A Study on Causes of Absenteeism among Employees in Retails Shops

(With Special Reference to Textiles, kapu street,Nellore)

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ABSTRACT

Absenteeism is one of major human problem of Indian textiles industries. Absenteeism is the term generally used to refer to unscheduled employee absences from the workplace. It is a habitual pattern of absence from a duty or obligation. Absenteeism is a big barrier for any kind of organization because its effect on organization growth. This research shows how

absenteeism is a big barrier for retail sector and how it's give the inverse effect on

organization growth and development. Kapu street is the highly crowded area in Nellore(Andhra pradesh) and everyday there are enormous number of people visiting specially for shopping purpose. People from different area visit Kapu street for purchasing clothes. The textile shops earn huge amount of profit specially during vacations, i.e., Festival season, Marriages, Birthdays, Anniversary and so on. Hence it is important for every employee be present in the shop in order to attend the customers.. Due to this problem the researcher has focused on **"**A Study on Causes of Absenteeism among Employees in Retail Shops (With Special Reference to Textiles, Kapu streetNellore)**"**, organized and unorganized retail industry.

Key words: Absenteeism, unorganized retail and organized retail.

Introduction

Absenteeism is a serious workplace problem and an expensive occurrence for both employers and employees seemingly unpredictable in nature. A satisfactory level of attendance by employees at work is necessary to allow the achievement of objectives and targets by a department. Employee Absenteeism is the absence of an employee from work. It is a major problem faced by almost all employers of today. Employees are absent from work and thus the work suffers. Absenteeism of employees from work leads to back logs, piling of work and thus work delay.

Retail Formats in India

Retail industry can be classified into two broad categories – organized retail and unorganized retail.

Organized retail - Those traders/retailers who are licensed for trading activities and registered to pay taxes to the government

Unorganized retail – It consists of unauthorized small shops - conventional Kirana shops, general stores, corner shops among various other small retail outlets - but remain to be the radiating force of Indian retail industry.

Indian Retail (Textile) sector

India textile industry is one of the leading textile industries in the world. Though it was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. The opening of economy gave the much-needed thrust to the Indian textile industry, which has now successfully become one of the

largest in the world. India earns about 27% of its total foreign exchange through textile exports. Further, 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.India textile industry also the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but also opens up scopes for the other ancillary sectors. India textile industry currently generates employment to more than 35million people.

Indian textile industry can be divided in to several segments, some of which can be

listed below:

☐   Cotton Textiles,Silk Textiles,Woolen Textiles,Readymade Garments,Hand-crafted Textiles and Jute and coir

Statement of the Problem

"ABSENTEEISM" is one of the great disasters faced by all the organizations in this modernized world which results in turnover."ABSENTEEISM" not only indicates the physical presence it starts with the "Mental absence" of an individual so the firm has to take this as a important issue before initiating any remedial actions through that and along with the

participative management. This study ensures that it will reveal a clear good result for the absence. Due to absence of employees, the management is in compulsion to give target production.

Review of Literature

Purohit and kavita (2004) the traditional retailers are not very much clear about the consequences of the modern retailing the traditional retailers are neutral or undecided,

modern retailing will cut the profit margin of the traditional retailers; the modern retailing will lead healthy competition in the market, modern retailing will reduce the sales volume of the traditional retailers and traditional retailers should improve customer care services in the era of modern retailing.

The CBS Interactive Network, (2007) "Reducing and Managing Workplace Absenteeism", Productivity loss due to absenteeism is a serious and growing challenge. In the United States, the annual cost to employers for time lost due to accidents is almost $100 billion, and other unscheduled worker absences costs even more. Absence management is a growing body of knowledge and experience that managers apply to the control and reduction of these costs.

Picoars and Payers (2009) "A research study on absenteeism of employees in retail sector"

According to Picoars and Payers 'unexpected absence disturbs the efficiency of the group as

the jobs are inter-connected, if one single man remains absent without prior notice the whole operation process is distributed. This absenteeism results in production losses because, due to absenteeism, workers cost increases and thus efficiency of operations is affected.

Muchinsky (1997) Studies examining the psychometric properties of absence measures are reviewed, along with the relationship between absenteeism and personal, attitudinal and organizational variables chronic absentees into four categories such as; entrepreneurs, status seekers, family oriented and sick and old.

Absenteeism rate can be calculated for different employees and for different time periods like month and year. The frequency rate reflects the incidence of absence and is usually expressed as the no of separate absence in a given period, irrespective of absence. The frequency rate represents the average no of absence per worker in a given period.

Objectives of the Study

☐   To identify the reasons for absenteeism among employees in retail sector with reference to textile in nellore.
☐   To measure the employees absenteeism level in textile retail in Nellore.
☐   To identify the steps required to decrease the absenteeism in textile retail in Nellore.
☐   To identify the factors that motivates the employees in textile retail in Nellore.
☐   To study variation in the perception about absenteeism among employees with reference to selected background like: Experience, Marital status and Gender.

Hypotheses:

1.   There is no significance difference towards the influence of selected factors like: personal, family, health, psychological, social, customer related, Grievance related.
2.   There is no significance difference in satisfaction among employees based on their type of work.

Research Methodology

Research Design

Explorative methodology is used in the study. The Primary data was collected from the respondents by administering a structured questionnaire and The secondary data is being collected through text books, journals, academic reports and internet.

Study period: The researcher has did research on this topic for the period of 6 months.

Study Location: The study location isKapu street, Nellore and the researcher has covered both organized and unorganized retail sector.

Sampling Method: Convenience sampling method has been used for the study in kapu street, Nellore.

Sample Size: Out of the total population, the sample taken among respondents from the sector is 300.

Tools used: The researcher has used Ratio analysis, t-test and Anova for the research analysis and findings.

Results and Interpretation

Exactly 300 employees working in various retail textile shops inKapu street, nellore.

was contacted to participate in the survey. The data thus collected were cleansed and analyzed using SPSS 17.0 package.

Hypotheses Testing

NULL HYPOTHESIS H0: There is no significance difference in the rating between male and female on the influence of selected factors like: personal, family, health, psychological, social, customer related and grievance.

Table 1.1 T-Test statistics for various factors for the level of absenteeism with Gender as independent variable

Personal Reasons	Gender				t – value	P
	Male (n=166)		Female (n=134)			
	M	SD	M	SD		
Age	3.53	1.28	2.41	1.21	7.71**	0.000
Marital Status	2.40	1.09	1.57	0.89	7.32**	0.000
Life Style	2.81	.95	2.86	0.97	0.40	0.686
Functions	2.81	.828	2.99	.594	2.18*	0.030
Family Members Health	2.87	.821	2.80	.610	0.809	0.419
Minor Diseases	2.46	.760	2.57	.808	1.20	0.229
Routine Health Problem	3.63	1.023	3.91	.730	2.79	0.005**
Perception	3.28	1.339	3.35	1.299	0.44	0.660
Intention of work	3.10	.724	2.91	.631	2.38	0.018*
Attitude	2.34	.727	2.12	.638	2.76	0.006**
Situation	3.74	1.307	4.06	1.155	2.21ns	.028
Environment	4.04	1.177	4.30	1.048	1.99*	.047
Complaints	2.84	.923	2.59	.825	2.42*	0.016
References	3.05	1.049	2.65	1.252	2.95**	0.004
Personal contacts	2.77	.500	2.87	.623	1.46ns	0.146
Salary	1.64	0.679	1.31	0.494	4.9**	0.000
Compensation	2.45	0.656	2.40	0.536	0.62ns	0.535
Incentives	2.62	0.597	2.74	0.436	2.00*	0.046
Promotion	2.86	0.886	2.83	0.902	0.24ns	0.806

ns – non significant; * -   Significant at 0.05 level, ** - Significant at 0.01 level

Interpretation: Independent Sample   t-test was conducted   to test the   significance of

relationship between mean values of the opinion of employees on the level of absenteeism

and gender of the employees. The above table reported the t-values and significance values

for various factors (personal factors, Family related factors, Health related factors,

Psychological factors, Social factors, Customer related factors and Grievance Related factors)

on the level of absenteeism. The analysis of the t-test results indicated that there were significant differences in the mean value between male and female employees on most of the variables of the seven factors identified in the study. The level of significance reported were in the order of *P<0.05, P<0.001.*

ANOVA

NULL HYPOTHESIS H0: There is no significance difference in the rating between employees from different age groups on the influence of selected factors like: personal, family, health, psychological, social, customer related and grievance.

Table 1.2: ANOVA statistics of opinion about various factors for the level of absenteeism with Age as independent variable

Factors		18–25 (N=145)		26–35 (N=76)		36–45 (N=41)		46 & Above (N=38)		F Value
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	
Personal	Age	3.3	1.21	3.4	1.27	2.3	1.35	2.0	1.35	**17.71****
	Marital status	2.3	1.11	1.6	0.85	2.0	1.12	1.8	1.02	9.53**
	Life style	2.7	0.86	2.8	0.97	3.5	0.87	2.8	1.13	7.50**
Family	Functions	2.7	0.74	3.0	0.77	3.4	0.58	2.9	0.56	9.40**
	Family members health issues	2.8	0.60	3.0	0.89	3.1	0.71	2.4	0.72	6.91**
Health	Minor disease	2.8	0.57	2.4	0.85	2.4	0.89	1.9	0.81	16.38**
	Routine health problem	3.5	0.87	3.6	0.90	4.5	0.75	4.2	0.73	18.48**
Psychological	Perception	3.5	1.26	3.8	1.38	2.6	1.04	2.4	0.95	16.11**
	Intention of work	3.0	0.55	2.9	0.64	3.0	0.77	3.2	1.06	1.12
	Attitude	2.4	0.69	2.3	0.74	2.0	0.52	1.8	0.49	11.38**
Social	Situation	3.6	1.37	4.1	1.01	4.0	1.28	4.3	0.98	4.21*
	Environment	3.9	1.16	4.4	0.98	4.0	1.26	4.7	0.77	7.48**
Customer Related	Complaints	2.9	0.92	2.3	0.84	2.6	0.83	2.9	0.49	11.35**
	References	3.0	0.99	1.9	1.16	3.3	0.90	3.8	0.63	38.84**
	Personal contacts	2.8	0.45	3.0	0.64	2.5	0.64	2.8	0.55	6.84**
Grievance Related	Salary	1.7	0.56	1.3	0.59	1.4	0.77	1.1	0.41	14.31**
	Compensation	2.5	0.60	2.3	0.57	2.6	0.58	2.2	0.55	7.70**
	Incentives	2.7	0.56	2.7	0.51	2.6	0.54	2.7	0.46	0.36

Promotion	2.8	0.84	2.8	0.95	3.0	0.89	2.8	1.00	0.22

ns – non significant; * - Significant at 0.05 level, ** - Significant at 0.01 level

The table shows ANOVA (Analysis of Variance) test with age group of employees as grouping variable. The list of factors considered for the study included personal factors, family related factors, health factors, psychological factors, social factors, customer related factors and grievance related factors. It can be verified from the Table 4.21 that there was significant differences between almost all the age groups in their opinion on the influence of various factors on the level of absenteeism. The level of significance in majority of the cases was found to be at *P=0.01* level except for the components such as psychological, intention of work, incentives, promotion compensation and promotion family members health issues which has significance level of

NULL HYPOTHESES H0: There is no significance difference in the level of satisfaction among male and female employees on the various job related variables.

Table 1.3The significance ofthe level of satisfaction with Gender as independent variable

Level of Satisfaction	Gender	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Working Hours	Male	166	2.3	0.74	0.116ns	0.908
	Female	134	2.2	0.77		
Holidays	Male	166	2.1	0.48	1.941ns	0.053
	Female	134	2.2	0.48		
Week off	Male	166	2.6	0.61	1.110ns	0.268
	Female	134	2.5	0.59		

ns – non significant

Interpretation: Independent sample t-test was conducted to test the difference in mean rating between male and female employees in working retail textile shops in Kapu street on the levels of satisfaction with various job related variables like working hours, holidays and week off. The result of the t-test showed that there is no significant differences between the male and female employees in their rating on the satisfaction. Hence the hypothesis is accepted.

Findings of the study

The working condition greatly influences the level of absenteeism in the textile shops. The working conditions also affect the health of the employees in many ways. The routine

health problem has been identified as one of the important reason for frequent absenteeism among the employees.

Bad impression about the work and the perception about the future prospects in the profession have also impacted the employees to a great extent. The personal discussions conducted with the employees also reflect the same viewpoint. Many employees are unsure about their future, a sense of fear and uncertainty engulf their mind always.

Salary is found to be a non determinant in influencing level of absenteeism. Hence employees are very well aware that frequent absenteeism will lower their take home salary. The level of Salary in the textile shops has significantly impacted the opinion of male employees compared to the female employees about the level of absenteeism. Generally the textile shops are known to offer lower level of salary in spite of extracting heavier workload from the employees.

Conclusion

The management of the retail shops needs to approach the problem of absenteeism by focusing on all the major factors identified in the study. Periodical intervention and training programs including some welfare training programs, sponsorship for education, better amenities, enhanced facilities and healthy food could produce better results in curtailing absenteeism and eventual attrition of employees. But all these the efforts also require significant financial commitment from the management in addition to the willingness to bring about a change. The inconsistent policies and un-implementable promises often causes great distress among the employees. a standard procedure for salary increment, defined incentives for better work, fringe benefits and a friendly working environment is needed to reduce the absenteeism among the employees. Finally, absenteeism has been proved to be fatal to the growth of an organization and if unchecked will lead to more attrition and loss of productivity.

Scope for Future Studies

This study has greater scope in future. The following are the scope/gaps the researcher has found in the topic **"A Study on causes of Absenteeism among employees in Retail Shops (with special reference to Textiles, Kapu street, Nellore)"**.

☐   Researcher can covered City level to state level, national level, as well as

international level and Sample size can be increased. If the study extended to city level to state level means then the sample size can be increased.

☐   Comparative study on Absenteeism can be done based on organized retail with unorganized retail. Other demographic details can be added in the future research.

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