



STUDY ON EMPLOYEES SATISFACTION ON TEXTILE INDUSTRIES

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ABSTRACT

Employee satisfaction plays a critical role in the overall performance and productivity of any organization, particularly in labour-intensive sectors like the textile industry. This study aims to evaluate the level of employee satisfaction in textile industries, with a focus on key factors such as working conditions, compensation, job security, management practices, career growth opportunities, and work-life balance. Data was collected through structured questionnaires and interviews with employees across various departments in selected textile companies. The analysis reveals that while most employees are moderately satisfied with their job roles and peer relationships, concerns persist regarding wage structures, workload, and limited opportunities for advancement. The study highlights the need for better human resource practices and employee engagement strategies to enhance satisfaction and reduce turnover. The findings offer valuable insights for industry stakeholders to foster a more motivated and productive workforce.

INTRODUCTION OF STUDY

Employee satisfaction is a key determinant of organizational success, particularly in labour-intensive sectors such as the textile industry. This study aims to explore the various factors that influence employee satisfaction within textile industries, with a focus on understanding the perceptions, motivations, and work experiences of employees. The textile industry, known for its significant contribution to employment, often faces challenges related to workforce retention, motivation, and productivity. These challenges are primarily driven by factors such as working conditions, compensation, career growth opportunities, and management practices. The research intends to provide a comprehensive analysis of the satisfaction levels of employees working in textile industries by examining key elements such as salary, benefits, work environment, job security, career development prospects, relationships with

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colleagues, and leadership styles. Through both qualitative and quantitative data, this study investigates how these factors interact to shape employees' overall satisfaction and their engagement with the organization. Coimbatore, a prominent textile hub in India, serves as the primary focus of this research. The city is home to numerous textile mills and manufacturing units, making it an ideal location for studying employee satisfaction within the sector. The study uses primary data collected from surveys conducted with employees, managers, and human resource professionals in textile companies. It also considers secondary data on industry trends, employee turnover rates, and the impact of external factors such as government regulations and labor laws on employee satisfaction. Preliminary findings suggest that fair compensation, safe and conducive working conditions, opportunities for career advancement, and positive relationships with management play crucial roles in fostering job satisfaction. However, issues such as long working hours, lack of growth opportunities for lower-level workers, and the repetitive nature of tasks have been found to negatively affect employee morale and job satisfaction. The study underscores the need for textile companies to focus on improving work-life balance, investing in employee training and development, and ensuring transparent communication between workers and management. Furthermore, it highlights the importance of employee engagement initiatives and participative management practices in boosting satisfaction levels, fostering a more motivated workforce, and reducing attrition rates.

STATEMENT OF THE PROBLEM

Employee satisfaction is a critical factor in ensuring the long-term success and sustainability of organizations, particularly in industries that are heavily dependent on manual labour, such as the textile sector. This study aims to examine the various factors influencing employee satisfaction within the textile industry, focusing on employees' perceptions, motivations, and work experiences. The textile industry, which plays a vital role in economic development and job creation, faces several challenges, particularly related to employee retention, productivity, and overall workforce motivation. These challenges are driven by multiple factors, including working conditions, wages, opportunities for growth, and management practices.



The research seeks to provide a thorough analysis of the key factors that contribute to employee satisfaction in the textile industry. Key elements such as salary and benefits, work environment, job security, career advancement opportunities, relationships with colleagues and supervisors, and leadership styles will be explored in detail.

OBJECTIVES OF THE STUDY

1. To assess the overall employee satisfaction levels within textile industries.
2. To analyse the factors influencing employee satisfaction, including compensation, working conditions, job security, and career development opportunities.

RESEARCH METHODOLOGY

This study adopts a quantitative research approach to analyze employee satisfaction within textile industries, with a particular focus on Coimbatore City. Structured questionnaires are employed to gather primary data from a representative sample of employees working in textile factories. The quantitative methodology ensures objective measurement and data-driven insights into factors affecting employee satisfaction and their impact on organizational.

SCOPE OF THE STUDY

This study focuses on evaluating employee satisfaction within textile industries in Coimbatore City. It examines key factors such as compensation, job security, work environment, career growth opportunities, and relationships with management, all of which influence employee satisfaction. The study aims to identify the relationship between employee satisfaction and productivity, retention rates, and organizational effectiveness.

LIMITATIONS OF THE STUDY

1. The study is limited to Coimbatore City, and its findings may not fully represent employee satisfaction trends in other regions or textile sectors.



2. The use of a convenient sampling method may not capture a fully diverse population of employees across various levels and job functions.
3. The study focuses on textile industries, excluding other industries that may have different satisfaction dynamics.
4. The accuracy of findings depends on the honesty and completeness of responses from employees, which may vary.
5. Due to time and resource constraints, the study may not address all potential factors influencing employee satisfaction, such as family and personal life.

REVIEW OF LITERATURE

Kumar Kumar and Bhattacharyya (2024) found that employees working in the textile industry often perceive their work environment as less dynamic compared to other sectors, leading to a lower sense of job satisfaction. The repetitive nature of tasks, combined with long working hours, can lead to burnout and dissatisfaction. In contrast, industries with higher innovation and employee engagement programs tend to report higher satisfaction levels. The study highlights the importance of improving job roles and work environment to increase job satisfaction in textile industries.

Chaudhuri and Bhaduri (2024) explored the long-term satisfaction levels of employees in the textile industry, noting that although salaries are generally competitive, other factors such as career growth opportunities, work-life balance, and relationships with supervisors significantly impact employee morale. They found that workers in textile mills reported higher satisfaction when their work environment was supportive and when there were clear opportunities for skill development. However, they also pointed out that during periods of industrial growth or labor shortages, employees' job satisfaction tended to improve as companies focused more on retention and welfare.

Patel (2024) examined the relationship between compensation and employee satisfaction in textile industries, highlighting that while adequate pay is essential, it is not the only determinant of job satisfaction. Work conditions, such as safety,



cleanliness, and workplace ergonomics, also play a critical role in shaping employees' experiences. The study found that employees in textile mills with higher job satisfaction were more likely to stay longer, contributing to lower turnover rates and higher productivity.

Jha and Sharma (2024) emphasized the role that communication between employees and management plays in satisfaction levels. Their study revealed that workers in the textile industry who felt valued and included in decision-making processes were more satisfied with their jobs. On the other hand, employees who experienced poor communication or a lack of transparency from their managers expressed higher dissatisfaction. This highlights the need for better management practices, where regular feedback and clear communication can boost employee satisfaction.

Kumar and Sharma (2024) argued that career development opportunities are vital for enhancing employee satisfaction in textile industries. Employees who had access to training programs and clear career advancement paths reported higher levels of satisfaction. The study found that job satisfaction significantly increases when employees are given the opportunity to upgrade their skills, leading to greater job security and future growth potential.



ANALYSIS AND INTERPRETATION

TABLE.NO 01
AGE GROUP DISTRIBUTION OF RESPONDENTS

Age Group	Respondents	Percentage
Below 25	35	25.93%
25–35	50	37.04%
36–50	40	29.63%
Above 50	10	7.14%
Total	135	100%

Interpretation

From the survey of 135 respondents, the majority (37.04%) are in the 25–35 age group, representing a dominant presence of young professionals in the textile industry. The second largest group (29.63%) is between 36 and 50 years, showing a significant



number of experienced individuals. Those below 25 constitute 25.93%, indicating active participation from entry-level employees. Only 7.41% are above 50, showing fewer senior workers in the study. This indicates a relatively youthful workforce in the textile industry.



CHART.NO 01
AGE OF RESPONDENTS

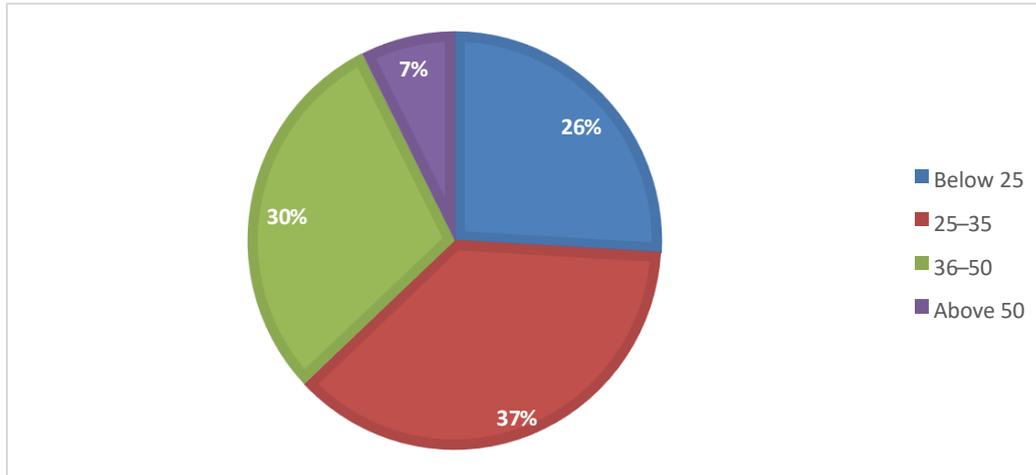




TABLE.NO.02

GENDER DISTRIBUTION OF RESPONDENTS

Gender	Respondents	Percentage (%)
Male	70	51.85%
Female	60	44.44%
Other	5	3.70%
Total	135	100%

***SOURCE:** Primary data

INTERPRETATION

In the textile industry survey, 51.85% of respondents are male, while 44.44% are female, reflecting a slightly higher participation of men. The 3.70% representing other genders indicates inclusivity. Overall, there is a balanced gender distribution with a notable presence of both men and women in the workforce.

CHART.NO.02
GENDER DISTRIBUTION OF RESPONDENTS

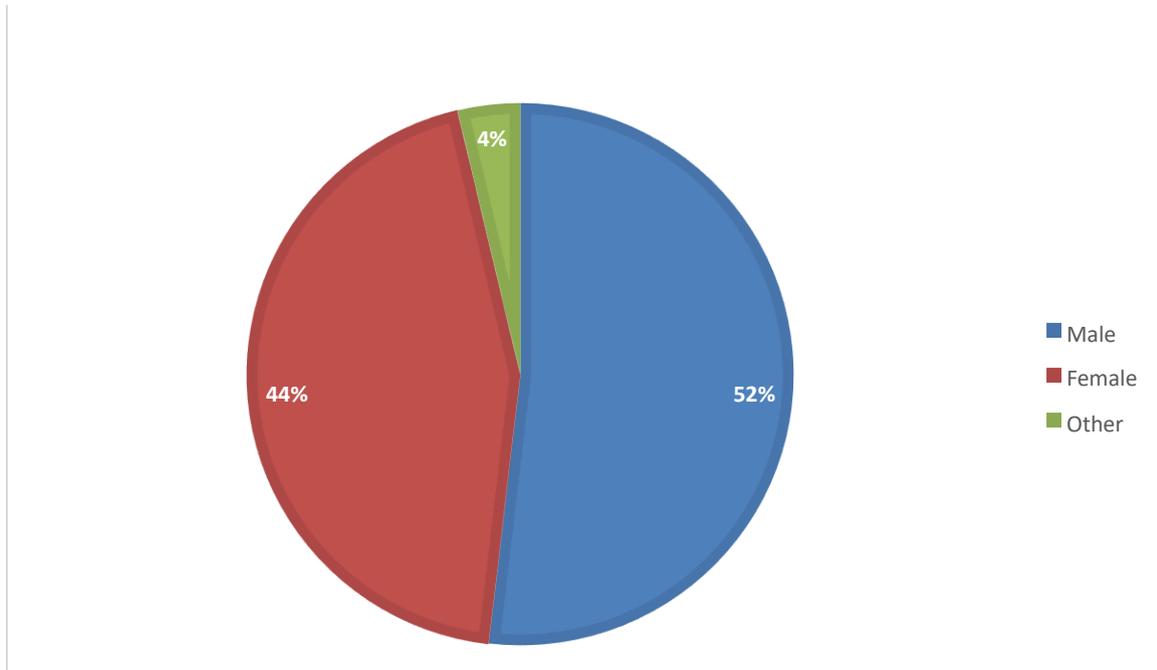




TABLE.NO. 03
HIGHEST LEVEL OF EDUCATION OF RESPONDENTS

Education Level	Respondents	Percentage (%)
High school or below	20	14.81%
Undergraduate degree	60	44.44%
Postgraduate degree	40 ¹⁵	29.63%
Professional certification	15	11.11%
Total	135	100%

Interpretation

The majority of employees (44.44%) hold an undergraduate degree, highlighting a well-educated workforce. 29.63% have completed postgraduate studies, suggesting a significant proportion of highly skilled individuals. Around 14.81% have a high school education or below, while 11.11% have received vocational training, indicating a mix of educational backgrounds within the workforce.

CHART.NO.03
HIGHEST LEVEL OF EDUCATION OF
RESPONDENTS

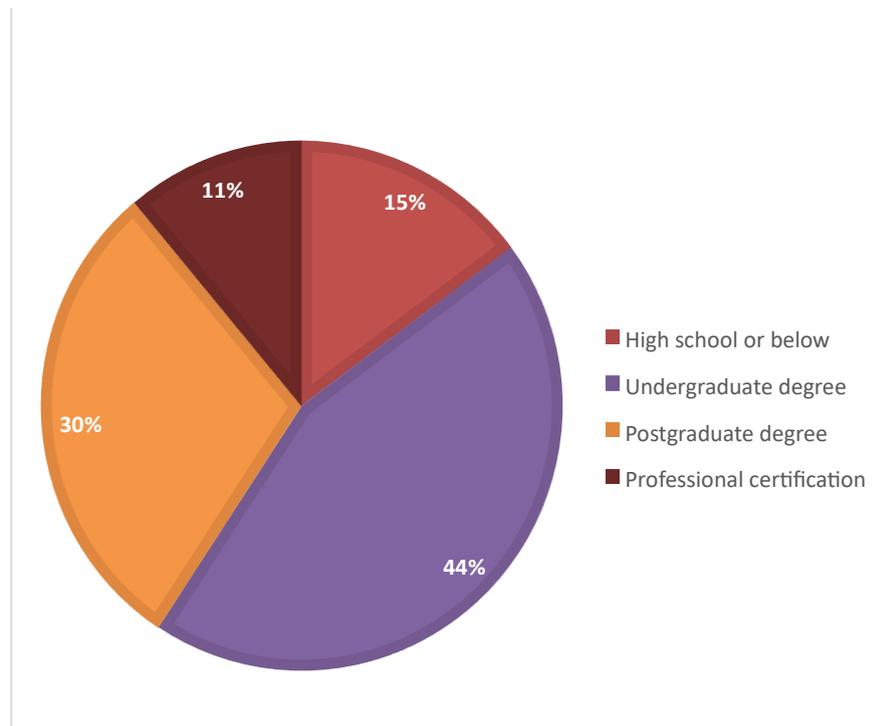




TABLE.NO.04

WORK EXPERIENCE OF RESPONDENTS

Income Range	Respondents	Percentage (%)
Below 5 years	40	29.63%
5–10 years	60	44.44%
11–20 years	25	18.54%
Above 20 years	10	7.41%
Total	135	100%

Interpretation

The majority of respondents (44.44%) have between 5–10 years of work experience in the textile industry, suggesting a moderately experienced workforce. 29.63% of respondents have less than 5 years of experience, showing a significant number of newcomers. About 18.52% have 11–20 years of experience, and only 7.41% have over 20 years, indicating a relatively young workforce with moderate to high experience.

CHART.NO.04
WORK EXPERIENCE OF RESPONDENTS

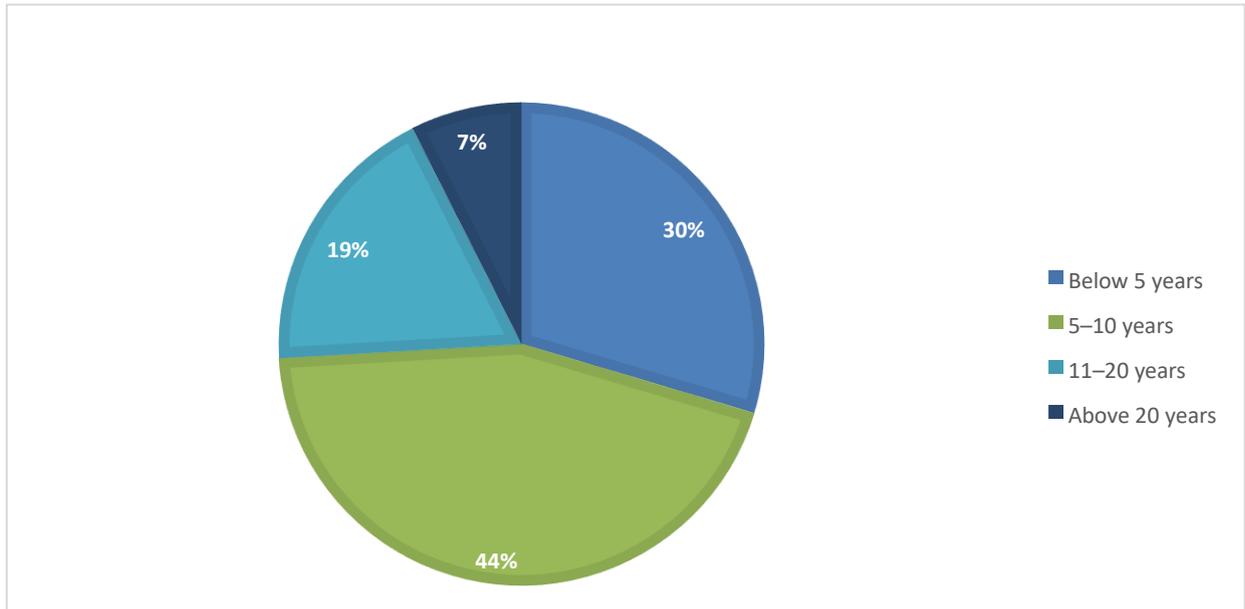


TABLE.NO.05**JOB SATISFACTION LEVELS OF RESPONDENTS**

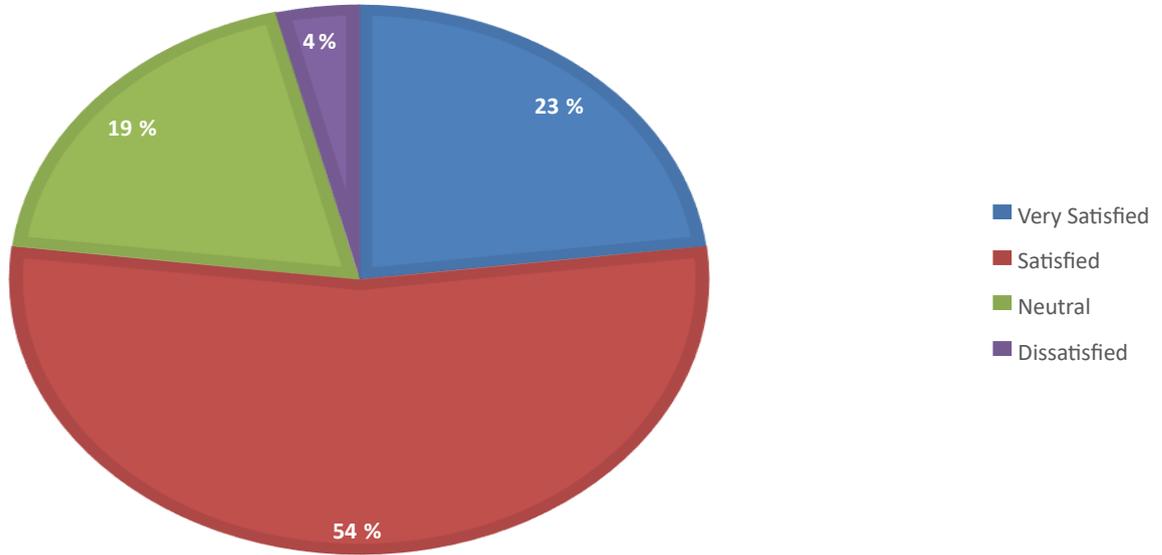
Employment Status	Respondents	Percentage (%)
Very Satisfied	30	22.22%
Satisfied	70	51.58%
Neutral	25	18.52%
Dissatisfied	5	3.70%
Very Dissatisfied	5	3.70%
Total	135	100%

Interpretation

The survey indicates that a majority (51.85%) of employees are satisfied with their jobs in the textile industry, with 22.22% being very satisfied. 18.52% have a neutral opinion, while 3.70% express dissatisfaction. This suggests that overall employee satisfaction is relatively high, but there is room for improvement, especially among a small group of dissatisfied workers.

CHART.NO.05

JOB SATISFACTION LEVELS OF RESPOND



FINDINGS

- From the survey of 135 respondents, the majority (37.04%) are in the 25–35 age group, representing a dominant presence of young professionals in the textile industry. The second largest group (29.63%) is between 36 and 50 years, showing a significant number of experienced individuals. Those below 25 constitute 25.93%, indicating active participation from entry-level employees. Only 7.41% are above 50, showing fewer senior workers in the study. This indicates a relatively youthful workforce in the textile industry.
- In the textile industry survey, 51.85% of respondents are male, while 44.44% are female, reflecting a slightly higher participation of men. The 3.70% representing other genders indicates inclusivity. Overall, there is a balanced gender distribution with a notable presence of both men and women in the workforce.
- The majority of employees (44.44%) hold an undergraduate degree, highlighting a well-educated workforce. 29.63% have completed postgraduate studies, suggesting a significant proportion of highly skilled individuals. Around 14.81% have a high school education or below, while 11.11% have received vocational training, indicating a mix of educational backgrounds within the workforce.
- The majority of respondents (44.44%) have between 5–10 years of work experience in the textile industry, suggesting a moderately experienced workforce. 29.63% of respondents have less than 5 years of experience, showing a significant number of newcomers. About 18.52% have 11–20 years of experience, and only 7.41% have over 20 years, indicating a relatively young workforce with moderate to high experience.
- The survey indicates that a majority (51.85%) of employees are satisfied with their jobs in the textile industry, with 22.22% being very satisfied. 18.52% have a neutral opinion, while 3.70% express dissatisfaction. This suggests that overall employee satisfaction is relatively high, but there is room for improvement, especially among a small group of dissatisfied workers.

5.2 SUGGESTIONS

- **Improvement in Compensation and Benefits:**

Given that 51.85% of respondents are satisfied with their compensation, but a significant portion (20.74%) is dissatisfied, it would be beneficial for textile companies to reassess their compensation packages. This could include salary hikes, performance-based bonuses, and non-monetary rewards such as additional leave or recognition programs.

- **Enhancing Work Environment:**

As 62.96% of respondents are satisfied with the work environment, further efforts to enhance workplace conditions can be made. For instance, creating better lighting, improving safety protocols, and providing comfortable facilities could improve the remaining 15.56% who are dissatisfied.

- **Training and Career Development:**

Since 49.63% of respondents identify career development as a major motivating factor, the company could focus on providing more opportunities for training, certifications, and upskilling. Introducing mentorship programs could also increase employee retention and motivation.

- **Work-Life Balance Initiatives:**

To improve work-life balance for the 14.81% of respondents who are dissatisfied, the company should consider flexible work hours, telecommuting options, or providing extra time off during busy periods to ensure employees are not overwhelmed.

- **Management and Leadership Development:**

As 29.63% of employees are neutral about the impact of leadership on job satisfaction, it is crucial for textile companies to invest in leadership training. By fostering better communication, transparency, and leadership development programs, the management can improve employee satisfaction.

5.3 CONCLUSION

This study provides an in-depth understanding of employee satisfaction in the textile industry, revealing that while a majority of employees are generally satisfied with their work conditions, there are areas that need attention, such as compensation, job security, and career development. The findings suggest that a significant portion of the workforce is motivated by fair compensation, positive work environments, and career advancement opportunities. However, some challenges, such as dissatisfaction with management practices, work-life balance, and employee benefits, should be addressed to improve overall job satisfaction and retention. The study highlights the need for a balanced approach in addressing both financial and non-financial factors that influence employee satisfaction. Offering competitive compensation, improving workplace conditions, providing career development opportunities, and enhancing work-life balance would significantly boost employee morale, motivation, and productivity in the textile industry.

