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MERCHANDISER'S PERCEPTION TOWARDS QUALITY OF WORK LIFE IN TIRUPUR GARMENT INDUSTRY**T. SREEREKHA****ASST. PROFESSOR****NIFT - TEA COLLEGE OF KNITWEAR FASHION
TIRUPUR****G.DWARAKESH****STUDENT****NIFT - TEA COLLEGE OF KNITWEAR FASHION
TIRUPUR****ABSTRACT**

"Quality of Work Life" is a term that had been used to describe the broader job-related experience an individual has. Quality of Work Life of the merchandiser's in Tirupur garment industry. To study the demographic, quality of work life, motivation, job security and job satisfaction given to the merchandisers in Tirupur garment industry. The employee satisfaction depends upon various factors like high salary, more promotional opportunities, work environment, job nature, job security, coordinational communication with the management and relationship with other employees etc. The research design chosen is descriptive in nature. The sample size taken to conduct the research from 100 merchandisers. To offer suggestions for quality work life of merchandiser's in the garment industry. QWL aims at to meet the twin goals of enhanced effectiveness of organization and improved quality of life at work for merchandisers. This will help to know the quality work life of the merchandisers in Tirupur garment industry.

KEYWORDS

quality of work life, motivation, job security, health and wellbeing, job satisfaction, merchandiser and quality of life.

JEL CODE

O15, J20, J28.

1. INTRODUCTION

The garment export industry is one of the most dynamic sectors of the Indian economy. It has made significant projects over the year not only in respect of its contributions to industrial productions, export and generation of employment but also achieving a high degree of sophistication quality up gradation cost reduction and standardizations capable of withstanding stiff international competition.

The garment industry is one of India's largest foreign exchange earners, accounting nearly 16% of the country's total exports. Tirupur is an important trade centre which is famous for its knitted garments. In index it accounts for 90% of India's cotton knitwear exports.

Human resource is an imperative aspect in industries of all kinds, where it forms the base for everything in an organization. Human resource is a broad concept and it comes in both qualitative and quantitative human assets in a society. It includes total knowledge, skills, creative abilities, talents and aptitude on organizations workforce as well as value, attitudes involved. It is the sum of aptitude of the employed persons. Behind the growth and development of garment industries, is the human effort of the merchandiser's in and around Tirupur. Merchandiser's from the base for achieving the goals of every organization with perfect policies and procedures.

Work life is relatedly a HR term in literature and started to come prominence from 2000 onwards quality of work life is a combination of commitment to the organization and its value to help the organizational citizenship. Quality of work life determines the person who is fully involved in and enthusiastic about the work.

Work life aspects of the organization welfare through giving the best out of him. Moreover, the organization output is a factor for knowing the level of employee's performance. The present study tried to analysis the quality of work life merchandiser's in Tirupur garment industry.

2. QUALITY WORK LIFE PERCEPTION

Quality of work life (QWL) refers to the favourableness or unfavourableness of a job environment for the people working in an organisation. The period of scientific management which focused solely on specialisation and efficiency, has undergone a revolutionary change. The traditional management (like scientific management) gave inadequate attention to human values. In the present scenario, needs and aspirations of the merchandisers are changing. Employers are now redesigning jobs for better QWL.

The QWL as strategy of Human Resource Management has assumed increasing interest and importance. Many other terms have come to be used interchangeably with QWL such as 'humanisations of work' 'quality of working life', 'industrial democracy' and 'participative work'

"QWL is based on a general approach and an organisation approach. The general approach includes all those factors affecting the physical, social, economic, psychological and cultural well-being of workers, while the organisational approach refers to the redesign and operation of organisations in accordance with the value of democratic society." —Beinum

"QWL is a way of thinking about people, work and organisations, its distinctive elements are (i) a concern about the impact of work on people as well as on organisational effectiveness, and (ii) the idea of participation in organisational problem-solving and decision making." —Nadler and Lawler

3. SCOPE OF THE STUDY

This study is concerned with analysing the quality of work life of merchandisers in Tirupur garment industry. This study will make the management to know about their merchandisers perception about their present quality of work life. The result of the study based on the perception of merchandiser of Tirupur industry. The study is focuses of the merchandisers involvement in work towards the efficiency of the organizations. The study will be useful for the merchandiser to understand the mind-set of the merchandiser and there motivate them.

4. OBJECTIVES OF THE STUDY

The following are the objective of the study,

- 1) To study the demographic factors of the merchandiser's in the Tirupur garment industry
- 2) To Study the perception towards quality of work life of merchandiser's in garment industry.
- 3) To find out the perception towards motivation of merchandiser's in the company.
- 4) To analyse the merchandiser's job security and job satisfaction of the company.
- 5) To offer suggestions for quality work life of merchandiser's in the garment industry.

5. RESEARCH METHODOLOGY

The research design used for the study is a **descriptive research design**. The main characteristic of this method is that the researcher has no control over the variables. It is only record of the feeling of merchandisers towards their work life.

In this study **non-probability sampling procedure** is used, under this convenience sampling method is adopted. The total sample size constitutes of **100 merchandisers'** in garment industry in Tirupur City.

Data source	Primary data
Research Approach	Survey
Research Instrument	Interview Schedule cum Questionnaire
Method of Conduct	Personal

TOOLS FOR ANALYSIS

The primary and secondary data were presented in the form of tables and these tables were systematically analysed with the aid of some statistical techniques like percentage, weighted average and Henry Garrett Ranking Technique.

6. LIMITATIONS OF THE STUDY

1. Some of the workers were reluctant to reveal certain information and were not able to express their opinion freely.
2. It was very difficult to meet the respondents at the working place.
3. The study was conducted in short span of the time.
4. Due to internal rigid nature of respondent's resistance to some questions were observed.

7. REVIEW OF LITERATURE

Dr. A. Valarmathi & Dr. Hema Bhalakarishnan [1] This study reckons the effects of quality of work life on merchandiser's. It aims to put on imminent into current working policies and practices and issues of merchandiser's in textile sector in Coimbatore region. Several remarkable factors that influence quality of work life are noted. QWL provides for the balanced relationship among work, non- work and family aspects of life. In other words, family life and social life should not be strained by working hours including overtime work, work during inconvenient hours, business travel, transfers, vacations, etc.

Dr.U.Vani & Ms. P.Janani [2] Job satisfaction is the result of various attitude, the person holds towards his job and towards life in general. Job satisfaction of industrial workers are very important for the industry to function successfully. The employee satisfaction depends upon various factors like high salary, more promotional opportunities, work environment, job nature, job security, coordinational communication with the management and relationship with another merchandiser's etc. The sample size determined for the study is 165. The stratified proportionate sampling was used in this study. The primary data was collected through questionnaire. Among the various factors ranked, it was found that payment of wages and salary are satisfied, proceeding to co- workers relationship are cordial, working conditions are satisfied and Promotion opportunities are satisfied are ranked as second, third and fourth, followed by Jobs security, Company policies and rules and Training and development are satisfied respectively.

INDUMATHY.R & KAMALRAJ.S. [3] Quality of work life refers to the level of happiness or dissatisfaction with one's career. There is an attempt to look into the Quality of Work Life among Workers with special reference to textile industry in Tirupur District – A textile hub. The research design chosen is descriptive in nature. The sample size taken to conduct the research is 60 workers. For this study, the sampling technique chosen is convenient sampling. Structured interview schedule was used for primary data collection. Secondary data was collected from earlier research work, various published journals, magazines, websites and online articles. Simple Percentage Analysis, Chi – Square Analysis and Weighted Average Score Analysis are the tools used for data analysis. The investigation has remarkably pointed out that the major factors that influence and decide the Quality of Work Life are attitude, environment, opportunities, nature of job, people, stress level, career prospects, challenges, growth and development and risk involved in the work and rewards.

T.Madhumitha, V.Pavithra [4] After Industrial Revolution, the importance of human factor reduced because of the vast mechanization. Various problems like job dissatisfaction, boredom, absenteeism, lack of commitment etc came up. It is nothing but having a work environment where employee activities become more important. Through Q.W.L, people involved get a sense of satisfaction in their work. As people develop themselves in new directions, new problems and issues arise, requiring them to develop new competencies to meet the changing requirements, aspirations and problems. It is also richer in terms of human capabilities, facilities and quality of living. During this research, 14 key factors have been chosen, which are influencing QWL in current scenarios. This paper is basically analysing about work culture and personal life in the manufacturing sectors. Research is limited to Chennai area and sample size is 100 employees'.

8. DATA ANALYSIS AND FINDINGS

TABLE 1: DEMOGRAPHIC FACTORS

S.NO	VARIABLES	CLASSES	PERCENTAGE
1.	AGE	20-25	20
		26-30	48
		31-35	8
		Above 36	24
2.	GENDER	Male	85
		Female	15
3.	MARITAL STATUS	Married	48
		Unmarried	52
4.	EDUCATIONAL QUALIFICATION	SSLC	4
		Higher Secondary	8
		Diploma	16
		Under Graduate	52
5.	MONTHLY INCOME	Technical Qualification	20
		10000-15000	28
		15001-20000	32
		20001-25000	24
6.	WORKEXPRIENCE	Above 25001	16
		Below 3	28
		3-5 Years	12
		5-7 Years	4
		Above 7	56

Source: Primary data

The above table shows that the majority 48 percent of the respondents were in the age group of 26-30, 85 percent of the respondents are male, 52 percent of the respondents are unmarried, 52 percent of the respondents are under graduate, 32 percent of the respondent's monthly income was between 15,000-20000, 56 percent of the respondents had working experience 7 years.

TABLE 2: WEIGHTED AVERAGE OF PERCEPTION TOWARDS MOTIVATION GIVEN TO THE MERCHANDISER'S IN TIRUPUR GARMENT INDUSTRY

FACTORS	TOTAL SCORE
Job Interest	4.2
Recognition	4.16
Proud	4.2
Statutory Benefits	4
Non-Benefits	3.88
Freedom	4
Suggestion Scheme	4.16
Demonstrates	4.2
Personal Accomplishment	4.32
Personal Satisfactions.	3.88
TOTAL	41

Source: Primary data

Mean score =4.1

The details of motivation given to the merchandisers are presented in the above table the mean score value is 4.1.

From the above table it can be inferred that the mean score is 4.1. Factors such as Job interesting, Proud, Recognition, Demonstrates, suggestion scheme, personal accomplishment measures are score above 4.1 Such as 4.2, 4.16, 4.2, 4.16, 4.2, and 4.32 respectively. Hence the respondents found these attributes to be highly satisfactory.

The factors such as statutory benefits, Non-benefits, Freedom, Personal satisfactions are below 4.1 such as 4, 3.88, 4 and 3.88 respectively therefore these factors are dissatisfied by the respondents.

TABLE 3: WEIGHTED AVERAGE OF PERCEPTION TOWARDS JOB SECURITY GIVEN TO THE MERCHANDISER'S IN TIRUPUR GARMENT INDUSTRY

FACTORS	TOTAL SCORE
Company Policies	4.12
Performance	4.32
High Priority	4.08
Union	3.8
Good	4.4
TOTAL	20.72

Source: Primary data

Mean score =4.114

The details of given job security to the merchandisers are presented in the above table the mean score value is 4.114.

From the above table it can be inferred that the mean score is 4.114. Factors such as Performance and Good measures are score above 4.114 Such as 4.32 and 4.4 respectively. Hence the respondents found these attributes to be highly satisfactory.

The factors such as Company Policies, High Priority, Union are below 4.114 such as 4.12, 4.08 and 3.8 respectively therefore these factors are dissatisfied by the respondents.

TABLE 4: WEIGHTED AVERAGE OF PERCEPTION TOWARDS HEALTH AND WELLBEING GIVEN TO THE MERCHANDISER'S IN TIRUPUR GARMENT INDUSTRY

FACTORS	TOTAL SCORE
Health Plans	2
Safety Equipment	2
Sanitation Facility	1.96
Basic Facilities	1.96
Stressful	1.84
Transport Facilities	2
Work Environment	1.92
TOTAL	13.68

Source: Primary data

Mean score =1.95

The details of health and wellbeing given to the merchandisers are presented in the above table the mean score value is 1.95.

From the above table it can be inferred that the mean score is 1.95. Factors such as health plans, safety equipment, sanitation facility, basic facility, transport facilities measures are score above 1.95 Such as 2, 2, 1.96, 1.96, 2, respectively. Hence the respondents found these attributes to be highly satisfactory.

The factors such as stressful, work environment is below 1.95 such 1.84 and 1.92 respectively therefore these factors are dissatisfied by the respondents.

TABLE 5: WEIGHTED AVERAGE OF PERCEPTION TOWARDS JOB SATISFACTION GIVEN TO THE MERCHANDISER'S IN TIRUPUR GARMENT INDUSTRY

FACTORS	TOTAL SCORE
Promotional Policy	4.16
Work Timing	3.56
Motivation by Senior	4.2
Relation Superior	3.8
Relation Sub-Ordinates	4.16
Communicates Every	3.48
Training Provided	3.96
Salary Polices	3.44
Job Utilizes of Skill	3.8
Procedure	3.8
Tools	3.96
TOTAL	42.32

Source: Primary data

Mean score =3.8

The details of job satisfaction given to the merchandisers are presented in the above table the mean score value is 3.8.

From the above table it can be inferred that the mean score is 3.8. Factors such as Promotional Policy, Motivation by Senior, Relation Superior, Relation Sub-Ordinates, Relation Sub-Ordinates, Training Provided, Job Utilizes of Skill, Procedure, Tools measures are score above 3.8 Such as 4.16, 4.2, 3.8 4.16, 3.96, 3.8, 3.8 and 3.96 respectively. Hence the respondents found these attributes to be highly satisfactory.

The factors such as statutory Work Timing, Communicates Every, Salary Polices are below 3.8 such as 3.56, 3.48 and 3.44 respectively therefore these factors are dissatisfied by the respondents.

TABLE 6: PROBLEMS FACED BY THE MERCHANDISER'S

S. No	Problems ranked by the merchandiser's	TOTAL GARRETT SCORE	Mean score	RANK
1	NATURE OF WORK	5077	50.8	IV
2	SALARY	5761	57.6	I
3	NEAREST TO HOME	4065	40.65	V
4	RECOGNITION	5448	54.5	III
5	LEAVE FACILITIES	5639	56.4	II
6	OTHER AMENITIES	3897	39.0	VI

Source: Primary data

Most of the merchandisers are having problem with salary which ranked 1st, leave facilities are ranked as 2nd, recognition as 3rd rank, nature of work as 4th, nearest to home as 5th, other amenities as 6th rank.

9. SUGGESTIONS

- Training and development should be routine in the company environment. Regular training program will help the merchandisers to improve the technical skills and in turn increase the job satisfaction.
- To promote human relations, the work environment should be able to meet the needs of its workers such as minimum control and supervision, opportunity for maximum expression of one's abilities and skills, detailed knowledge about one self and about job.
- The quality of company functions will be improved, when its member's functions as groups under participative management and job-sharing method.
- During the production the supervisors can ask merchandisers about their own ideas in doing the particular work apart from the regular process followed in the company, it leads to the workers to be loyal to the management.
- Regular Break intervals and flexibility of work schedule should be assigned to the merchandiser's. If the organizations are willing to provide the refreshment to the merchandisers, then 30 minutes can be save per day, by avoiding the slow starting of the works.
- Performance appraisal method can be followed for evaluating the merchandiser's. It can be measured by individual performance, teamwork, sectional productivity, etc. For avoiding the monetary issues company could revise the salary in the regular intervals.
- Giving awards and rewards to the workers for their best performance can do motivation.
- The minimum basic salary per day for all types of workers should be based on 8 hours per day. In Tirupur garment industry work shifts are scheduled on a 12-hour basis, called 1 ½ shifts. Owing to break times, the actual work time during these 12 hours is about 10.5 hours. Workers are usually paid in accordance with their number of shifts, which ignores the fact that 2.5 hours of each day are entitled to 200% pay. There is no use of overtime wage rates and this system leads to workers being underpaid for overtime by about 20%.
- Employers should ensure that the benefits and welfare schemes under the labour laws reach all the merchandisers.
- Death or injury of any merchandisers during the tenure of employment should be paid with a compensation amount to workers' family by the employer.

10. SCOPE FOR FURTHER RESEARCH

This research paper made an attempt to study the merchandiser's in garment industry with special reference to Tirupur City. Also, it is possible to extend the research for male merchandiser's and female merchandiser's, concentrating on each gender by analysing the quality of work life. There is a wide scope for the further merchandiser's study from the people who joint new to the garment industry. The impact of garment industry in the psychological, Welfare and social well-being of the merchandiser's, the role of merchandiser's participation in the concerned industry for the economic development of our country and the global economic impact for the same could be considered in detail for further analysis and Research.

11. CONCLUSION

A study quality work life of merchandisers and satisfaction of merchandiser's, motivation given to merchandisers, job security in the garment industry is the degree to which the merchandiser's in an organization feel safety, security and satisfaction with various factors. The study is most useful to determine the job satisfaction factors, motivation, job security, health and wellbeing affecting the merchandiser's in the Garment industry. When merchandiser's is hired in a formal way with formal contract it gives safety and security. But when they are hired in an informal and casual way it results in low pay, insecurity and poor conditions. In the whole study about the garment industry in Tirupur city the researcher found overall management welfare measures was satisfactory in nature. Minor changes need in the point of merchandiser's well wish. Only smaller level of administration reforms is needed in overall observation.

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