

A Study on the Role of Work-Life Balance in Reducing Employee Attrition in the Textile Industry in Coimbatore

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ABSTRACT

Nowadays, it is becoming difficult for many employees to manage both their professional and personal life properly. This problem is more common in industries like textile, where the workload is very high and employees often must work for long hours. Because of this, they don't get enough time to spend for themselves or with their family members, which can affect their satisfaction level.

This study mainly focuses on the impact of work-life balance on the decision of employees to continue in the job or leave the job, especially in textile industries in Coimbatore. This study also focuses on some key issues like working hours, work pressure, and support provided by the organization to employees.

From this study, it is understood that if employees are able to balance their professional and personal life in a better manner, then they will be satisfied and will not leave the job. On the other hand, if there is no proper balance, then it leads to stress and makes employees think about leaving the job.

KEYWORDS: Work-Life Balance, Employee Attrition, Job Satisfaction, Work Pressure, Organizational Support

INTRODUCTION

In textile industry, employees usually face more work pressure when compared to other sectors. They have to complete their work within a fixed time and sometimes they are required to work for long hours. Due to this reason, they may not get enough time for their personal life.

If this continues for a long period, employees may feel tired and stressed. Slowly, they may start losing interest in their work. In some cases, they may also decide to leave the job if they get a better opportunity.

So, maintaining a proper work-life balance is very important. If employees cannot manage both work and personal life, it can affect their health, satisfaction, and also the organization's performance

REVIEW OF LITERATURE

The significance of work-life balance has already been discussed in various studies.

Agha et al. (2017) have shown in their study that if an employee is able to maintain work-life balance in a proper manner, they would experience less stress, which would result in higher job satisfaction.

According to Kossek and Lee (2020), flexible work arrangements can enable employees to better manage their work and personal life. It is natural that if a certain level of flexibility is provided to the employees, they would be able to maintain work-life balance.

Singh and Kaur (2020) have shown in their study on the textile industry that if an employee is satisfied with work-life balance, they would remain in the organization. It is clear from the above study that work-life balance is directly related to employee retention.

Wang et al. (2021) have pointed out in their study that due to poor work-life balance, stress would increase, which would result in higher employee turnover.

Ramesh and Kumar (2021) have shown in their study that due to long working hours in the textile industry, it would be difficult for the employees to maintain work-life balance, which would result in higher employee turnover.

SCOPE OF THE STUDY

This study mainly looks at how important work-life balance is in reducing employee attrition in the textile industry in Coimbatore. It focuses on a few key areas such as working hours, workload, employee satisfaction, and the support given by the organization.

The study is conducted among the employees of a selected textile firm. The main objective is to find out the relationship between work-life balance and employee retention. It also aims to find out how the HR department could assist in achieving the work-life balance and how the number of employees leaving the firm could be reduced.

LIMITATIONS OF THE STUDY

- The study is limited to the employees who are working in the corporate office. Hence, the opinion of the employees who are working at the factory level is not considered.
- The data is based on the responses received from the employees. Hence, there is a possibility of personal bias.
- The study is done within a short period. Hence, there is a possibility that the study may not reflect the trends.
- The employees may not disclose the entire information due to privacy and confidentiality.

RESEARCH OBJECTIVES

- To study how work-life balance plays a role in reducing employee attrition in textile industry
- To understand how employees feel about their work-life balance
- To find out the different factors that affect work-life balance
- To check whether there is any connection between work-life balance and job satisfaction.
- To identify the main reasons why employees leave their jobs
- To analyze how work pressure affects employees
- To study how effective the HR practices are in managing these issues.

RESEARCH METHODOLOGY

This study follows a descriptive research approach to understand the opinions of employees about work-life balance and employee attrition. Both primary and secondary data were used for the study. Primary data collection methods used in the study include questionnaires, in which employees' views and experiences were collected. Secondary data collection methods include journals, articles, and other available data, which are used to support the study.

A total of 56 employees participated in the study. The convenience method of sampling is used in which employees are selected based on their availability. To analyze the data, simple statistical methods such as percentage analysis, chi-square test, and correlation are used to have a better understanding of the results.

ANALYSIS AND INTERPRETATION

WORK-LIFE BALANCE FACTORS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	2	3.6
AGREE	5	8.9
NEUTRAL	10	17.9

DISAGREE	36	64.3
STRONGLY DISAGREE	3	5.4
TOTAL	56	100

INTERPRETATION

From the responses received, it is seen that the employees are of the opinion that the organization is not providing enough support to enable them to strike the right balance between their personal and professional lives. Only a few employees were satisfied, but most were dissatisfied.

EMPLOYEE ATTRITION AND JOB SATISFACTION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	12	21.4
AGREE	27	48.2
NEUTRAL	12	21.4
DISAGREE	3	5.4
STRONGLY DISAGREE	2	3.6
TOTAL	56	100

INTERPRETATION

It is also seen that the employees are willing to switch their job if they find a good work-life balance in another organization. This is indicative of the importance given to the concept of work-life balance.

RELATIONSHIP BETWEEN GENDER AND JOB SATISFACTION

HYPOTHESIS TESTING

Null Hypothesis (H0): There is no significant relationship between the gender of the respondents and Job satisfaction

Alternate Hypothesis (H1): There is some significant relationship between the gender of the respondents and Job satisfaction

TEST	VALUE
Chi-square value	10.214
Degrees of freedom	4
p-value	0.116
Result	Not Significant

INTERPRETATION

The results of the chi-square test show that there is no significant relationship between gender and job satisfaction. It is seen that both male and female employees are having the same experience in the organization.

FINDINGS

From the study, it is observed that many employees are finding it difficult to balance their professional and personal life. The main reasons identified are long working hours and high work pressure.

During the data collection, a few employees shared that they feel very tired after work and cannot spend enough time with their family. This response was common among several participants.

It is also understood that employees feel the leave policies are not sufficient, and the support from management is also limited. Because of this, their overall satisfaction level is getting affected.

SUGGESTIONS

Organizations can take steps to reduce work pressure and try to provide more flexible working hours. This can help employees manage their time in a better way.

Improving leave policies may also help employees feel more comfortable. Managers should try to understand employee concerns and provide support whenever required. Conducting wellness programs can also help in reducing stress among employees.

CONCLUSION

From this study, it can be understood that work-life balance plays an important role in employee attrition in the textile industry. When employees are not able to manage both work and personal life properly, it leads to stress and dissatisfaction.

In textile companies, long working hours and heavy workload make the situation more difficult. Due to this, many employees consider leaving their jobs. If organizations take proper steps to improve work-life balance, it can help employees feel better and stay in the organization for a longer time. This will benefit both the employees and the organization.

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