



International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206

Volume 8, Issue 3, March 2025



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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Human Resource Culture Practice Followed in Textile Industry and Job Satisfaction in Selected Companies at Coimbatore City

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ABSTRACT: Human Resource (HR) culture plays a pivotal role in shaping employee satisfaction and overall organizational performance. In the textile industry, where labor-intensive operations demand high workforce efficiency, effective HR practices are crucial in ensuring job satisfaction. This study examines the HR culture and practices followed in selected textile companies in Coimbatore City, focusing on their impact on employee job satisfaction.

I. INTRODUCTION

The textile industry in India plays a pivotal role in the country's economic development, contributing significantly to employment, industrial production, and export earnings. Coimbatore, often referred to as the "Manchester of South India," stands as one of the most prominent textile hubs in the country, renowned for its deep-rooted traditions in textile manufacturing and its dynamic industrial environment. Within this landscape, the human resource culture practices adopted by textile industries in Coimbatore have become crucial determinants of organizational success and employee well-being. As the industry evolves, so do its workforce management practices, making it essential to understand the intricate relationship between HR culture and job satisfaction.

OBJECTIVES

1. To identify the cultural values and norms prevalent in textile industries.
2. To analyze the impact of HR practices on employee engagement and motivation.

II. STATEMENT OF THE PROBLEM

The textile industry is one of the largest employment-generating sectors in India, and Coimbatore, known as the "Manchester of South India," serves as a major hub for textile manufacturing. However, despite the industry's growth, concerns regarding human resource (HR) practices and job satisfaction remain significant. Employees in the textile sector often face challenges such as long working hours, limited career growth opportunities, inadequate training, and a lack of employee welfare measures.

Effective HR culture and practices are essential in ensuring employee satisfaction, motivation, and retention. However, there is a gap in understanding how HR policies, workplace environment, and management strategies impact job satisfaction in textile companies. Additionally, issues like high attrition rates, low morale, and employee dissatisfaction can adversely affect productivity and business sustainability.

This study aims to analyze the HR culture and practices followed in selected textile companies in Coimbatore and examine their influence on employee job satisfaction. By identifying key factors that contribute to or hinder job satisfaction, this research seeks to provide insights for improving HR strategies, enhancing employee well-being, and fostering a positive work environment in the textile industry.



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III. RESEARCH METHODOLOGY

The study is an analytical and descriptive one. The data is collected solely from primary sources i.e. by doing a survey among a selected group of people and we have also referred secondary sources i.e. referred print journals, online journals, books, reports etc.

SOURCES OF DATA

1. Primary data

Collect the data using questionnaires and the help of google forms.

2. Secondary data

The secondary knowledge was collected from numerous sources like completely different business websites, Articles and revealed papers.

TOOLS USED FOR ANALYSING THE DATA

This study has the objectives of ascertaining the “Customer satisfaction towards the Meesho online shopping” with special reference to the Coimbatore city for analysing the primary data the following statistical tool was used.

- Simple percentage analysis
- Chi Square

LIMITATIONS OF THE STUDY

- The respondents for the study are only focuses on customers from the Coimbatore city
- The study will be conducted within a limited time frame which may not allow for a comprehensive analysis of customer satisfaction

IV. REVIEW OF LITERATURE

1. Sahoo, R., & Mishra, P. (2019)

Title: Human Resource Practices and Job Satisfaction in Textile Industry: A Study on Indian Textile Firms

Abstract: This study investigates the impact of HR practices on job satisfaction in the Indian textile industry. It highlights the importance of training, employee recognition, and compensation in improving employee satisfaction. The findings suggest a strong correlation between well-structured HR policies and increased job satisfaction, leading to enhanced productivity and lower turnover rates.

2. Gupta, N., & Kumar, S. (2020)

Title: The Impact of Human Resource Practices on Job Satisfaction in Textile Industries

Abstract: This study explores key HR practices such as recruitment, training, and performance management in the textile sector. It emphasizes the role of employee participation and communication in improving job satisfaction. The research suggests that companies implementing effective HR strategies witness higher employee satisfaction and reduced attrition rates.

3. Rathi, N., & Rastogi, R. (2020)

Title: Effect of HR Practices on Employee Motivation and Job Satisfaction Evidence from the Textile Industry

Abstract: This research evaluates the influence of HR practices on employee motivation and job satisfaction in textile firms. The findings reveal that training, performance appraisals, and career development opportunities significantly enhance job satisfaction. The study stresses that a proactive HR approach leads to higher motivation and better employee retention.

V. PROFILE OF THE COMPANY

Lakshmi Mills, a historic textile company based in Coimbatore,

- Company Name: Lakshmi Mills Company Limited
- Origin: India
- Founder: G. Kuppaswami Naidu
- Founded: 1910
- Headquarters: Avinashi Road, Papanaiickenpalayam, Coimbatore, Tamil Nadu, India



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- Industry: Textile (Yarn and Fabric Manufacturing)
- Employees: Over 2,000
- CEO: S. Pathy (Chairman)

KPR Mill Limited, a leading textile company based in Coimbatore:

- Company Name: KPR Mill Limited
- Origin: India
- Founder: K.P. Ramasamy
- Founded: 1984
- Headquarters: Shrivari Srimat, 1045, Avinashi Road, Coimbatore, Tamil Nadu, India
- Industry: Textile and Apparel
- Employees: Over 20,000
- CEO: P. Nataraj

VI. ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

A. PRIMARY VALUE OF EMPHASISED IN TEXTILE INDUSTRY

S.NO	PRIMARY VALUE OF EMPHASISED IN TEXTILE INDUSTRY	FREQUENCY	PERCENTAGE
1	Creativity	43	28.1%
2	Efficiency	57	37.3%
3	Quality	33	21.6%
4	Profitability	20	13.1%
	Total	153	100%

Source : Primary Data

INTERPRETATION

The above table 4.6 shows that The primary value of emphasized in Textile Industry the majority was hold by the efficiency (37.3%) followed by the second place was creative (28.1%)and the third place was hold by the quality (21.6%)and the least was hold by the profitability (13.1%)

The primary value of emphasized in Textile Industry the majority was hold by the efficiency (37.3%)

B. DECISION MAKING IN TEXTILE INDUSTRIES

S.NO	DECUSION MAING IN TEXTILE INDUSTRIES	FREQUENCY	PERCENTAGE
1	Autocratically	38	24.8%
2	Democratically	54	35.3%
3	Hierarchically	39	25.5%
4	Collaboratively	22	14.4%
	Total	153	100%

Source : Primary Data

INTERPRETATION

The Above table 4.7 shows that The Decision making in Textile Industries The Majority was hold by the Democratical with (35.3%) and the second place was hold by the hierarchy with (25.5%) the Third place was hold by the autocratic with (24.8%) and the least position was hold by the collabrative (14.4%)

The Decision making in Textile Industries The Majority was hold by the Democratical with (35.3%)



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CHI SQUARE TEST

Hypothesis No. 1

Null Hypothesis(H₀) : There is no significant relationship between Marital status and The HR practices in the sense of autonomy among employees

The HR practices in the sense of autonomy among employees

Marital status * The HR practices in the sense of autonomy among employees					
Count					
	The HR practices in the sense of autonomy among employees				
Marital status	Flexible work arrangements	Job rotation programs	Empowerment Initiatives	All the above	Total
Married	36	21	0	0	57
Un Married	0	33	36	26	96
Total	36	54	36	26	153

Chi – square Tests

	value	Df	Asymptotic significance (2 – sided)
Pearson Chi – Square	98.100	4	.000
Likelihood ratio	129.880	4	.000
Linear by linear Association	77.494	1	.000
No valid Cases	153		

a.1 cells (20.0%) have expected count less than 5. The minimum expected count is 37

SOURCE : Primary Data

INTERPRETATION

The CHI – SQUARE ANALYSIS reveals that the Pearson Chi – Square value 98.100 with the significance value of .000 which is less than the standard significance value 0.05 This Indicates that there is a significant relationship Between the Marital status and The HR practices in the sense of autonomy among employees.

VII. CONCLUSION

The integration of effective human resource culture practices within the textile industry significantly influences job satisfaction among employees. In Coimbatore's textile sector, fostering a positive organizational culture, ensuring fair compensation, and providing opportunities for growth and development have proven to enhance employee



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morale and productivity. By addressing challenges such as work-life balance and employee engagement, companies can create a sustainable and motivated workforce, ultimately contributing to their long-term success and competitiveness.

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