

A STUDY ON IMPACT ON EMPLOYEE COMMITMENT TOWARDS ORGANIZATION GROWTH IN TEXTILE INDUSTRY

Submitted in partial fulfilment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by

UGC | Approved by AICTE JEPPIAAR NAGAR, RAJIV GANDHI SALAI,

CHENNAI - 600 119

APRIL - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Manoj Samson. S (39410108) who carried out the project entitled “**A Study on impact on employee commitment towards organization growth in textile industry**” under our supervision from January 2021 to April 2021.

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DECLARATION

I **MANOJ SAMSON S** hereby declare that the Project Report entitled “A study on impact on employee commitment towards organization growth in textile industry” done by me under the guidance of **DR. NITHYA SHANKAR**, faculty school of business administration, is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **DR. G. Bhuvaneswari, Dean - School of Business Administration** and **DR. A. Palani Head of the Department, School of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR. NITHYA SHANKAR**, faculty school of business administration, for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **school of Business Administration** who were helpful in many ways for the completion of the project.

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ABSTRACT

Employee Commitment is the bond employees experience with their organization. Broadly speaking, employees who are committed to their organization generally feel a connection with their organization, feel that they fit in and, feel they understand the goals of the organization. Employee commitment can be stated to which employees are bound emotionally or intellectually to the organization. The management wishes that the employees share a strong commitment to the organization's goals & objectives as this commitment enhances the employee engagement at work. In order to keep the employee commitment levels high the organization needs to keep the employee motivated at work. A motivated employee understands his/her responsibilities well and is always ready to walk an extra mile to achieve customer satisfaction and gains in organization's profit. The following processes have to be put into place if the management is looking for a strong employee commitment. Many industry focus on different areas of improving commitment of their employees so that they can improve performance. Organizations with committed employees tend to perform better than those that have less committed employees and yet various organizations are doing less to improve employee commitment. There is a problem of failure to understand how to enhance employee performance through employee commitment, organizations are not doing much to enhance employee commitment.

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CHAPTER – 1

1.1 INTRODUCTION

Employee commitment can take different forms. The context, direction and development of commitment, as well as the extent to which commitment influences behaviour can result in confusion and debate. Commitment is the bond employees experience with their organisation. employees who are committed to their organisation generally feel a connection with their organisation, feel that they fit in and, feel they understand the goals of the organisation. The added value of such employees is that they tend to be more determined in their work, show relatively high productivity and are more proactive in offering their support. Employee commitment is important because high levels of commitment lead to several favourable organizational outcomes. It reflects the extent to which employee's identify with the organization and is committed to its goals. In the today's competitive business environment, every organization is facing a problem of attracting and retaining, competent human resource. Employee commitment can be stated to which employees are bound emotionally or intellectually to the organization. The management wishes that the employees share a strong commitment to the organization's goals & objectives as this commitment enhances the employee engagement at work. In order to keep the employee commitment levels high the organization needs to keep the employee motivated at work. A motivated employee understands his/her responsibilities well and is always ready to walk an extra mile to achieve customer satisfaction and gains in organization's profit. The following processes have to be put into place if the management is looking for a strong employee commitment.

Affective commitment: Is understood as the employee's constructive emotional bonding to the organisation. Such an employee strongly associates himself/ herself with organisational goals and seeks to stay with the organisation because he/she wishes to do so.

Continuance commitment: Here the emotional quotient is largely moot and the employee perceives it to be very costly to lose organisational membership. This could be for a host of reasons – right from financial costs of salary and benefits to

social costs of ties and reputation. Such an employee stays with the organisation because he or she is tied in.

Normative commitment: There is an obligatory notion at play here. The employee feels to return the value commitments made in him/ her by the organisation. The loyalty aspect is strong- either due to individualised value perceptions that direct behaviour or due to social norms that apply to the context and relate with the environment the organisation belongs to.

1.2 INDUSTRY PROFILE

The textile industry is one of the largest in the world with a large number of raw material and textiles manufacturing. Economy is largely dependent on the textile manufacturing and trade to other major industries. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in raw material production like cotton and related trade and handling could be stated to be around another 60 million. There are 1,227 textile mills with a spinning capacity of about 29 million spindles. While yarn is mostly produced in the mills, fabrics are produced in the powerloom and handloom sectors as well. The Indian textile industry continues to be predominantly based on cotton, with about 65% of raw materials consumed being cotton.

1.2.1 GROWTH OF TEXTILE INDUSTRY

India has already completed more than 50 years of its independence. The analysis of the growth of different segment of the industry during the last five decades of post independence reveals that the growth of the industry during the first two decades after the independence had been gradual, though lower and growth had been considerably slower during the third decade. The growth thereafter picked up significantly during the fourth decade in each and every segment of the industry. The peak level of its growth has however been reached during the fifth decade i.e., the last ten years and more particularly in the 90s. The Textile Policy of 1985 and Economic Policy of 1991 focussing in the direction of liberalisation of economy and trade had in fact accelerated the growth in 1990s.

1.2.2 MARKET SIZE

India's textiles industry contributed 7% of the industry output (in value terms) in FY19. It contributed 2% to the GDP of India and employed more than 45 million people in FY19. The sector contributed 15% to India's export earnings in FY19.

Textiles industry has around 4.5 crore employed workers including 35.22 lakh handloom workers across the country.

The domestic textiles and apparel market stood at an estimated US\$ 100 billion in FY19.

The production of raw cotton in India is estimated to have reached 36.04 million bales in FY20[^]. During FY19, production of fibre in India stood at 1.44 million tonnes (MT) and reached 1.60 MT in FY20 (till January 2020), while that for yarn, the production stood at 4,762 million kgs during same period.

1.2.3 GOVERNMENT INITIATIVES

With a view to raise India's share in the global textiles trade to 10 per cent by 2015 (from the current 3 per cent), the Ministry of Textiles proposes 50 new textile parks. Out of the 50, 30 have been already sanctioned by the government (with a cost of US\$ 710 million). Set up under the Scheme for Integrated Textile Parks (SITP), this initiative will not only make the industry cost competitive, but will also enhance manufacturing capacity in the sector.

Apart from the above, a series of progressive measures have been planned to strengthen the textile sector in India:

- Technology Mission on Cotton (TMC)
- Technology Upgradation fund Scheme (TUFS)
- Setting up of Apparel Training and Design Centres (ATDCs)
- 100 per cent Foreign Direct Investment (FDI) in the textile sector under automatic route.
- Setting up two design centres in Gujarat in collaboration with National Institute of Fashion Technology.
- Setting up a Handloom Plaza in Ahmedabad with an estimated investment of US\$ 24.6 million.

- Revival plans of the mills run by National Textiles Corporation (NTC). Already, for the revival of 18 textile mills, US\$ 2.21 million worth of machineries has been ordered for the upgradation and modernisation of these mills.
- Setting up a handloom mall with an investment of US\$ 24.6 million at Jehangir Mill in Ahmedabad.
- Scrapping of the Textile Committee cess being collected from the textile and textile machinery industry under the Textile Committee.

1.3 NEED FOR STUDY

Increasing employee commitment and loyalty is an ongoing goal and takes lots of ground-work. Employees are attracted to a company which presents an opportunity for them to have a positive effect on the company, whilst continuing to learn and develop alongside the growth of the company. It is important to create a flexible approach to managing your workforce, this may include flexible working patterns, annual leave and also their professional development.

1.4 SCOPE OF THE STUDY

- The research measures the commitment of employees towards organization growth.
- Committed employees bring added value to the organisation, including through their determination, proactive support, relatively high productivity and an awareness of quality
- Gains insights into employee expectations.

1.5 OBJECTIVE OF THE STUDY

The objective of this study is to observe and increase the employee commitment towards organisation growth.

1.5.1 PRIMARY OBJECTIVE: -

A study on impact on employee commitment towards organization growth in textile industry.

1.5.2 SECONDARY OBJECTIVES: -

- To observe the commitment of employees towards organization excellence.
- To discuss various factors like employee loyalty, motivation and engagement towards managing organizational excellence.
- To understand the contribution of ethics business towards employee commitment in an organization.
- To know the superior – employee relationship in the organization in general view.

1.6 LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information has collected from the employees in textile industry.
- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 120 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based.

CHAPTER – 2

REVIEW OF LITERATURE

Biljana Dordevic (2004) stated that the commitment of employees is an important issue because it may be used to predict employee's performance, absenteeism and other. He also stated that employee performance is defined as how an employee fulfil their job duties and executes their required tasks. Employee absenteeism is a frequent lack of attendance at work without valid cause. Absenteeism does not include the occasional no-call, no-show or instances that can't be controlled, like illness or car trouble.

S.Komal Khalid Bhatti, Samina Nawab (2011) said that job satisfaction has the highest impact on high employees' commitment and productivity. Job satisfaction increases productivity through bringing high quality motivation and through increasing working capabilities at time of implementation. Participation has a strong effect on both job satisfaction and productivity, but its effect on satisfaction is somewhat stronger than on productivity. Productivity is a performance measure encompassing both efficiency and effectiveness.

Schweizer et al.(2012) this study defines employee commitment as the employees' decision to stay with a firm regardless of the organizational climate or the change there in.He suggests that when employees work in good conditions, they are more likely to be satisfied and hence be committed to their work.Employees might perceive uncertainty and as a result their level of satisfaction and involvement in the work environment decreases, leading to a reduction of commitment to the firm as well

According to **Klein et al., (2012)** commitment conveys the significance of a relationship between partners and their will to proceed with the relationship in the future. However when employees sense uncertainty, their will to continue working for the firm dissolves. In relationships in which a positive rapport between the partners is developed and maintained over a period of time, the partners are naturally happy with the relationship and they become committed to it.

AliReza Bakhshayesh¹, Mehdi Rahimi, Hojat Eftekhari (2015) research identified the relationship between Quality of Work Life and Organizational Commitment. In organizations, QWL is essential for smooth running of organizations. Further it helps in attracting and retaining efficient and effective employees for right job profile, which in turn leads to employees' and organizations' success. The Work Life balance must be maintained effectively to ensure that all employees are working at their peak potential and free from stress.

Ali Shaemi Barzoki, Vahid Fattahi Sarand (2015) showed there is a significant and direct relationship with a high correlation between organizational justice, organizational commitment and Quality of Work Life. Employee commitment is important because high levels of commitment lead to several favourable organizational outcomes. It reflects the extent to which employee's identify with the organization and is committed to its goals. every organization is facing a problem of attracting and retaining, competent human resource.

Cohen (2003) argued that declining level of absenteeism and tardiness is possible only through the highly committed employees in the organization; it leads to higher productivity and worthy performance. There are lots of good reasons that an employee may be late for work. He suggests that the vast majority of tardiness is blamed on either traffic, childcare or bad weather (all totally understandable reasons). when employees repeatedly show up late, particularly after previously being punctual, it's normal for a manager to be worried.

Meyer and Allen (1997) defined employee commitment as it is a psychological state that characterizes the employee's relationship with the organization and has association for the decision to continue as a member in the organization. When employees have a strong, healthy relationship with their employers, the entire company benefits. Studies show that employees who have mutually respectful relationships with their employers are more likely to be happy, loyal and productive in the long-run.

Rajendran et al (2005) opined that the organizational commitment is the subset of employee commitment, which comprised to work commitment, career commitment and organizational commitment. Career satisfaction or subjective career success is one's evaluation of career development, achievement and expected outcomes relative to one's own goals and aspirations. Career success can also be interpreted as an outcome of good work and psychological feelings, accumulated as a result of one's work experience.

Nguyen (2014) opined that employee's organizational commitment pays a vital role in Employee stability and better customer service hence increases business performance. The subject of organizational commitment is one of the most important issues to be addressed when it comes to the employees of. The problem of this study lies in the lack of clarity and awareness in the front of employees about the important of job satisfaction and its relation on their productivity, performance and their loyalty..

Igella (2014) study reveals that organizational factors like dependability, social processes and organizational climate enhance individual factors to employee commitment. Organisational climate refers to the employees' shared perceptions and the meaning they attach to the policies, practices and procedures they experience in their workplace, as well as to the behaviours they observe being rewarded, supported and expected regarding the human resources of the organisation.

Georgellis, Y. (2015) study identified that unemployment is one of the important antecedent of employee's organizational commitment. High unemployment could affect the employed in two ways. It heightens feelings of job insecurity and it makes a potential job loss more costly. We argue that both of these effects have a positive influence on employee organizational commitment. the effect of regional unemployment on employee commitment differs across types of organizations in different industrial sectors.

Dixit and Bhati, M. (2012) study identifies a significant relationship between employee commitment and productivity, they used three components to measure the status of employee commitment they are affective, continues and normative. Affection for your job occurs when you feel a strong emotional attachment to your organization, and to the work that you do. Continual commitment occurs when you weigh up the pros and cons of leaving your organization. Normative commitment occurs when you feel a sense of obligation to your organization, even if you're unhappy in your role, or even if you want to pursue better opportunities.

Bhatti et al (2011) argued that job satisfaction has the highest impact on high employees' commitment and productivity. Job satisfaction increases productivity through bringing high quality motivation and through increasing working capabilities at time of implementation. Participation has a strong effect on both job satisfaction and productivity, but its effect on satisfaction is somewhat stronger than on productivity. Productivity is a performance measure encompassing both efficiency and effectiveness. It is important, therefore, to know who the productive workers are.

Chinomona et al (2015) research shows proved that a higher level of employee satisfaction is associated with a high employee commitment. He stated that job satisfaction is how the employee feels about the enterprise or about determined aspects of it. It is how much the person likes satisfaction or dislikes dissatisfaction his work. The expression job satisfaction represents how much an individual experiences pleasures in the organizational context. I

Mathieu et al (1990) and Dunham et al. (1994) advocate that older employees are more committed with organization because they have less alternative employment opportunity. Age seems to be particularly related to normative and continuous commitment. Working and ageing Emerging theories and empirical perspectives Due to their lower participation in training activities, older employees face problems with career prospects as compared to younger employees. One reason for the underrepresentation of older workers and for the lower degree of support and encouragement.

Mathieu et al (1990) argued that women employees are more committed to the organization than men. From the research Mathieu et al (1990), John (1999) it is evident that marital status of employees has an association with employee's commitment. Married employees are more committed than a bachelor. Married people have more family responsibilities and need more stability and security in their jobs, and, therefore, they are likely to be more committed to their current organization than their unmarried counterparts.

Bin et al (2011) research shows that individual factors like age, job security, and marital status influences on the level of employees commitment with the organization. Age and tenure are considered the important antecedents of organizational commitment as they are the main indicators of side-bets. Organizational commitment and age have been found to be positively related in a number of studies . Married employees are more committed than a bachelor. Married people have more family responsibilities and need more stability and security in their jobs, and, therefore, they are likely to be more committed to their current organization than their unmarried counterparts

Lee et al (2013) research identifies that biographical characteristics of the employees like age, gender, job level, education level, job status etc effects on employee's commitment with the organization. Age and tenure are considered the important antecedents of organizational commitment as they are the main indicators of side-bets. Organizational commitment and age have been found to be positively related in a number of studies.

Zahedi et al (2015) study opined that there is a significant relationship between social dependency and organizational commitment of employees. Organizational commitment is an important concept because it influences the commitment on employees, organizations, and society as a whole. Employees can benefit from commitment using the intrinsic and extrinsic rewards relevant to the organization. Organizational commitment is viewed as “a tendency to ‘engage in consistent lines of activity’ based on the individual’s recognition of the ‘costs’ (or lost side-bets) associated with discontinuing the activity.

Alikhani, et al (2014) research reveals that women employees are more committed than men. Women express commitment in terms of passion, consensus, service to members, enabling and strengthening the capabilities of others, sacrifice, and personal fulfilment. Women’s commitment involves different emotional considerations to those of the men in the study.

Mathieu &Zajac (1990) research found that there is a strong correlation between employee’s commitment and job characteristics like job scope, job enrichment, job rotation etc. He stated skill variety refers to the extent to which the job requires a person to utilize multiple high-level skills. Job enrichment is a job redesign technique that allows workers more control over how they perform their own tasks. This approach allows employees to take on more responsibility. Job rotation involves moving employees from job to job at regular intervals

Dawis, (1992) argued that employees are more committed only when there is a good match between what he get and what organization provides. The factors have been proven to have the biggest influence on employee commitment levels. The influencers include: clear company goals, gaining energy from work, feeling a fit with the company and a challenging work environment.

Vandenberghe (2009) research identified the relationship between the leadership styles of superiors and employee in their commitment and turnover. Turnover intention is an employee's predetermination to withdraw and leave an organization, not the actual separation from the organization itself. Turnover intention refers to an individual's perceived probability of staying with or leaving an employing organization. Turnover intention can result in losses to a firm.

Freyermuth (2007) opinion that if the leader emphasizes more on employee progress than prescribed evaluation process that enhance employees commitment and retention rate. Retention is a voluntary move by an organisation for creating an environment which engages employees for long term. The major objective of retention is the prevention of loss of competent employees from the organisation as it adversely affects productivity and service delivery.

Gelaidan (2013) research recognized that the transformational leadership is positively related with normative commitment of employees. the study shows that affective and normative commitment are positively related to transformational leadership. It develops positive relationships with subordinates and motivate performance that accomplishes specific goals. transformational leadership integrates the elements of empathy, compassion, sensitivity, relationship building, and innovation .

Becker et, al (1996) research found that employee commitment to supervisors is positively related to job performance. He states that supervisors are agents of the organization. This means that supervisors play a large role in how a subordinate feels regarding their value as it pertains to the company. When a subordinate goes through some sort of review process, employees are aware that it will make its way to higher level supervisors. If the direct supervisor of an employee views them positively and makes that known, it means that the employee will likely view higher level managers as having a similar view.

Lee et al (2015) research justified that charismatic leadership will enhance the effect of employee's organizational commitment. Charismatic leader can lead and influence employees, is the cornerstone of a successful business. Leadership style reflects the relationship between an individual and a group built around some common interest wherein the group behaves in a manner directed or determined by the leader. Leadership styles have shown a strong relationship with employee's outcomes such as job performance organizational commitment

Baumeister and Leary (1995) study argues that emotional attachment between colleagues in the workplace is a significant element for employee commitment towards the job as well as towards organization. He found that emotional intelligence training boosted employee productivity and resulted in better evaluations from management. Emotional stability greater ability to manage their own emotions and tolerate stress and enhance their commitment

Nguyen et al (2014) study identifies teamwork, working relationship with management, work conditions influence employee's organizational commitment. High unemployment could affect the employed in two ways. It heightens feelings of job insecurity and it makes a potential job loss more costly. We argue that both of these effects have a positive influence on employee organizational commitment. The effect of regional unemployment on employee commitment differs across types of organizations in different industrial sectors.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data.

3.1.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research design has been adopted for the present study. Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE

3.2.1 CONVENIENCE SAMPLING METHOD

Sampling technique has been used to select the samples for the population. A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.2.2 TARGET SAMPLING

Target sample is the one the employees working in the textile industry and sample comprises of 120 working employees in the textile industry.

3.3 SOURCES OF DATA

3.3.1 PRIMARY DATA

For the present study to collect primary data a well structured questionnaire was used. Primary data, by contrast, are collected by the investigator conducting the research

3.3.2 QUESTIONNAIRE

The questionnaire tried to capture the responses of the customers mainly on the key deliverables, derived from the survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into employee expectations.

3.3.3 SECONDARY DATA SOURCES

Secondary data refers to data that was collected by someone other than the user, so for the current study common sources of secondary data like Journal, Books, Websites was used.

3.4 STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose.

3.5 SAMPLE SIZE

The sample size of this study is 120 which is collected from the employees.

3.6 PERIOD OF STUDY

The period of study is from January 2021 to April 2021 which is a four months of study.

3.7 ANALYTICAL TOOLS

The analytical tools used are spss for testing the hypothesis, T- test in spss tool and ANOVA in spss tool and correlations in spss tool.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1. GENDER OF THE RESPONDENTS:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
MALE	69	57.5
FEMALE	51	42.5
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table it is interpreted that the number of male respondents is 57.5% and female respondents is 42.5%.

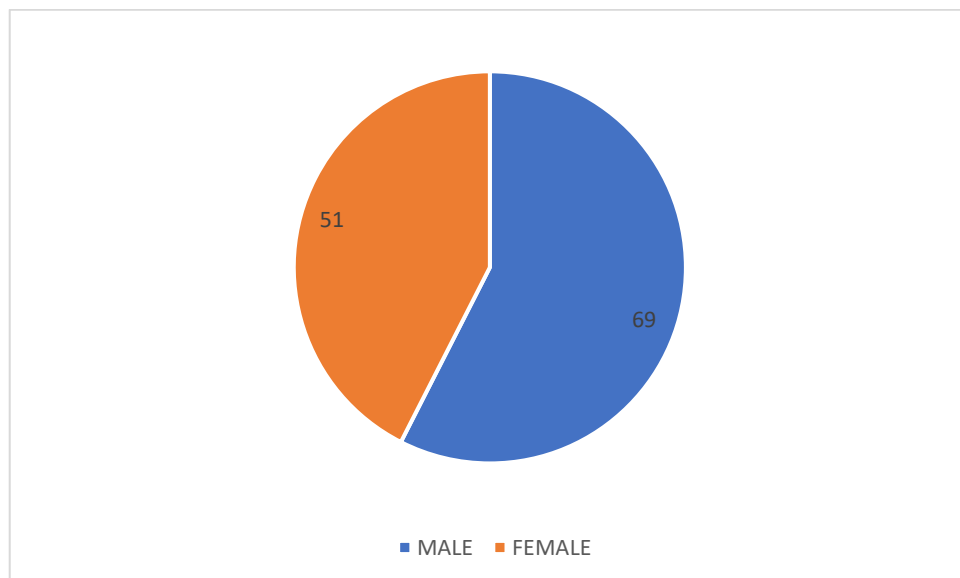


CHART4.1.1: GENDER OF THE RESPONDENTS

TABLE 4.1.2: AGE OF THE RESPONDENTS:

PARTICULARS	NO. OF RESPONDENTS		PERCENTAGE
18 - 30 YEARS	91		71.8
31 - 40 years	23		19.2
41 years and above	6		5
TOTAL	120		100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents between 18-30 is 76%,31-40 is 19%,41 and above is 5%.

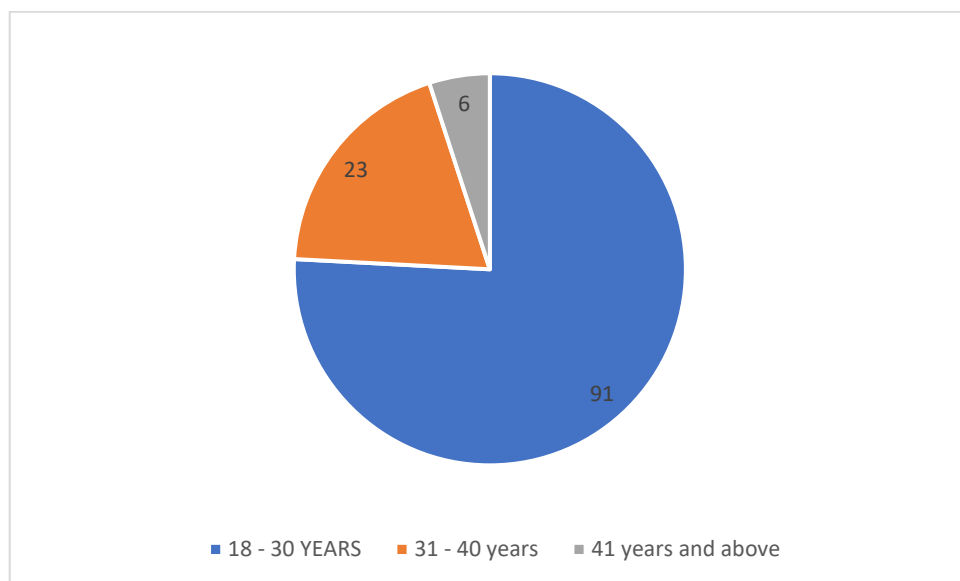


CHART 4.1.2 AGE OF THE RESPONDENTS:

Table 4.1.3 MARTIAL STATUS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
MARRIED	73	60.8
UNMARRIED	43	35.8
PREFER NOT SAY	4	3.3
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is married is 61%, unmarried is 36% and prefer not to say is 3%.

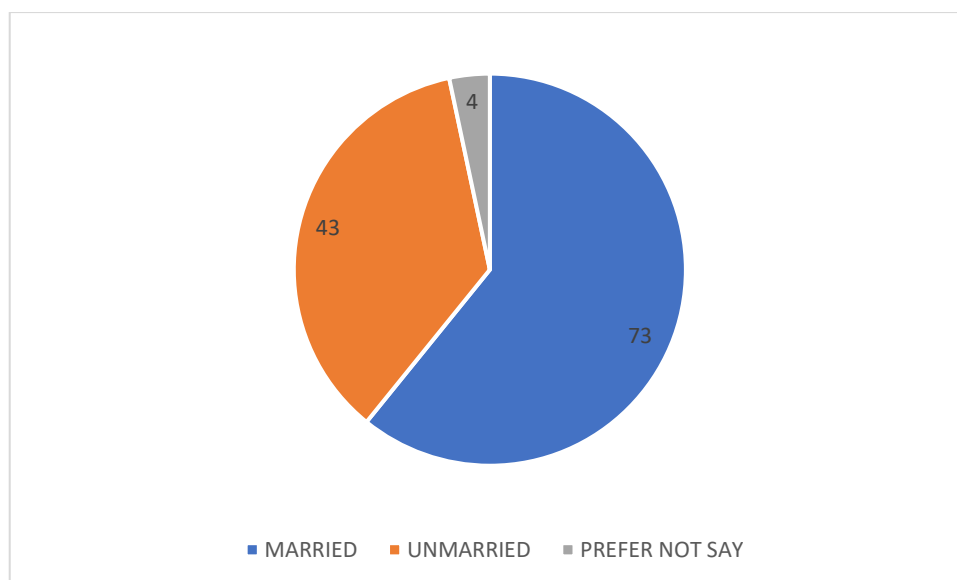


CHART 4.1.3 MARTIAL STATUS

TABLE 4.1.4 SIZE OF THE COMPANY

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
LARGE CAPITAL	31	26.1
MIDDLE CAPITAL	61	51.3
SMALL CAPITAL	27	22.7
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents in large capital is 26%, middle capital is 51% and small capital is 23%.

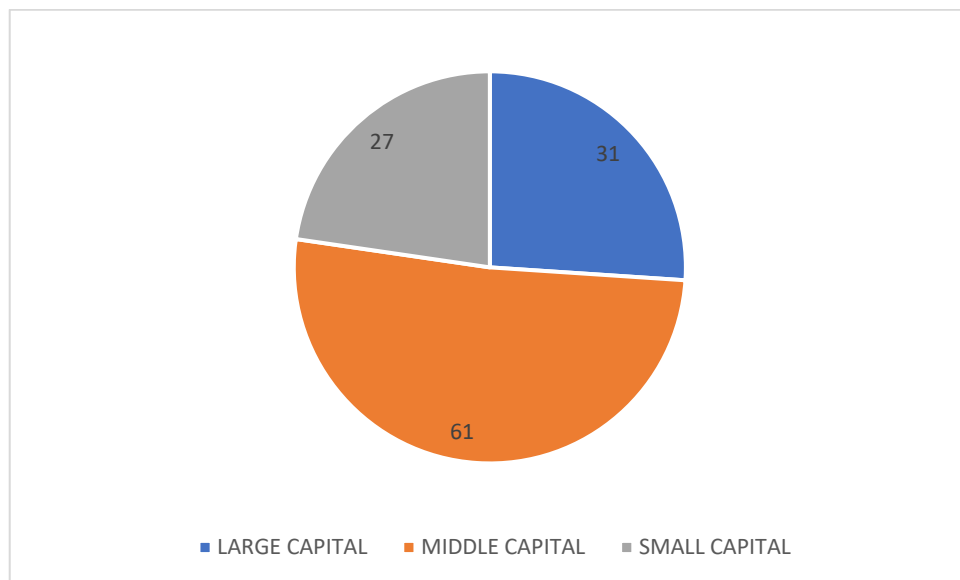


CHART 4.1.4 SIZE OF THE COMPANY

TABLE 4.1.5 DESIGNATION

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
NONSUPERVISORY STAFF	50	41.7
SUPERVISOR	42	35
MANAGER	28	23.3
TOTAL	120	

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is nonsupervisory staff is 42%, supervisor is 35% and manager is 23%.

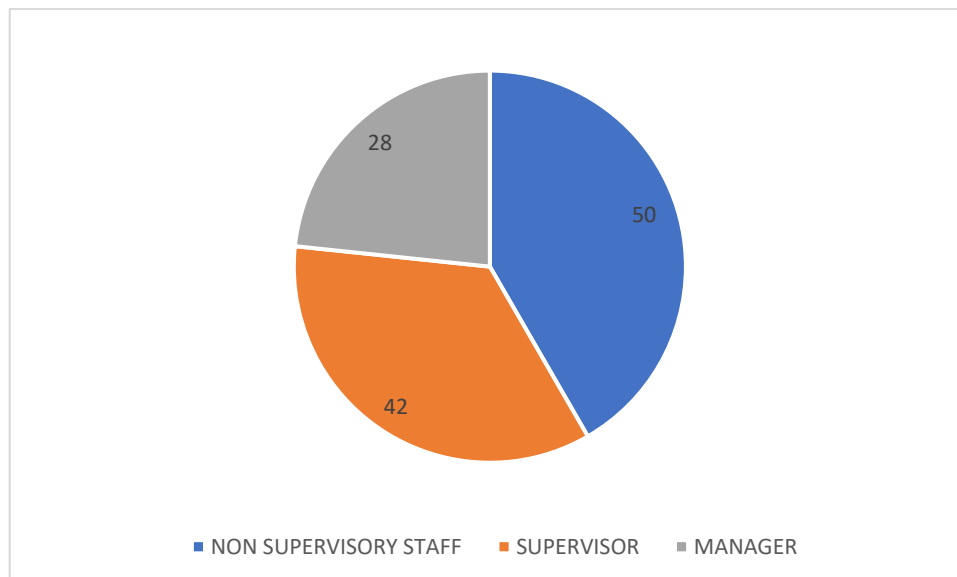


CHART 4.1.5 DESIGNATION

TABLE 4.1.6 WORK EXPERIENCE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
LESS THAN A YEAR	35	29.2
1-3 YEARS	37	30.8
3-6 YEARS	26	21.7
6-10 YEARS	15	12.5
MORE THAN 10 YEARS	7	5.8
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is less than a year is 29%, 1-3 years is 31%, 3-6 years is 22%, 6-10 years is 13% and more than 10 years is 6%

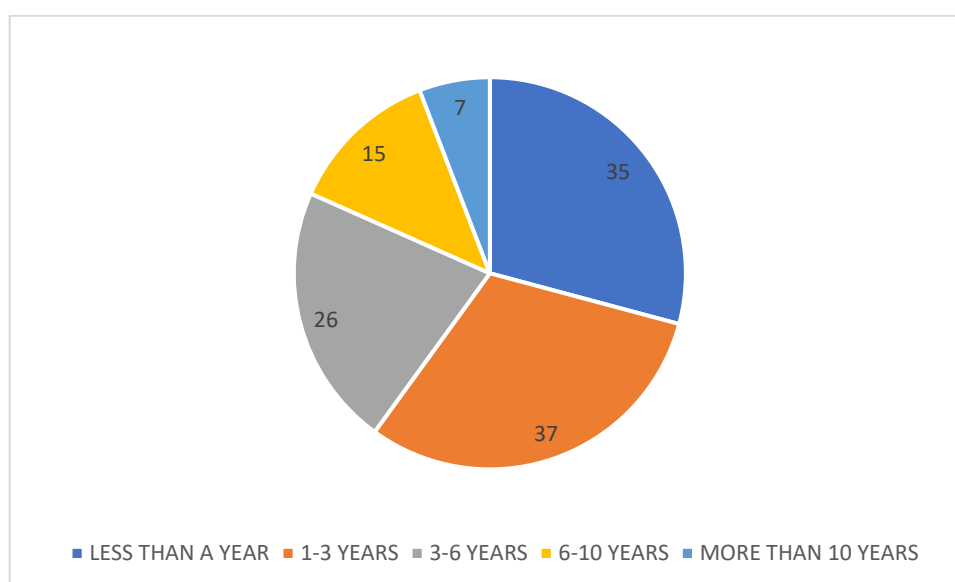


CHART 4.1.6 WORK EXPERIENCE

TABLE 4.1.7 LOYALTY TOWARDS THE COMPANY

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	57	42.5
AGREE	40	39.2
NEUTRAL	18	15
DISAGREE	4	3.3
STRONGLY DISAGREE	0	0
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 48%, agree is 34%, neutral is 15%, disagree is 3% and strongly disagree is 0.

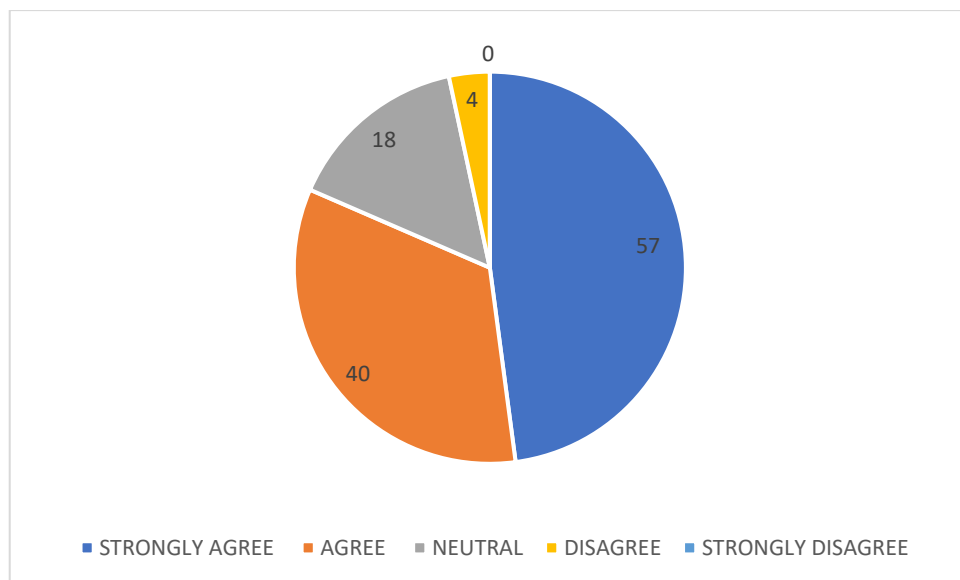


CHART 4.1. 7 LOYALTY TOWARDS THE COMPANY

TABLE 4.1.8 VALUE COMPANY'S GOODWILL

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	40	33.3
AGREE	64	53.3
NEUTRAL	12	10
DISAGREE	2	1.7
STRONGLY DISAGREE	2	1.7
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 40%, agree is 64%, neutral is 12%, disagree is 2% and strongly disagree is 2%.

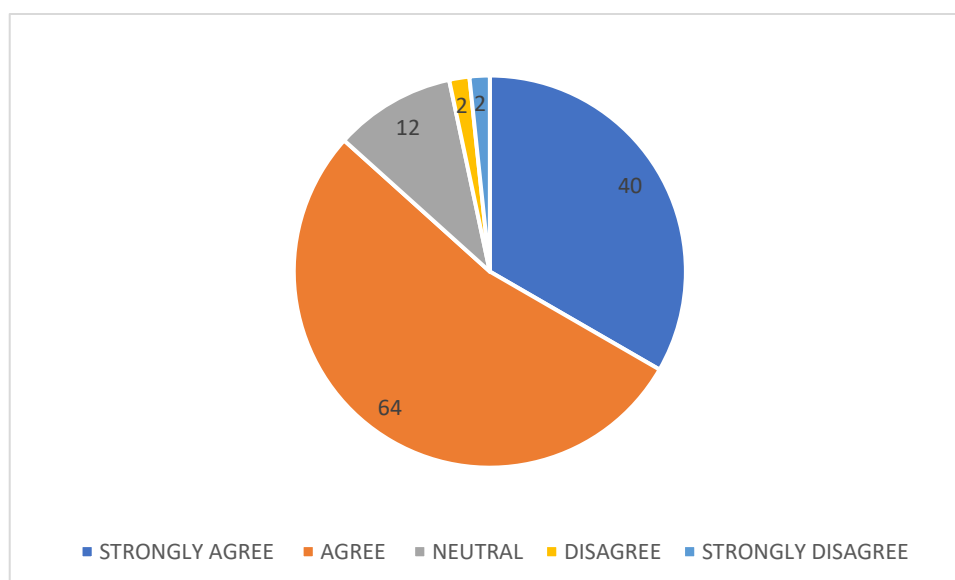


CHART 4.1. 8 VALUE COMPANY'S GOODWILL

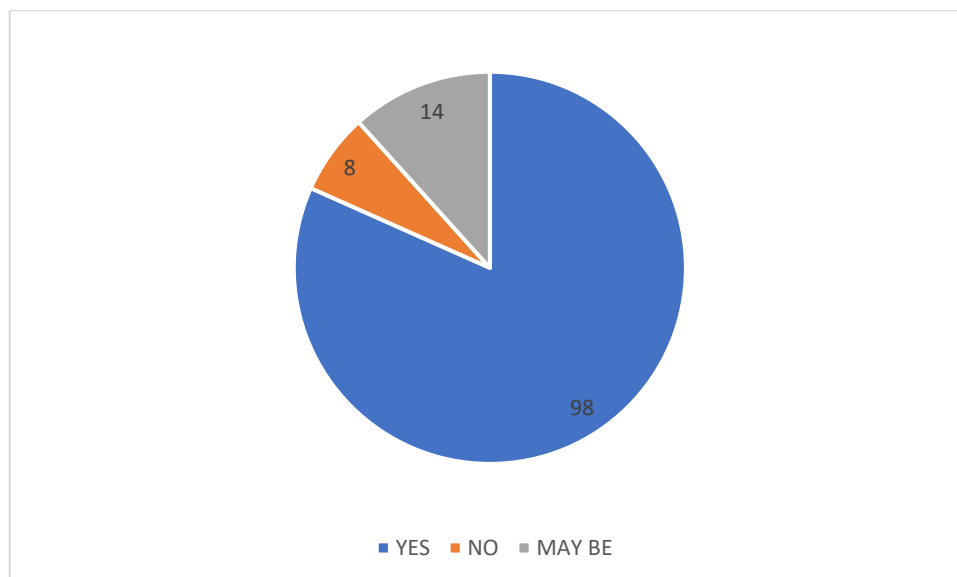
**TABLE 4.1.9 UNDERSTANDING CONTRIBUTION TOWARDS
COMPANY'S MISSION**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	98	81.7
NO	8	6.7
MAY BE	14	11.7
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is yes is 98%, no is 7% and may be is 12%.



**CHART 4.1. 9 UNDERSTANDING CONTRIBUTION TOWARDS
COMPANY'S MISSION**

Table 4.1.10 FEELING GLAD TO WORK IN THE COMPANY

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	35	29.2
AGREE	48	40
NEUTRAL	30	25
DISAGREE	6	5
STRONGLY DISAGREE	1	0.8
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 29%, agree is 48%, neutral is 30%, disagree is 5% and strongly disagree is 1%.

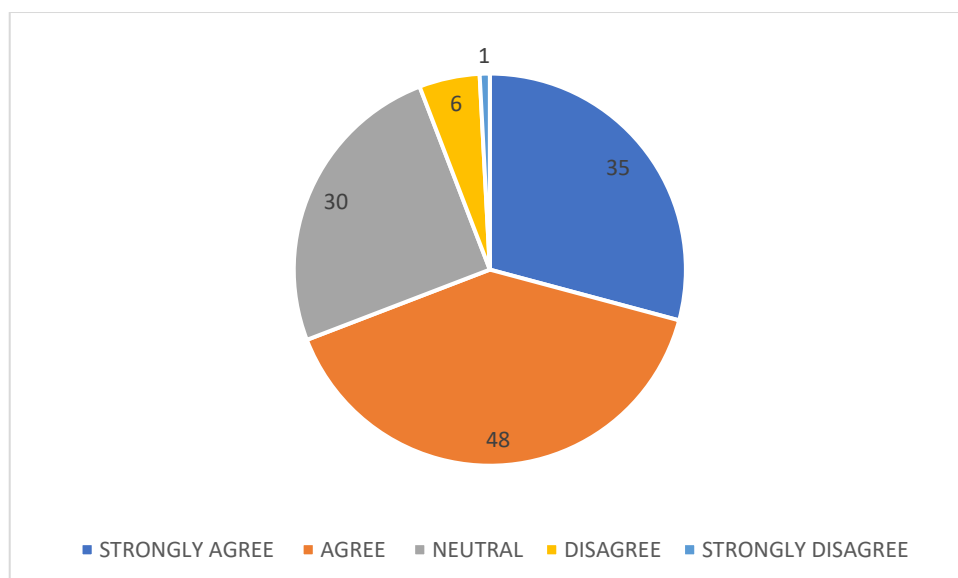


CHART 4.1.10 FEELING GLAD TO WORK IN THE COMPANY

TABLE 4.1.11 HIGH QUALITY VISION IN COMPANY

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	34	28.3
AGREE	42	35
NEUTRAL	31	25.8
DISAGREE	11	9.2
STRONGLY DISAGREE	2	1.7
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 34%, agree is 42%, neutral is 31%, disagree is 9% and strongly disagree is 2%.

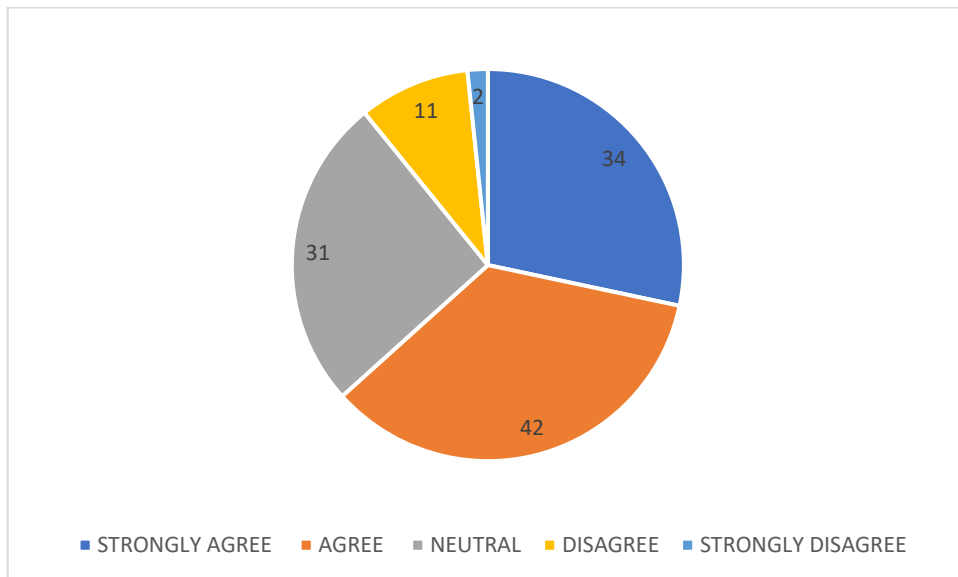


CHART 4.1. 11 HIGH QUALITY VISION IN COMPANY

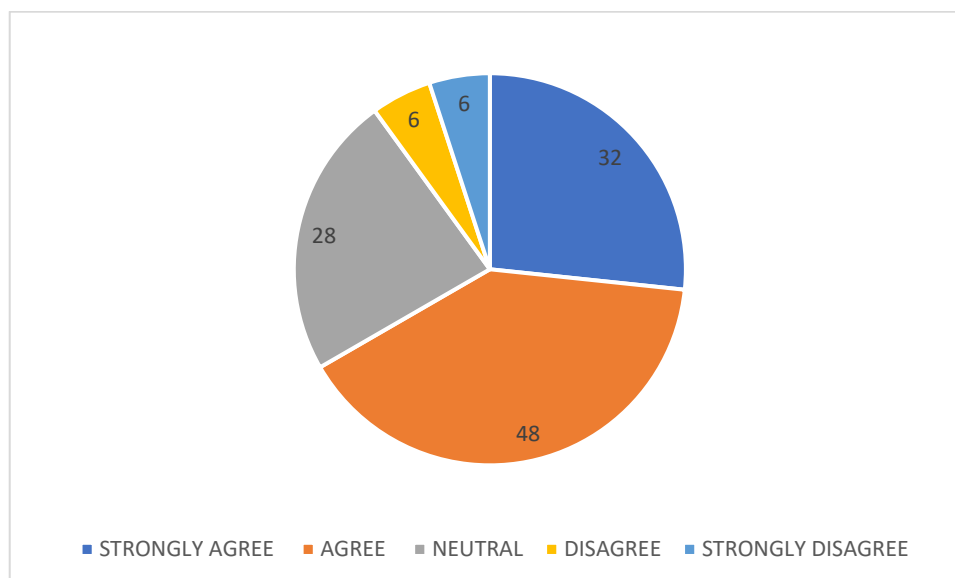
**TABLE 4.1.12 MY COMPANY INSPIRES ME TO GIVE MY BEST
SHOT AT WORK**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	32	26.7
AGREE	48	40
NEUTRAL	28	23.3
DISAGREE	6	5
STRONGLY DISAGREE	6	5
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 27%, agree is 48%, neutral is 28%, disagree is 5% and strongly disagree is 5%.



**CHART 4.1. 12 MY COMPANY INSPIRES ME TO GIVE MY BEST
SHOT AT WORK**

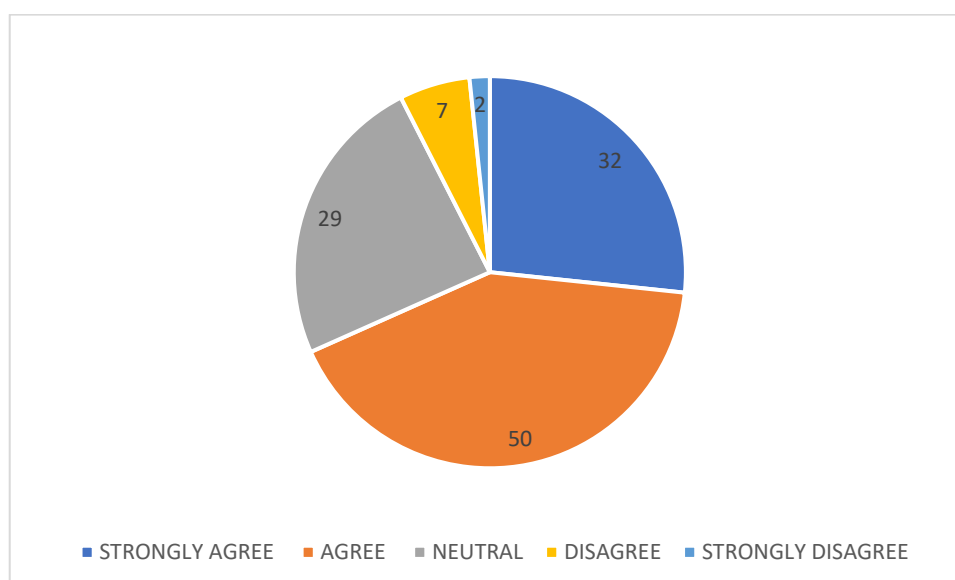
**TABLE 4.1.13 I FEEL PROUD TO TELL OTHERS THAT I AM A
PART OF THIS COMPANY**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	32	26.7
AGREE	50	41.7
NEUTRAL	29	24.2
DISAGREE	7	5.8
STRONGLY DISAGREE	2	1.7
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 27%, agree is 42%, neutral is 24%, disagree is 6% and strongly disagree is 2%.



**CHART 4.1.13 I FEEL PROUD TO TELL OTHERS THAT I AM A
PART OF THIS COMPANY**

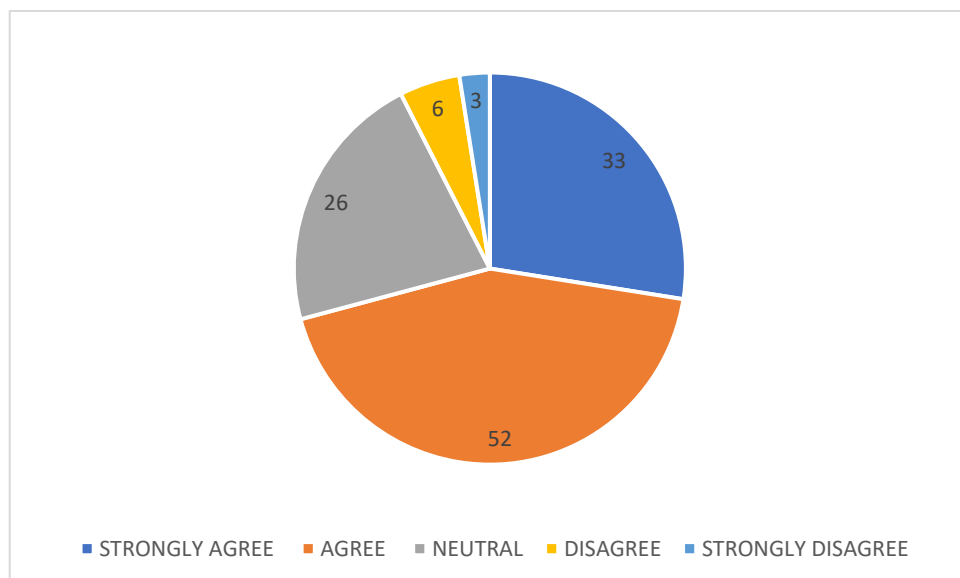
**TABLE 4.1.14 MY COMPANY OFFERS EXCELLENT SERVICE/
PRODUCTS**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	33	27.5
AGREE	52	43.2
NEUTRAL	26	21.7
DISAGREE	6	5
STRONGLY DISAGREE	3	2.5
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 28%, agree is 52%, neutral is 22%, disagree is 5% and strongly disagree is 3%.



**CHART 4.1. 14 MY COMPANY OFFERS EXCELLENT SERVICE/
PRODUCTS**

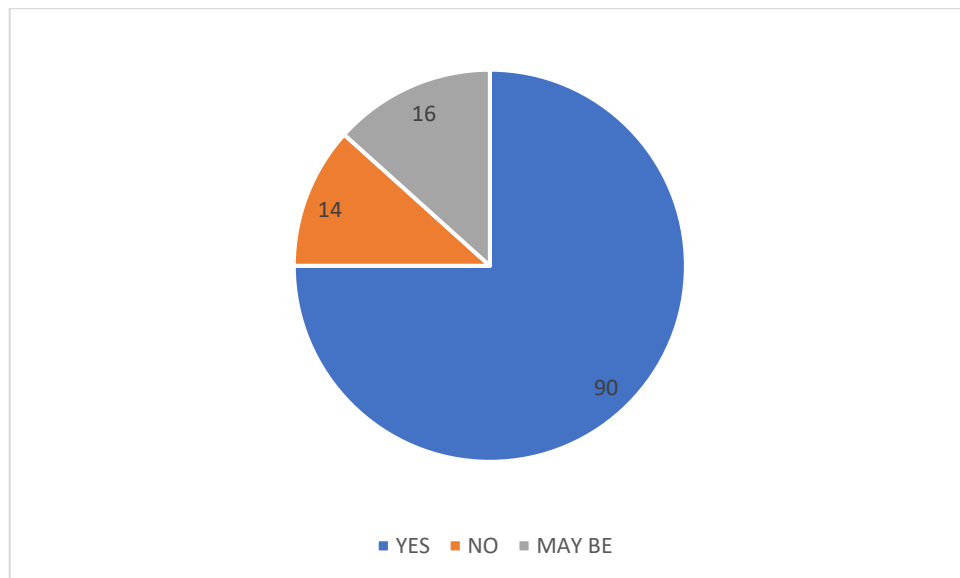
**TABLE 4.1.15 DOES CUSTOMER SATISFACTION IS TAKEN
SERIOUSLY IN YOUR COMPANY**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	90	75
NO	14	11.7
MAY BE	16	13.3
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is yes is 90%, no is 14% and may be is 13%.



**CHART 4.1. 15 DOES CUSTOMER SATISFACTION IS TAKEN
SERIOUSLY IN YOUR COMPANY**

Table 4.1.16 MY COMPANY HAS GOOD REPUTATION

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	41	34.2
AGREE	42	35
NEUTRAL	31	28.8
DISAGREE	3	2.5
STRONGLY DISAGREE	3	2.5
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 34%, agree is 35%, neutral is 26%, disagree is 3% and strongly disagree is 3%.

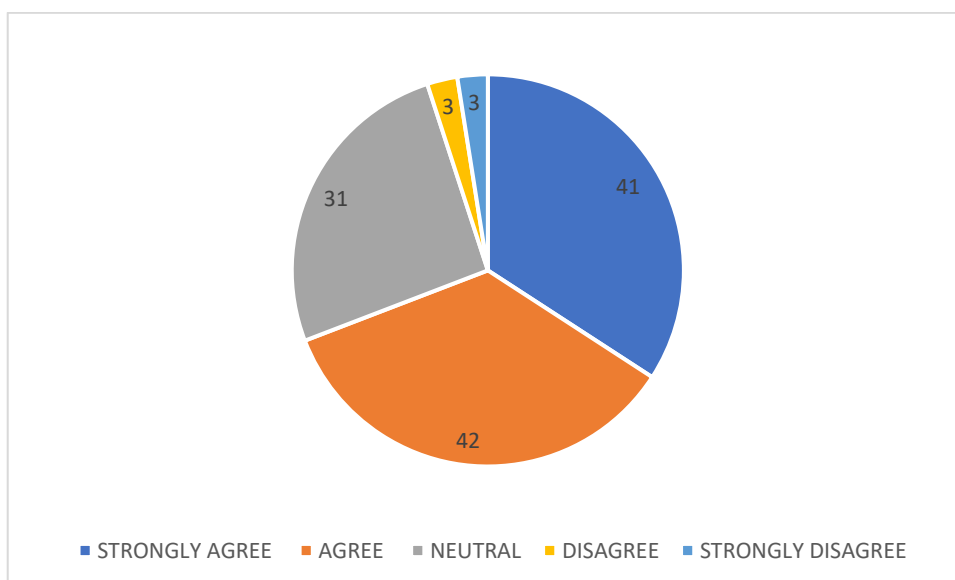


CHART 4.1. 16 MY COMPANY HAS GOOD REPUTATION

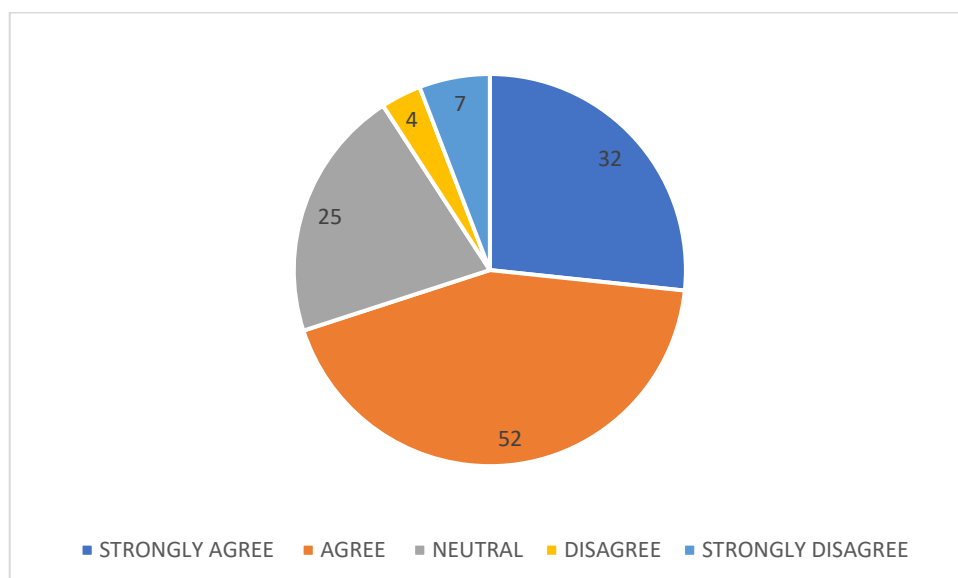
**TABLE 4.1.17 I HAVE BEEN ENCOURAGED TO BE CREATIVE AT
WORK**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	32	26.7
AGREE	52	43.3
NEUTRAL	25	20.8
DISAGREE	4	5.8
STRONGLY DISAGREE	7	3.3
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 27%, agree is 43%, neutral is 21%, disagree is 3% and strongly disagree is 7%.



**CHART 4.1. 17 I HAVE BEEN ENCOURAGED TO BE CREATIVE AT
WORK**

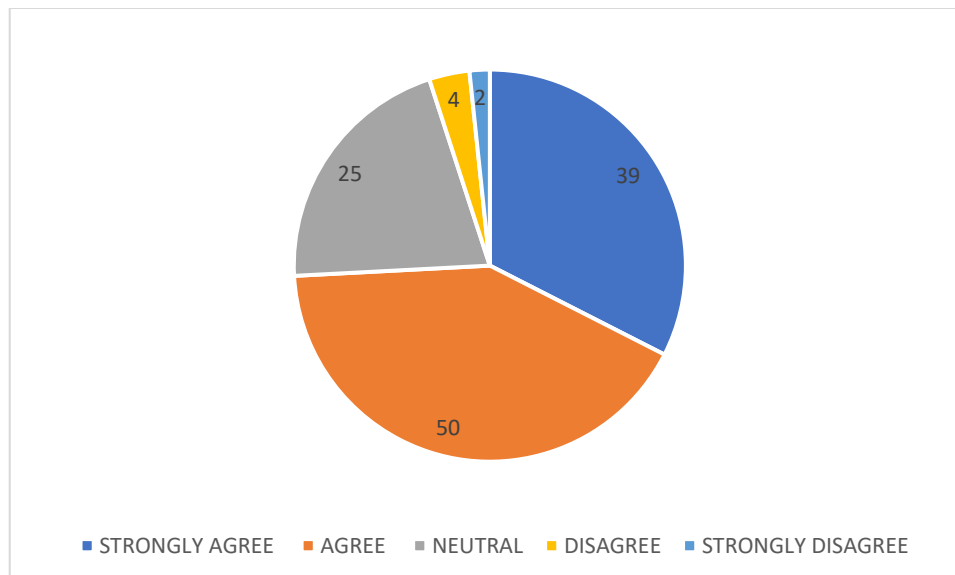
**TABLE 4.1.18 I AM SATISFIED PROVIDING MY BEST SERVICES
TO THE CUSTOMERS NEEDS/ WANT**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	39	32.5
AGREE	50	41.7
NEUTRAL	25	20.8
DISAGREE	4	3.3
STRONGLY DISAGREE	2	1.7
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 33%, agree is 42%, neutral is 21%, disagree is 3% and strongly disagree is 2%.



**CHART 4.1. 18 I AM SATISFIED PROVIDING MY BEST SERVICES
TO THE CUSTOMER NEEDS/ WANT**

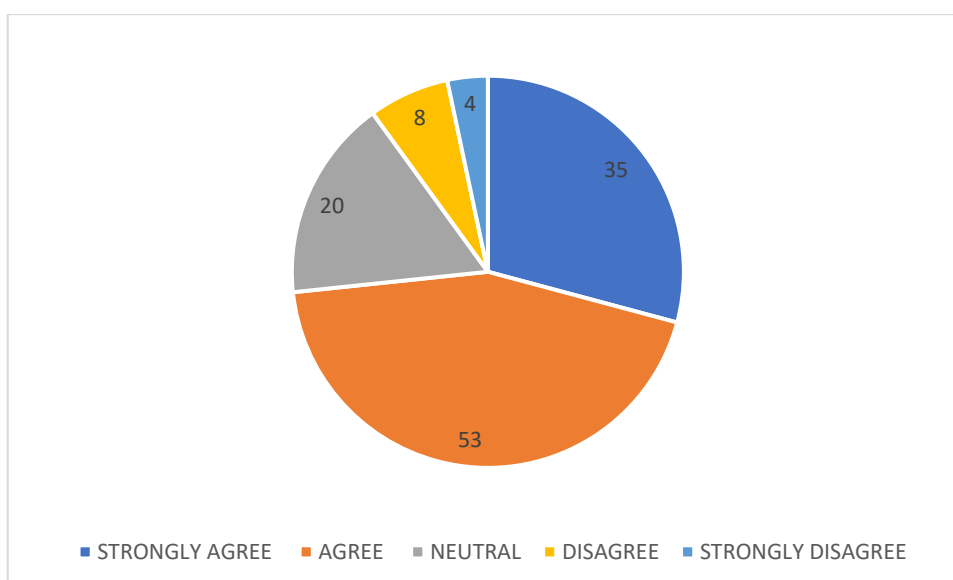
**TABLE 4.1.19 NECESSARY SKILLS TO HANDLE THE SITUATION
ON COMPANY'S BEST/WORST TIME**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	35	29.2
AGREE	53	44.2
NEUTRAL	20	16.7
DISAGREE	8	6.7
STRONGLY DISAGREE	4	3.3
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 29%, agree is 44%, neutral is 20%, disagree is 7% and strongly disagree is 3%.



**CHART 4.1. 19 NECESSARY SKILLS TO HANDLE THE SITUATION
ON COMPANY'S BEST/WORST TIME**

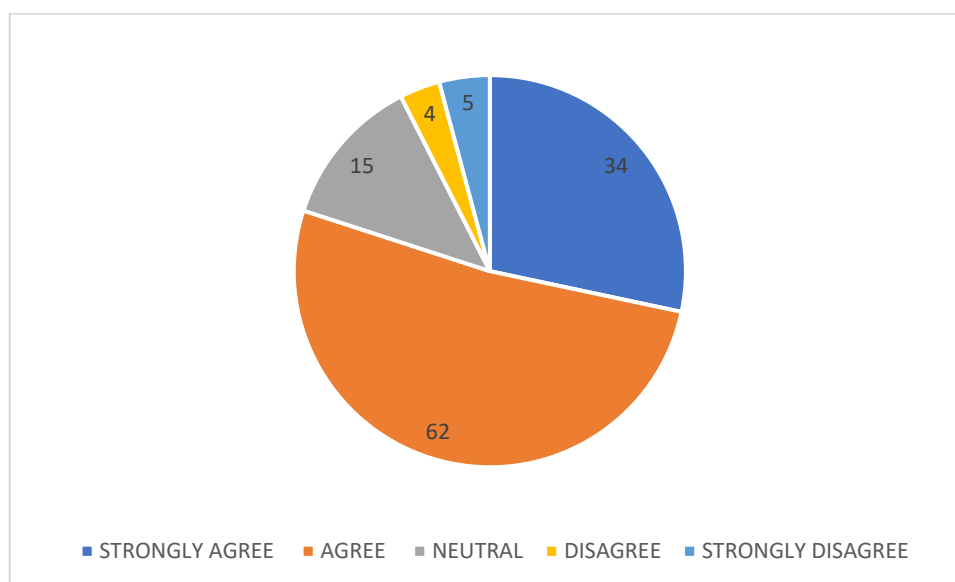
**TABLE 4.1.20 CLEAR KNOWLEDGE ABOUT OF MY JOB
RESPONSIBILITIES AND EXPECTATION**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	34	28.3
AGREE	62	51.7
NEUTRAL	15	12.5
DISAGREE	4	3.3
STRONGLY DISAGREE	5	4.2
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is strongly agree is 28%, agree is 62%, neutral is 13%, disagree is 3% and strongly disagree is 4%.



**CHART 4.1.20 CLEAR KNOWLEDGE ABOUT OF MY JOB
RESPONSIBILITIES AND EXPECTATION**

TABLE 4.1.21 SELF SATISFACTION TOWARDS YOUR WORK

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	91	75.8
NO	10	8.3
MAY BE	19	15.8
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is yes is 91%, no is 10% and may be is 16%.

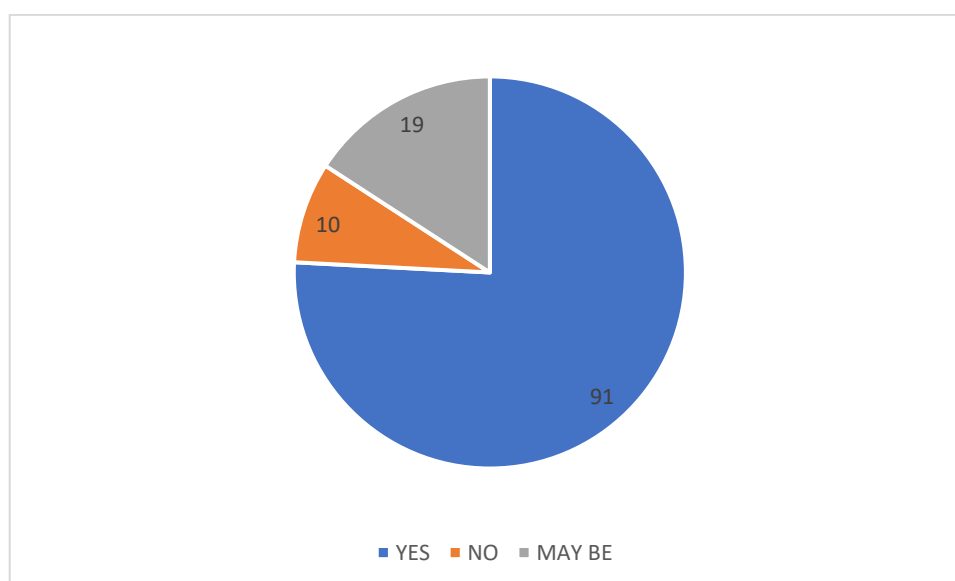


CHART 4.1. 21 SELF SATISFACTION TOWARDS YOUR WORK

TABLE 4.1.22 FEEDBACK TOWARDS YOUR WORK

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
ALWAYS	37	30.8
OFTEN	38	31.7
SOMETIMES	34	28.3
RARELY	6	5
NEVER	5	4.2
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is always is 31%, often is 38%, sometimes is 28%, rarely is 5% and never is 4%,

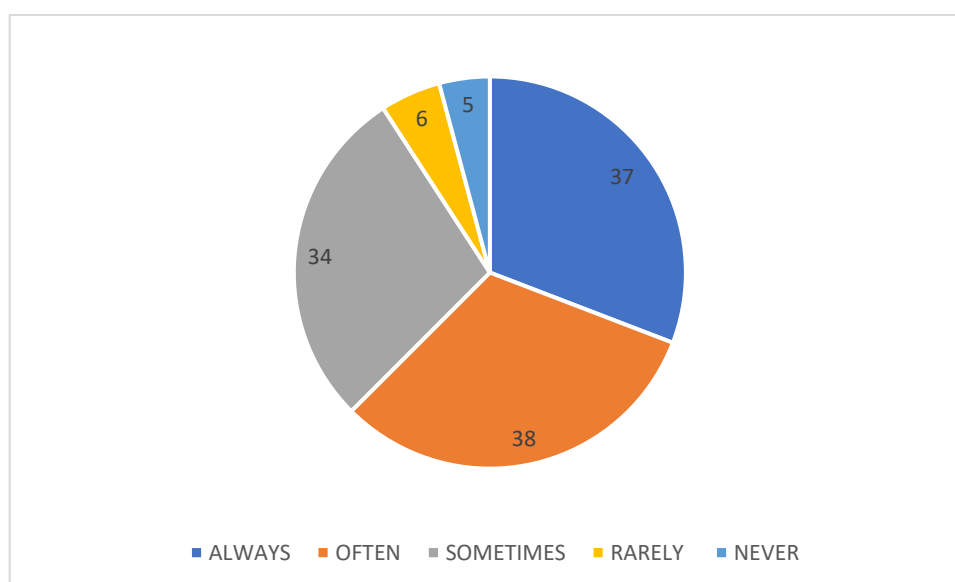


CHART 4.1. 22 FEEDBACK TOWARDS YOUR WORK

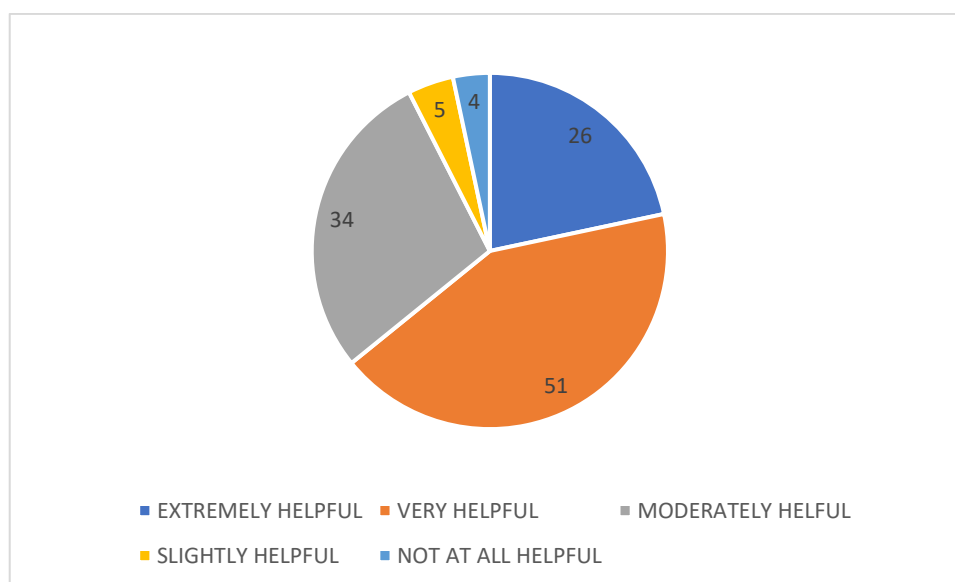
**TABLE 4.1.23 HOW HELPFUL HAS BEEN THE FEEDBACK GIVEN
BY YOUR SUPERIOR**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
EXTREMELY HELPFUL	26	21.7
VERY HELPFUL	51	42.5
MODERATELY HELPFUL	34	28.3
SLIGHTLY HELPFUL	5	3.3
NOT AT ALL HELPFUL	4	4.2
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is extremely helpful is 26%, very helpful is 51%, moderately helpful is 34%, slightly helpful is 4% and not at all helpful is 3%.



**CHART 4.1. 23 HOW HELPFUL HAS BEEN THE FEEDBACK
GIVEN BY YOUR SUPERIOR**

TABLE 4.1.24 WILL YOU RECOMMEND THIS COMPANY TO YOUR FRIENDS AND FAMILY

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	92	77.3
NO	12	10.1
MAY BE	15	12.6
TOTAL	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table is interpreted that the number of respondents is yes is 92%, no is 10% and may be is 13%.

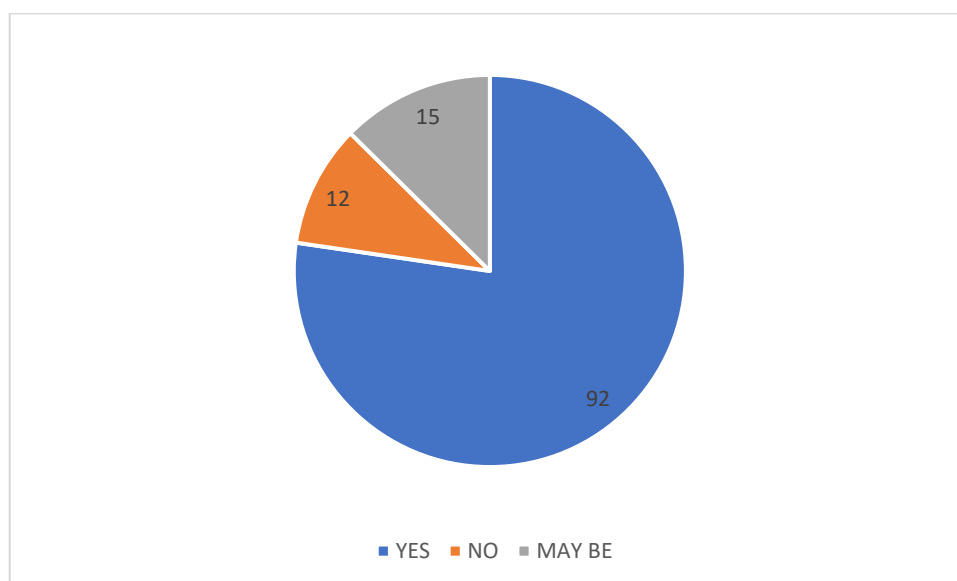


CHART 4.1. 24 WILL YOU RECOMMEND THIS COMPANY TO YOUR FRIENDS AND FAMILY

4.2 T- TEST - TO TEST WHETHER THERE IS OR THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN GENDER IN REGARD TO LOYALTY TOWARDS THE ORGANIZATION

Null Hypothesis (H_0) - There is no significant difference between gender in regard to loyalty towards toward the organization.

Alternative Hypothesis (H_1) - There is significant difference between gender in regard to loyalty towards toward the organization.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
male	69	1.58	.496	.045
female	51	2.61	1.374	.125

One-Sample Test

Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
gen	34.756	119	.000	1.575	1.49	1.66
loyalty	20.798	119	.000	2.608	2.36	2.86

SOURCE: PRIMARY DATA

INTERPRETATION

P value is 0.000, which is below 0.05 so H_1 is accepted and H_0 is rejected. So, there is significant difference between gender in regard to loyalty towards toward the organization. Based on mean value, the mean value for female is 2.61 which is higher than mean value for male. This infers that female employees are more loyal towards the organization.

4.3 ANOVA – TO TEST WHETHER THERE IS OR THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN THE DESIGNATION WITH REFERENCE TO EMPLOYEE WAS ABLE TO CONTRIBUTE TOWARDS COMPANY’S MISSION.

Null Hypothesis (H0) - There is no significant difference between the designation with reference to employee was able to contribute towards company’s mission.

Alternate Hypothesis (H1) - There is significant difference between the designation with reference to employee was able to contribute towards company’s mission.

ANOVA					
	designation				
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.186	2	.093	.161	.851
Within Groups	67.406	117	.576		
Total	67.592	119			

SOURCE: PRIMARY DATA

INTERPRETATION

P value 0.851, which is above 0.05 therefore, there is no significant difference between the designation and employee was able to contribute towards company’s mission

4.4 CORRELATIONS - TO TEST WHETHER THERE IS OR THERE IS NO CORRELATION BETWEEN COMPANY INSPIRES TO GIVE THEIR BEST SHOT AT WORK VS ENCOURAGED FOR BEING CREATIVE IN WORK.

Null Hypothesis (H0) - There is no correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

Alternate Hypothesis (H1) - There is correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

Correlations

		inspires	encourage
inspires	Pearson Correlation	1	.415**
	Sig. (2-tailed)		.000
	N	120	120
encourage	Pearson Correlation	.415**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

SOURCE: PRIMARY DATA

INTERPRETATION

P value is 0.000 which is below 0.05. So H1 is accepted and H0 is rejected
There is positive correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

CHAPTER – 5

5.1 FINDINGS AND SUGGESTIONS

- Majority of (57.5%) employees are male.
- Majority of (76%) employees are from 18-30 years.
- Majority of (61%) employees is unmarried.
- Majority of (51%) employees are from middle capital.
- Majority of (42%) employees are nonsupervisory staff.
- Majority of (31%) employees are 1-3 years.
- Majority of (48%) employees strongly agreed in loyalty towards the company.
- Majority of (64%) employees agreed in value company's goodwill.
- Majority of (87.4%) employees says yes in understanding contribution towards company's mission.
- Majority of (48%) employees agreed in feeling glad to work in the company.
- Majority of (42%) employees agreed in high quality vision in company.
- Majority of (48%) employees agreed in company inspires to give their best shot at work.
- Majority of (42%) employees agreed in feel proud to tell others that they are part of the company.
- Majority of (52%) employees agreed in company offers excellent service and products.
- Majority of (90%) employees says yes customer satisfaction is taken seriously in the company.
- Majority of (35%) employees agreed in company has good market reputation.
- Majority of (43%) employees agreed in encouraged to be creative in work.
- Majority of (42%) employees agreed in satisfying best service to customer needs and wants.
- Majority of (44%) employees agreed in necessary skills to handle the situation on company's best/worst time
- Majority of (62%) employees agreed in clear knowledge about of my job responsibilities and expectation.

- Majority of (91%) employees says yes in self satisfaction towards work.
- Majority of (38%) employees says often in feedback towards their work.
- Majority of (51%) employees says very helpful in how helpful has been the feedback given by your superior
- Majority of (87.4%) employees says yes in recommending the company to friends and family.
- P value is 0.000, which is below 0.05 so H1 is accepted and H0 is rejected. So, there is significant difference between gender in regard to loyalty towards toward the organization. Based on mean value, the mean value for female is 2.61 which is higher than mean value for male. This infers that female employees are more loyal towards the organization.
- P value is 0.851, which is above 0.05 therefore, there is no significant difference between the designation and employee was able to contribute towards company's mission.
- p value is 0.000 which is below 0.05. So H1 is accepted and H0 is rejected There is positive correlation between company inspires to give their best shot at work vs encouraged for being creative in work

5.2 SUGGESTIONS:

Customer satisfaction and the quality produced will enhance the company to march forward. Ensure to make customer user friendly. Work hours and salaries must be balanced. Add more employees and reduce work pressure. More concentration in innovating design. The production will be routine schedule towards the company's growth. Encourage the skilled employees. Creating guidelines for handling suggestions. Promote a culture of transparency. Let there be transparency in the organization. Provide incentives to the employees. Offering competitive employee benefits Building better employee- employer benefits. Increasing employee involvement. Fair compensation. Limit organizational hierarchy.

CHAPTER - 6

6.1. CONCLUSION:

From the available literature, it is identified that it is a multidimensional factor such as job satisfaction, adequate pay, work environment, organizational culture these factors affects on the employee performance, productivity, absenteeism, retention rate etc. These human factors may affect employee commitment. People's acceptance of change initiates employee commitment to change. This acceptance leads to the evolution of different forms of commitment to change which involves individuals, not organisation. Therefore, employee commitment is an individual-level concept, not a group-level concept. The ever important top management sanction for investment in time and resources towards employee commitment is also at an all-time high. This is particularly because of the present recessionary times where the pressures of change and adaptation have amplified the difficulties in and importance of harnessing and sustaining employee commitment.

ANNEXURE – 1
QUESTIONNAIRE

Personal details

1. Name:

Gender:

a) Male b) Female

Age:

a) 18-30 years b) 31-40 years c) 41 years and above

Marital status:

a) Married b) Unmarried c) Prefer not to say

2. Size of the company

a) Large capital b) Middle capital c) small capital

3. Designation

a) Nonsupervisory staff b) supervisor c) manager

4. Work experience

a) 1 year b) 1<3 years c) 3<6 years d) 6<10 years e) 10 years and more than 10 yeras

5. Loyalty towards the company

a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree

6. I value my company's goodwill

a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree

7. Do you understand your contribution towards company's mission

a) Yes b) no c) may be

8. I feel glad that I chose to work in this company
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
9. My company has high quality vision
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
10. My company inspires me to give my best shot at work
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
11. I feel proud to tell others that I am a part of this company
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
12. My company offers excellent service/ products
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
13. Does customer satisfaction is taken seriously in your company
a) Yes b) no c) may be
14. My company has good reputation
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
15. I have been encouraged to be creative at work
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
16. I am satisfied providing my best services to the customers needs/ wants
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
17. Necessary skills to handle the situation on company's best/worst time
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
18. Clear knowledge about of my job responsibilities and expectations
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree

19. Self Satisfaction towards your work

- a) Yes b) no c) may be

20. feedback towards your work

- a) always b) often c) sometimes d) rarely e) never

21. How helpful has been the feedback given by your superior

- a) Extremely helpful b) very helpful c) moderately helpful d) slightly helpful e) not at all helpful

22. Will you recommend this company to your friends and family

- a) Yes b) no c) may be

23. Your suggestions towards company's growth

ANNEXURE – 2
ARTICLE – FULL PAPER
A STUDY ON IMPACT ON EMPLOYEE COMMITMENT TOWARDS
ORGANIZATION GROWTH IN TEXTILE INDUSTRY

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ABSTARCT: Employee Commitment is the bond employees experience with their organization. Broadly speaking, employees who are committed to their organization generally feel a connection with their organization, feel that they fit in and, feel they understand the goals of the organization. Employee commitment can be stated to which employees are bound emotionally or intellectually to the organization. The management wishes that the employees share a strong commitment to the organization's goals & objectives as this commitment enhances the employee engagement at work. In order to keep the employee commitment levels high the organization needs to keep the employee motivated at work. A motivated employee understands his/her responsibilities well and is always ready to walk an extra mile to achieve customer satisfaction and gains in organization's profit. The following processes have to be put into place if the management is looking for a strong employee commitment. Many industry focus on different areas of improving commitment of their employees so that they can improve performance. Organizations with committed employees tend to perform better than those that have less committed employees and yet various organizations are doing less to improve employee commitment.

Key words- Enhance employee commitment, employee motivation, superior – employee relationship.

INTRODUCTION

Employee commitment can take different forms. The context, direction and development of commitment, as well as the extent to which commitment influences behaviour can result in confusion and debate. Commitment is the bond employees experience with their organisation. employees who are committed to their organisation generally feel a connection with their organisation, feel that they fit in and, feel they understand the goals of the

organisation. The added value of such employees is that they tend to be more determined in their work, show relatively high productivity and are more proactive in offering their support. Employee commitment is important because high levels of commitment lead to several favourable organizational outcomes. It reflects the extent to which employee's identify with the organization and is committed to its goals. In the today's competitive business environment, every organization is facing a problem of attracting and retaining, competent human resource. Employee commitment can be stated to which employees are bound emotionally or intellectually to the organization. The management wishes that the employees share a strong commitment to the organization's goals & objectives as this commitment enhances the employee engagement at work. In order to keep the employee commitment levels high the organization needs to keep the employee motivated at work. A motivated employee understands his/her responsibilities well and is always ready to walk an extra mile to achieve customer satisfaction and gains in organization's profit.

OBJECTIVES OF THE STUDY

- The primary objective of this study is to observe and increase the employee commitment towards organization growth,
- To observe the commitment of employees towards organization excellence.
- To discuss various factors like employee loyalty, motivation and engagement towards managing organizational excellence.
- To understand the contribution of ethics business towards employee commitment in an organization.
- To know the superior – employee relationship in the organization in general view.

REVIEWS OF PAST STUDIES

Alikhani, et al (2014) research reveals that women employees are more committed than men. Women express commitment in terms of passion, consensus, service to members, enabling and strengthening the capabilities of others, sacrifice, and personal fulfilment. Women's commitment involves different emotional considerations to those of the men in the study

Mathieu &Zajac (1990) research found that there is a strong correlation between employee's commitment and job characteristics like job scope, job enrichment, job rotation etc. He stated skill variety refers to the extent to which the job requires a person to utilize multiple high-level skills. Job enrichment is a job redesign technique that allows workers more control over how they perform their own tasks. This approach allows employees to take on more responsibility. Job rotation involves moving employees from job to job at regular intervals

Dawis, (1992) argued that employees are more committed only when there is a good match between what he get and what organization provides. The factors have been proven to have the biggest influence on employee commitment levels. The influencers include: clear company goals, gaining energy from work, feeling a fit with the company and a challenging work environment.

Vandenberghe (2009) research identified the relationship between the leadership styles of superiors and employee in their commitment and turnover. Turnover intention is an employee's predetermination to withdraw and leave an organization, not the actual separation from the organization itself. Turnover intention refers to an individual's perceived probability of staying with or leaving an employing organization. Turnover intention can result in losses to a firm.

Freyermuth (2007) opinion that if the leader emphasizes more on employee progress than prescribed evaluation process that enhance employees commitment and retention rate. Retention is a voluntary move by an organisation for creating an environment which engages employees for long term. The major objective of retention is the prevention of loss of competent employees from the organisation as it adversely affects productivity and service delivery.

Gelaidan (2013) research recognized that the transformational leadership is positively related with normative commitment of employees. the study shows that affective and normative commitment are positively related to transformational leadership. It develops positive relationships with subordinates and motivate performance that accomplishes specific goals

Becker et, al (1996) research found that employee commitment to supervisors is positively related to job performance. He states that supervisors are agents of the organization. This means that supervisors play a large role in how a subordinate feels regarding their value as it pertains to the company. When a subordinate goes through some sort of review process, employees are aware that it will make its way to higher level supervisors. If the direct supervisor of an employee views them positively and makes that known, it means that the employee will likely view higher level managers as having a similar view.

Lee et al (2015) research justified that charismatic leadership will enhance the effect of employee's organizational commitment. charismatic leader can lead and influence employees, is the cornerstone of a successful business. leadership style reflects the relationship between an individual and a group built around some common interest wherein the group behaves in a manner directed or determined by the leader. Leadership styles have shown a strong relationship with employee's outcomes such as job performance organizational commitment

Baumeister and Leary (1995) study argues that emotional attachment between colleagues in the workplace is a significant element for employee commitment towards the job as well as towards organization. He found that emotional intelligence training boosted employee productivity and resulted in better evaluations from management. Emotional stability greater ability to manage their own emotions and tolerate stress and enhance their commitment

Nguyen et al (2014) study identifies teamwork, working relationship with management, work conditions influence employee's organizational commitment. High unemployment could affect the employed in two ways. It heightens feelings of job insecurity and it makes a potential job loss more costly. We argue that both of these effects have a positive influence on employee organizational commitment. the effect of regional unemployment on employee commitment differs across types of organizations in different industrial sectors

METHODOLOGY

A research methodology is a systematic plan for conducting research. The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, surveys and other research techniques, and could include both present and historical information. The type of research used in this project is descriptive research design. Descriptive research design has been adopted for the present study. Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study. The key point in primary data is that the data collected is unique. In this study questionnaire is used as primary data collection method. Secondary data is data that is widely available and obtained from another party. Secondary data can be found in publications, journals and newspapers. For this study the data is collected from journals, websites and also from data manual of the company. The sample size of the study is restricted to 120. Though there are chances of surveying entire population it has been restricted to 120 due to time factor and interest of respondents. Sampling techniques are the strategies applied by researchers during the statistical sampling process. It is the methods used in drawing samples from a population usually in such a manner that the sample will facilitate in making conclusion from the population. Convenience sampling is used as sampling technique for the purpose of selecting employees. A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. The period of study is from January 2021 to March 2021 which is a three months of study. A data collection technique, where in the respondents are given with the questionnaire and are asked to give answer to the series of questions, written about the employee commitment in the organization. The structure of the questionnaire was designed with demographic factor questions and multiple choice questions for calculating commitment. This provides with the allowance of flexibility to the respondent to respond to the questions with the ability to qualify the answers. The questionnaire is designed to be simple and easy, with the proper length.

DISCUSSIONS

On completing the study the t-test, ANOVA and correlation test were done to find out the relation and difference between variables to prove the attained results statistically.

HYPOTHESIS 1:

T- TEST - TO TEST WHETHER THERE IS OR THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN GENDER IN REGARD TO LOYALTY TOWARDS THE ORGANIZATION

Null Hypothesis (H_0) - There is no significant difference between gender in regard to loyalty towards toward the organization.

Alternative Hypothesis (H_1) - There is significant difference between gender in regard to loyalty towards toward the organization.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
male	69	1.58	.496	.045
female	51	2.61	1.374	.125

One-Sample Test

Test Value = 0						
				95% Confidence Interval of the Difference		
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
gen	34.756	119	.000	1.575	1.49	1.66
loyalty	20.798	119	.000	2.608	2.36	2.86

INTERPRETATION

P value is 0.000, which is below 0.05 so H_1 is accepted and H_0 is rejected. So, there is significant difference between gender in regard to loyalty towards toward the organization. Based on mean value, the mean value for female is 2.61 which is higher than mean value for male. This infers that female employees are more loyal towards the organization.

HYPOTHESIS 2:

ANOVA – TO TEST WHETHER THERE IS OR THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN THE DESIGNATION WITH REFERENCE TO EMPLOYEE WAS ABLE TO CONTRIBUTE TOWARDS COMPANY’S MISSION.

Null Hypothesis (H0) - There is no significant difference between the designation with reference to employee was able to contribute towards company’s mission.

Alternate Hypothesis (H1) - There is significant difference between the designation with reference to employee was not able to contribute towards company’s mission.

ANOVA

designation

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.186	2	.093	.161	.851
Within Groups	67.406	117	.576		
Total	67.592	119			

INTERPRETATION

P value is 0.851, which is above 0.05 therefore, there is no significant difference between the designation and employee was able to contribute towards company’s mission.

HYPOTHESIS 3:

CORRELATIONS - TO TEST WHETHER THERE IS OR THERE IS NO CORRELATION BETWEEN COMPANY INSPIRES TO GIVE THEIR BEST SHOT AT WORK VS ENCOURAGED FOR BEING CREATIVE IN WORK.

Null Hypothesis (H0) - There is no correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

Alternate Hypothesis (H1) - There is correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

Correlations

		inspires	encourage
inspires	Pearson Correlation	1	.415**
	Sig. (2-tailed)		.000
	N	120	120
encourage	Pearson Correlation	.415**	1
	Sig. (2-tailed)	.000	
	N	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

P value is 0.000 which is below 0.05. So H1 is accepted and H0 is rejected There is positive correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

FINDINGS

- P value is 0.000, which is below 0.05 so H1 is accepted and H0 is rejected. So, there is significant difference between gender in regard to loyalty towards toward the organization. Based on mean value, the mean value for female is 2.61 which is higher than mean value for male. This infers that female employees are more loyal towards the organization.
- P value is 0.851, which is above 0.05 therefore, there is no significant difference between the designation and employee was able to contribute towards company's mission.
- p value is 0.000 which is below 0.05. So H1 is accepted and H0 is rejected There is positive correlation between company inspires to give their best shot at work vs encouraged for being creative in work.

SUGGESTIONS

Female employees are more loyal towards the organization. Employees was able to contribute towards company mission. The organization inspires the employees to give their best at word and also encouraged for being creative in work

CONCLUSION:

From the available literature, it is identified that it is a multidimensional factor such as job satisfaction, adequate pay, work environment, organizational culture these factors affects on the employee performance, productivity, absenteeism, retention rate etc. These human factors may affect employee commitment. People's acceptance of change initiates employee commitment to change. This acceptance leads to the evolution of different forms of commitment to change which involves individuals, not organisation. Therefore, employee commitment is an individual-level concept, not a group-level concept. The ever important top management sanction for investment in time and resources towards employee commitment is also at an all-time high. This is particularly because of the present recessionary times where the pressures of change and adaptation have amplified the difficulties in and importance of harnessing and sustaining employee commitment.

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