

QUALITY OF WORK LIFE AMONG THE EMPLOYEES OF GARMENT INDUSTRY IN TIRUPPUR CITY

1) **Dr.(Mrs.) M.Krishnaveni,**
2) Head, Department of Commerce,
3) L.R.G. Government Arts
College for Women, Tirupur

Mrs.G.Ananthi,
Ph.D., Research Scholar (Part-time)
Department of Commerce,
L.R.G. Government Arts College for
Women, Tirupur

Abstract

Work is an integral part of everyday life, as it is our livelihood or career or business. On an average we spent twelve hours daily life and it is the one third of our entire life. Research on quality of work life is considered to be more important at the individual and organization level. Quality of work life is considered for both the employees and organization and it is involved with job satisfaction, productivity, job involvement, job enrichment etc. The success of any organization is highly dependent on how it attracts recruits, motivates, and retains its workforce. Today's organizations need to be more flexible so that they are equipped to develop their workforce and enjoy their commitment. This study is made to analyse the "Quality of work life among employees".

INTRODUCTION

In this competitive era, of all resources, human resource is the most important and vital asset of any organization as the productivity of all other resources would depend on people. Now-a-day all the organizations concentrate more in acquiring and retaining the competent work force to accelerate the business growth. For retaining the employees, the organizations should provide quality work life to its employees. Quality of work life is a concept which talks about the overall focus on employee as a person rather than just the work done by the employees. Quality of Work Life is becoming an increasingly popular concept in recent times. It basically talks about the methods in which an organisation can ensure the holistic well-being of an employee instead of just focusing on work-related aspects.

"Quality of work life", as a philosophy, holds that employees are the most important resources of organization. The concept emphasizes the importance of employees having a positive attitude to work. When employees become less satisfied, they are less committed to the goals of the organization and this definitely can have an impact on organisational performance. The management of stress is both an organisational and individual responsibility. Employees must resort to relaxation, exercising, managing their time and role, developing and maintaining support groups. Most organisations have also seen the

importance of getting involved in the process of managing stress. The “quality of work life” concept is multidimensional and can include many programmes. Aside what has been stated in the literature, employers or managers have a duty to identify other needs of employees as they evolve at the workplace. The prevailing organizational environment and culture as well as the socioeconomic influences on the needs and expectations of employees can have either a positive or negative effect on the way they perceive the quality of their organizational life, with a consequential impact on their commitments to the organization.

NEED FOR THE STUDY

Quality of work life refers to the level of happiness or dissatisfaction with one's career. Those who enjoy their careers are said to have a high quality of work life, while those who are unhappy or whose needs are otherwise unfilled are said to have a low quality of work life. Quality of work life is viewed as an alternative to the control approach of managing people. The quality of work life approach considers people as an asset' to the organization rather than as costs'. It believes that people perform better when they are allowed to participate in managing their work and make decisions. This approach motivates people by satisfying not only their economic needs but also their social and psychological ones. To satisfy the new generation workforce, organizations need to concentrate on job designs and organization of work. Further, today's workforce is realizing the importance of relationships and is trying to strike a balance between career and personal lives. In this backdrop, the present study focuses the quality of work life among the employees in garment industry.

OBJECTIVES OF THE STUDY

The prime objective of the study is to analyse the quality work life among the employees of garments in Tiruppur.

RESEARCH METHODOLOGY

A survey approach was followed to conduct the study. Both primary and secondary data have been used. A well-structured questionnaire was designed to elicit the necessary data from the respondents. The secondary data has been collected from the books, journals, magazines, web portals, etc. The convenient sampling method has been adopted to collect data from the employees who are working in garments in Tiruppur. The sample size of 120 employees has been duly selected for the study. The data collected from the respondents were analyzed with the help of Statistical Package for Social Sciences (SPSS). The statistical tool such as parametric one sample t- test were applied for the study.

EMPLOYEES' PERCEPTION ON QUALITY OF WORK LIFE

The satisfaction of employees regarding their quality of work life are determined through ten factors such as work environment, organization culture and climate, compensation and rewards, welfare facilities, training and development, adequacy of resources, relation and co-operation, freedom of work,

job satisfaction and job security and work life balance. The application of parametric one sample t- test identified the following influences.

Table - 1
One Sample 't' Test for Perception of Employees on Quality Work Life

Factors	Mean	Std. Deviation	Std. Error Mean	t	Sig.
Working environment	2.9652	1.27796	0.27271	12.252	.000
Organization culture	3.7962	1.04675	0.25914	12.143	.000
Compensation Management	4.0928	1.0502	0.25934	18.102	.000
Welfare facilities	3.2376	0.98544	0.25554	22.777	.000
Training and development	4.0238	1.09028	0.26169	15.953	.000
Job security	2.9755	1.05439	0.25958	15.649	.000
Relationship with peers	4.0617	1.02216	0.25769	18.069	.000
Work freedom	3.1583	0.93098	0.25234	22.608	.000
Job satisfaction	2.0341	1.03359	0.25836	17.251	.000
Work life balance	3.0445	0.9209	0.25175	20.204	.000

The results of the one-sample 't' test indicated that the working environment was statistically significant at 5 percent level ($t=12.252$; $p<0.05$). It showed that the employees of garment industry has low level satisfaction with the cleanliness, sanitary facilities, drinking water, ventilation and lighting, adequate safety requirements, work atmosphere and comfortable work environment.

It was identified that the organization culture was statistically significant at 5% level ($t=12.143$; $p<0.05$). This showed that the employees of garment industry had moderate level of satisfaction with the organizational goals and policy, amicable rules and regulation, convenient work schedule, organizational commitment, job privacy, grievance handling and function of labour union in the organization.

The compensation management was statistically significant at 5% level. It was observed that the employees of garment industry had satisfied with the compensation management, career advancement avenues, perks, recognition, allowances, over time benefits provided by their organization ($t=18.102$; $p<0.05$).

Welfare facilities were statistically significant at 5% level ($t=22.777$; $p<0.05$). It reveals that the employees of garment industry had moderate level of satisfaction with the welfare facilities such as medical facilities, health insurance, canteen facilities, transportation facilities, housing facilities, children education facilities, crèche facilities and leave facilities provided by their organization.

Training and development was statistically significant at 5% level ($t=15.953$, $p<0.05$). It divulged that the employees of garment industry had moderate level of satisfaction with technical trainings, performance appraisal, counseling and motivational programs provided in their organization.

Job security was statistically significant at 5% level ($t=15.649$, $p<0.05$). It was portrayed that the employees of garment industry had moderate level of satisfaction with the job security. It indicated that the employees felt insecure about their job.

The relation with peers was statistically significant at 5% level ($t=18.069$; $p<0.05$). It disclosed that the employees of garment industry had satisfied with the job sharing and relationship with co-workers and superiors.

The work freedom was statistically significant at 5% level ($t=22.608$, $p<0.05$). It revealed that the employees of garment industry moderately satisfied with the autonomy, work pressure, lesser opportunities to involve in decision making and rest time during working hours in their organization.

Job satisfaction of employees was statistically significant at 5% level ($t=17.251$, $p<0.05$). Hence, it was identified that the employees of garment industry had moderate level of satisfaction with the job satisfaction variables such pay, allowances, training programs and welfare facilities and motivation.

Work life balance was statistically significant at 5% level ($t=20.204$, $p=0.000$). It is identified that the employees of garment industry had moderate level of satisfaction with flexible working hours to meet personal and family responsibilities, support of colleagues, family members and management.

CONCLUSION

Employees are the strength of an organisation and need to be treated with dignity and respect for their sincere and hard work. The employees have the burden of handling the responsibilities in their personal life as well as achieving the higher work expectations in their professional life. Managements should adopt several welfare measures and programs to satisfy the employees through various resources, activities and the participatory outcomes in a work place. A high quality of work life results in employee satisfaction and thus in high productivity. In order to keep the employees satisfied, the organization must provide a conducive climate to enhance commitment, fair compensation, job satisfaction, safety and health, training and development, opportunity to develop skill and growth and social integration. It was suggested that organizations have to make performance appraisal transparent, conduct training programs in the way to enhance skills and capabilities of the employees. The employees who perform challenging jobs remain motivated and perform better. As the employees spend most of their time in the workplace, it is important that an effort be made to address the grievances and minor skirmishes among the employees. An organization, which considers strategies and policies to create balance in work life, will possibly have a workforce that has increased productivity and increased penchant to work towards achieving organization goals.

REFERENCES

- Bhatia B.S and Batra G.S, 1997, Human Resource Development, Deep & Deep Publication, New Delhi,P.10
- Cropanzano R., D.E. Rupp, and Z.S. Byrne, (2003)The relationship of emotional exhaustion to work attitudes, job performance, and organizational citizenship behaviours.Journal of Applied Psychology, 88(1), Pp.160–169.
- Deery. S, R. Iverson, and J. Walsh, (2003)The effect of customer service encounters on job satisfaction and emotional exhaustion, in S. Deery and N. Kinnie (Eds) Call Centres and Human Resource Management: A Cross-National Perspective,(New York: Palgrave Macmillan, Pp.201-221.
- Dwivedi R.S, (2004). Human Relations and Organisation Behaviour, Macmillan India Ltd. New Delhi,p.12
- Fred Luthans, (1978), Organisation Behaviour,TataMc Graw Hill, New Delhi,p.41
- Gupta C.B, (2003), Human Resource Management, Sultan Chand and Sons, New Delhi,P.25.
- Hillmer S., B.Hillmer, B. and G. McRoberts, (2004)The real costs of turnover: Lessons from a call centre. Human Resource Planning, 27(3), Pp.34-41.
- Khurram Shahzad. UmerRehman, Ikramullah Shad, AsmaGul, Muhammad Amanullah Khan, (2004)Work-Life Policies and Job Stress as Determinants of Turnover Intentions of Customer Service Representatives in Pakistan, p.24..
- ManishaPurohit,(2013) A comparative study of work life balance in various industrial sectors in Pune region. International Journal of Marketing, Financial Services and Management Research, 2(3),P.14.
- Prasad L.M, (1997), Human Resource Management, Sultan Chand and Sons, New Delhi,p.27.
- Vasan, M (2016). Employees' Attitude towards Human Resource Management Practices in Tamil Nadu State Transportation Corporation, Salem: A Study. *Finance India*, 30(2),Pp. 605-612.
- Zhang G., and G. Lee,(2010)The Moderation Effects of Perceptions of Organizational Politics on the Relationship between Work Stress and Turnover Intention: An Empirical Study about Civilian in Skeleton Government of China. *iBusiness*, 2, Pp.268-273.