 Nature of Organization Registration

The nature of the organization that operate in the Tiruppur knitwear units based on their formation under various acts is shown in Table1.

TABLE SHOWING WORKER'S KNOWLEDGE OF ORGANISATION REGISTRATION NATURE

	Opinion	No.of Respondents N= 450	%
1	Unregistered	9	2
2.	Factories Act	27	6
3	Companies Act	414	92

Source: Primary Data

From the above table it is clear that out of the 450 samples surveyed, about 92 % of labour is working in industries that fall under the Companies Act .About 6 % are employed in units registered under the Factories Act which could be a sole proprietorship or partnership

firm and only 2 % of the total respondents are employed in the un-registered units.

It was found that the length of service period for employees was greatest for 3- 4 years 38 % and least was for more than 10 years,11 %.

### Hypothesis1:Level of satisfaction on being as employee in their concern

Likert's five point summated scale was used for effective analysis.

The majority of the respondents (i.e) 56 % expressed a sense of high level of satisfaction. Highly satisfied was 40.89%.No employee has experienced a very low level of satisfaction. Thus it is inferred that the majority workers has a high level of satisfaction in being the employee of their concern.

TABLE SHOWING THE LEVEL OF SATISFACTION BEING EMPLOYEE IN THEIR CONCERN

S.N o.	Opinion	Score	N=450	Score value	%
1.	Very high	5	184	920	41
2.	High	4	252	1008	56
3.	Neutral	3	5	15	1
4.	Low	2	9	18	2
5.	Very low	1	0	0	0
				1961	100

Source: Primary Data.

Mid-Value :  $450 \times 3 = 1350$

Likert's five point summated scale the calculated table value 1961 is higher than the

mid-value 1350, which also conforms the hypothesis 1.

### Hypothesis 2:Level of satisfaction with the working atmosphere

This table reveals the level of satisfaction of the worker with their working atmosphere.

TABLE SHOWING THE LEVEL OF SATISFACTION WITH WORKING ATMOSPHERE

S. No.	Opinion	Score	N=450	Score value	%
1.	Highly satisfied	5	193	965	43
2.	Satisfied	4	56	224	12.4
3.	Neither satisfied nor dissatisfied	3	169	507	37.5
4.	Dissatisfied	2	0	0	0
5.	Highly dissatisfied	1	32	32	7.1
				1728	100

Source: Primary Data.

Mid- value :  $450 \times 3 = 1350$

Majority of the workers 42.89 % were fully satisfied and only 7.11% were highly dissatisfied with their working atmosphere. As per Likert's scale, the calculated table value 1728 is higher than the mid-value 1350 which also confirms the statement.

The following two-way table describes the hypothesis testing of the variables the work

environment and satisfaction derived by the workers being employee of their concern. The hypothesis stated that there is no relationship between the level of satisfaction the workers derived being employee of a concern and his or her liking towards the work environment.

DISTRIBUTION OF OPINION OF THE WORKER ABOUT THE LEVEL OF SATISFACTION OF BEING EMPLOYEE OF THE CONCERN AND WORKING ENVIRONMENT

S.No	Opinion	No.of Respondents N=450		Total
		Being Employee	Working environment	
1	Very high/highly satisfied	184	193	377
2	High/satisfied	252	56	308
3	Neutral/neither satisfied or nor dissatisfied	5	169	174
4	Low/dissatisfied	9	0	9
5	Very low/highly Dissatisfied	0	32	32
		450	450	900

Source: Computed from Primary Data

chi-squares value	: 320.5168
Table Value	: 9.488
Level of significance	: 5%

Since the calculated value 320.5168 is much higher than the table value 9.488 at 5% level of

significance, the hypothesis framed was rejected and it was concluded that there is a good degree of relationship between the level of satisfaction the workers derived from being employee of a concern and their liking towards their work environment.

VARIATION OF OPINION OF THE WORKERS ABOUT THE LEVEL OF SATISFACTION ON BEING EMPLOYEE OF THE CONCERN AND WORKING ENVIRONMENT

Source of variance	Sum of square	Degree of freedom	Mean square
Between sample	53187	4	13296.75
Within sample	33252	5	6650.40
	86439	9	-

Significant at 5 percent level  
Source: Computed from Primary Data

The table value of F for  $V_1 = 13296.75$  and  $V_2 = 6650.40$  at 5% level of significance 5.19. The calculated value of  $F = 2.00$  is less than the table value and hence the difference in the mean values of the sample is not significant, i.e., the sample could have come from the same universe.

**Hypothesis 3:** Level of satisfaction regarding amenities and facilities

The various amenities and facilities available like ventilation and lighting, drinking water, hygienic environment, transport, canteen, hospital, safety instruments, medical facilities and recreation club facilities were analysed.

Regarding ventilation and lighting facility 55.33% were satisfied and meager percent of 7.11 were dissatisfied.

The Likert's five point scale also justifies the statement, as the calculated value 1717 is higher than the mid value of 1350.

The majority of the workers satisfaction level was high regarding the drinking water facility available to them in their work place (i.e) 46.44 percent. 32 % were neither satisfied nor dissatisfied and only 6% were highly dissatisfied with the water facility available.

Based on the level of satisfaction a worker derived in his working environment a hypothesis was framed, stating that the workers are not satisfied with the basic facilities available to them in their working environment.

TABLE SHOWING DISTRIBUTION OF RESPONDENTS BY FREQUENCY LEVEL OF SATISFACTION ON AVAILABILITY OF VENTILATION, LIGHTING, DRINKING WATER FACILITY, , AND RECREATION FACILITY

Opinion	V&L	D.W.	R.C.	Total
Highly satisfied	150	209	144	1012
Satisfied	99	70	94	447
Neither or nor satisfied/dissatisfied	169	144	113	619
Dissatisfied	32	0	99	136
Highly dissatisfied	0	27	0	36
	450	450	450	2250

Source: Computed from Primary Data

Chi-Square value	: 433.2958
Table Value	: 29.296
Level of significance	: 5%

Since the calculated chi-square value 433.2958 is much higher than the table value 29.296 at 5 percent level of significance, the hypothesis framed was rejected and it was concluded that the workers are satisfied with the basic facilities available to them in their working atmosphere.

## 6.2 Level of Satisfaction with regard to wages, financial and non financial Benefits

The study showed that the maximum number of 328 workers earn wages on piece rate system, that is, 72.89 percent. Irrespective of the nature of employment and the number of hours they work, most of workers were paid only on piece rate system. 94.89 percent of the workers were paid the overtime benefits. 5.11 percent are not paid for the overtime work done by them. It was seen that overtime payment encourages the workers to perform their job with satisfaction and also increase their income for the family.

### Financial benefits

The table below depicts the different financial benefits enjoyed by the workers in knitwear units, Tiruppur town.

TABLE SHOWING THE FINANCIAL BENEFITS

Financial benefits	N=450	%
Wages and salary	468	35.78
Leave	328	25.08
Retirement benefits	9	0.68
Medical services	18	1.37
School facilities	5	0.38
Bonus	399	30.54
Housing facilities	27	2.06
Co-operative societies	9	0.68
Training motivation	36	2.75
Performance appraisal	9	0.68

*Source: Primary Data*

The workers in knitwear units majority get only wages and salary as the main financial benefit and 30.54 % receive bonus.

#### **Non-Financial benefits**

Non financial benefits given were Prize recognition, promotion, sports and other competitions, cinema , recreation clubs, job security and job rotation. Maximum response was for job Security that is 34.27%.

## **7. CONCLUSION**

It is seen from the study above that workers are the contributors to production Job satisfaction of the workers is related to their monetary, non monetary needs. Job satisfaction shall give impetus to the overall productivity. As seen in case of Tiruppur units the exports have grown more than 11000 crs in year 2006-07. [8]. The management has to bring in new compensation methods introduce recreational club facility, clubs to enhance productivity.

The factor of job security and working environment needs to periodically appraised by the management to maintain strong relations with the labor. Ultimate success for enterprise will be when satisfaction of workers results in increased loyalty and talent retention.

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