Quality of work life of employees in Bharani silks, Erode

T.Vetrivel[1] and L.Manivannan[2]

[1]Department of Management Studies, Velalar College of Engineering and Technology, Thindal, Erode – 638012.
[2]Department of Corporate Secretary ship, Erode Arts & Science College (Autonomous), Erode – 638009.

ABSTRACT

Quality of work life is a large step forward from the traditional job design of scientific management which focused solely on specialization and efficiency for the performance of narrow tasks, adopting division of labour, rigid hierarchy, and standardization of labour to reach its objective of efficiency. Quality of work life can be defined as "The quality of relationship between employees and the total working environment". Quality of work life is "The degree to which members of a work organization are able to satisfy important personnel needs through their experience in the organization". "Happy employees could able to produce higher productivity. The happiness can be perceived only when the employees good satisfaction on the work load, working condition, relationship with peers, superiors and subordinates about the climate plays a crucial role to determine the level of job satisfaction. The present study is descriptive in nature, which includes surveys and fact findings enquiries of different kind. Both Primary and Secondary Data were collected in order to obtain the related information for this study. Sample size of this study was 100. The data thus collected through questionnaire were subdued into suitable tabular forms. For analyzing the data and interpretation, simple statistical tools like percentage, chi-square and Henry Garrot Ranking method were used. At last the findings, suggestions and conclusion were made for the improvement of quality of work life in the organization.

Introduction

Quality of work life refers to the favorableness or unfavourableness of a job environment for people. The basic objective is to develop jobs that are excellent for people as well as for production. Quality of work life is a large step forward from the traditional job design of scientific management which focused solely on specialization and efficiency for the performance of narrow tasks, adopting division of labour, rigid hierarchy, and standardization of labour to reach its objective of efficiency. Quality of work life can be defined as "The quality of relationship between employees and the total working environment". Quality of work life is "The degree to which members of a work organization are able to satisfy important personnel needs through their experience in the organization".

As human beings, members of work-oriented organizations have thoughts and feelings which strongly influence their behaviour on the job. Those thoughts and feelings are part of their conscious stated and provide the input used by them to make decisions about their action and reactions to their job. The relationship between the organized labour and employee is known as labour relation. Developing and maintaining harmonious relation is a two-way process. It depends not only on the responsive labour but equally on the responsiveness of management. If the relations are not cordial the relation may be found cities, with the management or with labour or with both. The consent of a job is very complex. It has many facts such as the nature of the work, the supervisor, the company, pay or promotional opportunities. Single and multiple dimensions of job satisfaction and labour welfare should be considered a single entity or should be satisfied with each of the dimensions of interest be considered separately. It depends on the reason for being concerned about job satisfaction and labour welfare.

Industry Profile

The Indian textile Industry is one of the largest and most important sectors in the economy in terms of output, foreign exchange earnings and employment in India. It includes several sub-sectors: spinning, weaving, knitting and garments. It also uses different materials like cotton, jute, and wool, silk, man-made and synthetic fibers. The textile industry has three main sectors: the organized mill sector (traditional weaving and spinning), the power loom sector (mechanized looms) and the handloom sector. The total production of fabrics in all the three sectors combined was around 42 billion square meters, with 59% of the total fabric production produced by the power loom sector, 19% by the handloom sector, 17% by the knit (hosiery) yarn sector, and the rest by the organized mill sector. The large share of power looms (an intermediate category of looms, operated by power) has resulted from a government policy that supports the unorganized sector in the form of reservation of product categories, mandatory export entitlement quotas, and input pricing interventions.

Company Profile

Bharani Silks, the innovators of Silk, was established in the year 1977 and has been a leader in the textile business for over 33 years. Bharani Silks has a success story, it was started as a small 1,000 square feet retail store for silk sarees in Erode by **Mr.N.Nallathambi**. With more than 3 decades of considerable quality and presence, Bharani Silks is poised to scale even greater heights with the space of 52,000 square feet. Bharani Silks soon built up an image of unrivalled quality at reasonable

Tele:
E-mail addresses: vetri_phd@yahoo.com

prices. Now Bharani Silks is the popular destination at Erode for Silks and Wedding Sarees. Currently under the leadership of Mr.N.Ponnusamy, Mr.N.Ravi and Mr.N.Sekar, Bharani Silks has made it as successful business. With an ethic of creating the right traditional atmosphere for us to shop through their entire range of Silks and Wedding Sarees at leisure, showroom also allows us to get personal attention to make our choices. Bharani Silks has four wings namely Men's collections, Womens Collection, Kids Center and Quality Section.

Statement of the problem

Happy employees could able to produce higher productivity. The happiness can be perceived only when the employees' good satisfaction on the work load, working condition, relationship with peers, superiors and subordinates about the climate plays a crucial role to determine the level of job satisfaction. Nowadays the organization faces the problems in Quality of Work Life on employees through welfare measures and other motivating factors may directly affect the level of satisfaction of the employees.

Objectives of the study

1. To study the conceptual framework of job satisfaction.
2. To study the opinion of the employees about job security, communication, salary and workers participation schemes, timings and medical facilities.
3. To study the level of satisfaction of the employees about promotion, training programmes, extend of co-operation from superior of various departments.
4. To study the problems faced by the employees in the organization.
5. To suggest better ways and means to improve the quality of work life.

Scope of the study

Till now many researchers have made this study only by taking into account the top level management, executive's levels of their problems and organization needs and expectations only. But none of the study has been attempted at the workers level especially to find out their level of satisfaction regarding job security, working condition and training method. This study will highlight the level of satisfaction perceived by the employees on their job and its impact on profit level in the company.

Limitation of the Study

1. The study was conducted only in selected factors about job security, communication, salary and workers participation schemes, timings and medical facilities, promotion, training programmes, extend of co-operation from superior of various departments.
2. The period of this study was about 6 months from March 2011 to August 2011.
3. This study was conducted only in Erode and which will not suit to other divisions.

Research Methodology

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The present study is descriptive in nature, which includes surveys and fact findings enquiries of different kind. The major purpose of descriptive research is descriptive of the states of affairs as it exists at present. Here the researcher has no control over the variables; she / he can only report what has happened or what is happening.

Data collection method

The present study used both primary as well as secondary data. Interview method is used to collect the primary data. Questionnaire was designed to collect the information required to fulfill the objective of the study from the respondents. The primary data was collected from the Bharani Silks employees directly through structured questionnaire. The Secondary Data was used mainly to support primary data. Company profile, Company report, Websites, Magazines, and Articles was widely used.

Sample Design & Technique

Field survey technique was employed to collect the primary data, from the 100 selected sample respondents. The respondents were selected by simple random sampling method. Sampling method was used to collect the pertinent data the respondents were selected randomly.

Statistical Tools Used For Data Analysis

The data thus collected were subdued into suitable tabular forms. For analyzing the data and interpretation, simple statistical tools like percentage, chi-square and Henry Garrot Ranking method were used.

Data Analysis and Interpretation

Chi-Square Analysis

Gender of the Respondents and Level of Satisfaction

With the view to find degree of association between the gender of the respondent and level of satisfaction in a two-way table was prepared and is shown in the following table.

Interpretation

It could be seen from the above table that the percentage of high level of satisfaction on job was the highest (55.6%) among the male respondents and the same was the lowest (44.4%) among the female respondents. The percentage of medium level of satisfaction on job was the highest (57.1%) among the male respondents and the same was the lowest (42.9%) among the female category. On the other hand, the percentage of low level of satisfaction on job was the highest (75.0%) among the female respondents and the same was the lowest (25.0%) among the male respondents.

In order to find the relationship between the gender and level of satisfaction of employees, a chi-square test was used and the result of the test is shown in the table no.4.2 as to prove the significant. The null hypothesis (H_0) an alternative hypothesis (H_1) is framed.

H_0- There is no relationship between the gender and level of satisfaction of employees.

H_1- There is relationship between the gender and level of satisfaction of employees.

Interpretation

It could be noted from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence the hypothesis "Gender of the respondents and level of satisfaction on job are associated hold is good". From the analysis it is concluded that there is close relationship between gender of respondents and job satisfaction.

Age of the respondents and level of satisfaction

With the view to find degree of association between the age of the respondent and level of satisfaction in a two-way table was prepared and is shown in the following table.

Interpretation

It could be seen from the above table that the percentage of the high level of satisfaction was the highest (66.7%) among the 26-30years respondents and the same was the lowest (0%)

among the above 36years respondents. The percentage of medium level of satisfaction was the highest (42.9%) among the below 25years respondents and the same was the lowest (0%) among the above 36years respondents. On the other hand, the percentage of the high level of satisfaction was the highest (100.0%) among the 26-30 years respondents and the same was the lowest (0%) among the below 25 years, 31-35 years and above 36 years respondents.

In order to find the relationship between the age and level of satisfaction of employees, a chi-square test was used and the result of the test is shown in the table no.4.4 as to prove the significant. The null hypothesis (H_0) an alternative hypothesis (H_1) is framed.

H_0- There is no relationship between the age and level of satisfaction of employees.

H_1- There is relationship between the age and level of satisfaction of employees.

Interpretation

It could be noted from the table that the calculated chi-square value is greater than the table value of the result is significant at 5% level. Hence, the hypothesis "Age of the respondents level of satisfaction are association is good". From the analysis it is concluded that there is close relationship between age and job satisfaction.

Marital Status of the Respondents And Level Of Satisfaction

With the view to find degree of association between the marital status of the respondent and level of satisfaction in a two-way table was prepared and is shown in the following table.

Interpretation

It is highlighted from the above table that the percentage of high level of satisfaction on the job was the highest (88.9%) among the respondents of unmarried category and the same was the lowest (11.1%) among the respondents of married category. The percentage of medium level of satisfaction on job was the highest (57.1%) among the respondents of married category and the same was the lowest (42.9%) among the respondents of unmarried category. On the other hand, the percentage of low level of satisfaction was the equal (50.0%) among the respondents of married category and unmarried category.

In order to find the relationship between the marital status and level of satisfaction of employees, a chi-square test was used and the result of the test is shown in the table no.4.6 as to prove the significant. The null hypothesis (H_0) an alternative hypothesis (H_1) is framed.

H_0- There is no relationship between the marital status of the respondent and their level of satisfaction of employees.

H_1- There is relationship between the marital status of the respondent and their level of satisfaction of employees.

Interpretation

It is found from the above table that the calculated chi-square value is greater than the table value of the result is significant at 5% level. Hence, the hypothesis, "Marital status of the respondent and level of satisfaction are goods". From the above analysis it is concluded that there is close relationship between marital status of the respondent and their level of satisfaction.

Salary of the Respondents and Level of Satisfaction

With the view to find degree of association between the salary of the respondent and level of satisfaction in a two-way table was prepared and is shown in the following table.

Interpretation

It could be seen from the above table that the percentage of high level of satisfaction was the highest (77.8%) among the respondents having middle level of salary group and the same was the lowest (11.11%) among the respondents having high and low level of salary. The percentage of medium level of satisfaction was the highest (42.9%) among the respondents having lowest and medium level of salary and the same was the lowest (16.66) among the respondents having high level of salary. On the other hand the percentage of low level of satisfaction was the highest (50.0%) among the respondents of medium level of salary and the same was the lowest (45.45) among the respondents of high and low level of salary group.

In order to find the relationship between the salary of the respondent and level of satisfaction of employees, a chi-square test was used and the result of the test is shown in the table no.4.10 as to prove the significant. The null hypothesis (H_0) an alternative hypothesis (H_1) is framed.

H_0- There is no relationship between the salary of the respondent and level of satisfaction of employees.

H_1- There is relationship between the salary of the respondent and level of satisfaction of employees.

Interpretation

It is highlighted from the above table that the calculated chi-square value is greater than the table value of the result is significant at 5% level. Hence, the hypothesis "Salary of the respondent and level of satisfaction are associates is holds good". From the above analysis it is concluded that there is a close relationship between salary of the respondent and their level of job.

Experience of the respondents and level of satisfaction

With the view to find degree of association between the experience of the respondent and level of satisfaction in a two-way table was prepared and is shown in the following table.

Interpretation

It could be highlighted from the above table that the percentage of high level of job satisfaction was the highest (66.7%) among the respondents of 6-15 years category and the same was the lowest (0%) among the respondents of 26-33 years. The percentage of medium level of satisfaction was the highest (42.9%) among the respondents 1-5 years category and the same was the lowest (0%) among the respondents of 26-33 years. On the other hand, the percentage of low level of satisfaction was the highest (50.0%) among the respondents of the 6-15years category and the same was the lowest (0%) among the respondents of 26-33 years.

In order to find the relationship between the experience of the respondent and level of satisfaction of employees, a chi-square test was used and the result of the test is shown in the table no 4.12 as to prove the significant. The null hypothesis (H_0) an alternative hypothesis (H_1) is framed.

H_0- There is no relationship between the experience of the respondent and level of satisfaction of employees.

H_1- There is relationship between the experience of the respondent and level of satisfaction of employees.

Interpretation

It could be seen from the above table that the calculated value is greater than the table level and the result is significant at 5% level. Hence, the hypothesis, "Experience of the respondent and level of satisfaction are associated holds good". From the above analysis it is concluded that there is a close relationship

between the experience of the respondents and level of satisfaction

Interpretation

It is considered from the table that 50% of the respondents says that they are motivated by their supervisors sometimes, 30% of the respondents that they are motivated by their supervisors most of the times, 20% of the respondents says that they are motivated by their supervisors occasionally.

Interpretation

It is considered from the table that 70% of the respondents was somewhat improved their skills in training, 20% of the respondents were undecided and 10% of the respondents have improved a lot in training programs

Interpretation

It is considered from the table that 50% of the respondents are satisfied regarding incentives, 35% of the respondents are highly satisfied regarding incentives, 10% of the respondents are dissatisfied regarding incentives, 5% of the respondents are neither satisfy nor dissatisfy regarding incentives.

Interpretation

It is considered from the table that 40% of the respondents say that timing is highly satisfied for them, 35% of the respondents says that timing is satisfied, 20% of the respondents says that timing is neither satisfied nor dissatisfied and 5% of the respondents are dissatisfied regarding timing facilities.

Interpretation

It is considered from the table that 55% of the respondents says that they are promoted by their experience, 45% of the respondents says that they are promoted by their performance.

Interpretation

It is considered from the table that 80% of the respondents say 'Yes' regarding their counselling programmes and 20% of the respondents say 'No' regarding their counselling programmes.

Ranking method

An attempt was made to identify the reasons for most preferable scheme for the benefit of the employees from the sample respondents. For this purpose the three scheme where chosen and simple ranking method was employed to find out the results. The following table shows the details of results of ranking.

Interpretation

It is identified from the above table that the "Loan Scheme" was the most preferred scheme which was ranked 1st with total score of 160. It is followed by "Savings Scheme" with total score of 170 which was ranked 2rd and the 3rd rank was" Diwali Scheme" with total score of 270.

Summary of findings, suggestions and conclusion findings

1. From the analysis it was found that the satisfaction of male respondents was better than female respondents while considering the quality of working atmosphere with 55.6%.

2. It is clear that the respondents between the age of 26 to 30 has been highly satisfied than other age group of respondents.

3. The chi-square analysis states that there is a close relationship between the age of the respondents and the level of satisfaction.

4. Considering the level of satisfaction on marital status, 88.9% unmarried respondents were highly satisfied.

5. It is highlighted that 77.8% of the respondents belonging to the salary level of 6000 to 10000 have outlet their satisfaction over job

6. The analysis indicates that the level of satisfaction of experience respondents 6 to 15 years with 66.7% has been excellent.

7. The chi-square analysis pinpoints that there is a close relationship between experience of the respondents and level of satisfaction.

8. From the analysis it is observed that more number of the respondents qualities of work have improved from the training programmes.

9. It is observed from the analysis that 50% of them reveal that they are satisfied with the incentives.

10. It is observed from the analysis that 55% of the respondents have said that they are getting promotion through experience.

11. It is found from the analysis that 35% of the respondents are satisfied with the work schedule timings.

12. It is observed from the analysis that 80% of the respondents have said counseling programmes offered within the company.

13. The "loan scheme" was the most preferred scheme which was ranked 1st with total score of 270 by the respondents.

Suggestions

Following suggestions will help to improve the employee's quality of work life in the organization.

1. The study highlights that the respondents of 26-30 years of age group were received maximum level of satisfaction on their job than the other aged respondents. Hence, it is suggested that more facilities may be offered to fulfill the needs of other aged respondents.

2. Promotions can be given to the employees to ensure job satisfaction.

3. Training programmes can be revealed and improved.

4. Direct feedback may be collected frequently or monthly meetings.

5. Employees participation in management activities may creates more job satisfaction.

6. Specific days can be allowed to take leave for all the employees for their better satisfaction.

7. Financial rewards may consider to the special task achievers or for successful employees.

8. Counseling could be given for the poor performing employees of Bharani silks.

Conclusion

Quality of work life is an interesting concept which has received much attention in the past and decrease to receive more in the future. There are good instrument for measuring the job satisfaction. By periodical measuring of job satisfaction in an organization, may be possible to understand better and the extent to which organization are meeting employees needs and expectations. The following points show the conclusions for this study. Among the various factors of job satisfaction, the important factors generate the job satisfaction are safety, welfare measures, co-operation among superior. Among the various dimensions of social security, decision making, participation in management activities creates more job satisfaction. If the company offers attractive benefit to the employees it may create more job satisfaction and the better quality of work life.

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➢ www.wikipedia.com
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Table no. 1
Gender of the respondents and level of satisfaction
(two-way table)

S.No.	Gender	Level of Satisfaction			Total
		Low	Medium	High	
1.	Male	5 (25.0%)	20 (57.1%)	25 (55.6%)	50 (50.0%)
2.	Female	15 (75.0%)	15 (42.9%)	20 (44.4%)	50 (50.0%)
	Total	20 (100%)	35 (100%)	45 (100%)	100 (100%)

Table no. 2
Age of the respondents and level of satisfaction (two-way table)

S.No.	Age	Level of Satisfaction			Total
		Low	Medium	High	
1.	Below 25 Years	0 (0%)	15 (42.9%)	5 (11.1%)	20 (20.0%)
2.	26 – 30 Years	20 (100.0%)	10 (28.6%)	30 (66.7%)	60 (60.0%)
3.	31 – 35 Years	0 (0%)	10 (28.6%)	10 (28.6%)	20 (20.0%)
4.	Above 36 Years	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	Total	20 (100.0%)	35 (100.0%)	45 (100.0%)	100 (100.0%)

Age of the respondents and level of satisfaction (chi-square test)

Average factor	Calculated χ^2 Value	Degree Of Freedom	Table Value @ 5% Level	Remarks
AGE	31.746	4	9.488	There is Significant relationship

Gender of the respondents and level of satisfaction
(chi-square test)

Average factor	Calculated χ^2 Value	Degree Of Freedom	Table Value @ 5% Level	Remarks
Gender	6.270	2	5.991	There is Significant relationship

Table no. 3
Marital status of the respondents and level of satisfaction (two-way table)

S.No.	Marital Status	Level of Satisfaction			Total
		Low	Medium	High	
1.	Unmarried	10 (50.0%)	15 (42.9%)	40 (88.9%)	65 (65.0%)
2.	Married	10 (50.0%)	20 (57.1%)	5 (11.1%)	35 (35.0%)
	Total	20 (100.0%)	35 (100.0%)	45 (100.0%)	100 (100.0%)

Marital status of the respondents and level of satisfaction (chi-square test)

Average factor	Calculated χ^2 Value	Degree Of Freedom	Table Value @ 5% Level	Remarks
Marital status	20.809	2	5.991	There is Significant Relationship

Table no. 4
Salary of the respondents and level of satisfaction (two-way table)

S.No.	salary	Level of Satisfaction			Total
		Low	Medium	High	
1.	Low level (3000-6000)	5 (25.0%)	15 (42.9%)	5 (11.1%)	25 (25.0%)
2.	Middle level (6001-10000)	10 (50.0%)	15 (42.9%)	35 (77.8%)	60 (60.0%)
3.	High level (10001-15000)	5 (25.0%)	5 (14.3%)	5 (11.1%)	15 (15.0%)
	Total	20 (100.0%)	35 (100.0%)	45 (100.0%)	100 (100.0%)

Salary of the respondents and level of satisfaction
(chi-square test)

Average factor	Calculated χ^2 Value	Degree Of Freedom	Table Value @ 5% Level	Remarks
Salary	14.153	4	9.488	There is Significant Relationship

Table no. 5
Experience of the respondents and level of satisfaction (two-way table)

S.No.	Experience	Level of Satisfaction			Total
		Low	Medium	High	
1.	1-5Years	5 (25.0%)	15 (42.9%)	5 (11.1%)	25 (25.0%)
2.	6-15Years	10 (50.0%)	10 (28.6%)	30 (66.7%)	50 (50.0%)
3.	16-25Years	5 (25.0%)	10 (28.6%)	10 (22.2%)	25 (25.0%)
4.	26-33Years	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	Total	20 (100.0%)	35 (100.0%)	45 (100.0%)	100 (100.0%)

Experience Of The Respondents And Level Of Satisfaction (Chi-Square Test)

Average factor	Calculated χ^2 Value	Degree Of Freedom	Table Value @ 5% Level	Remarks
Experience	13.968	4	9.488	There is Significant relationship

Ii. Percentage analysis
Table no. 6Opinion about supervisors motivation

S.No.	Opinion About Supervisors Motivation	No. of Respondents	Percentage
1.	Most of the Times	30	30
2.	Sometimes	50	50
3.	Occasionally	20	20
4.	Never	0	0
	Total	100	100

Table no. 7Upgrade skills in training programmes

S.No.	Upgrade Skills In Training Programmes	No. of Respondents	Percentage
1.	Improved a lot	10	10
2.	Improved somewhat	70	70
3.	Undecided	20	20
4.	Not improved	0	0
	Total	100	100

Table no. 8 Opinion about incentives

S.No.	Incentives	No. of Respondents	Percentage
1.	Highly satisfied	35	35
2.	Satisfied	50	50
3.	Neither satisfy nor dissatisfy	5	5
4.	Dissatisfied	10	10
5.	Highly dissatisfied	0	0
	Total	100	100

Table no. 9Opinion about satisfaction of work schedules

S.No.	Work schedules	No. of Respondents	Percentage
1.	Highly satisfied	40	40
2.	Satisfied	35	35
3.	Neither satisfy nor dissatisfy	20	20
4.	Dissatisfied	5	5
5.	Highly dissatisfied	0	0
	Total	100	100

Table no. 10opinion about promotion

S.No.	Opinion About promotion	No. of Respondents	Percentage
1.	Performance	45	45
2.	Experience	55	55
3.	Qualification	0	0
4.	others	0	0
	Total	100	100

Table no. 11opinion about counselling programmes offered

S.No.	Opinion About Counselling Programmes	No. of Respondents	Percentage
1.	Yes	80	80
2.	No	20	20
	Total	100	100

Table no. 12most preferable scheme

S.No.	Statement	Total Score	Rank
1.	Diwali Scheme	160	III
2.	Savings Scheme	170	II
3.	Loan Scheme	270	I