



## Research Article

Volume-02|Issue-03|2022

## A Study on Employees Perception towards Culture and Their HR Practises – Reference to Sivakasi Fashion World Textiles

Dr. A. Selvaraj\*<sup>1</sup>, Dr. R. Praveena<sup>2</sup>, & Mrs. S. Ansam Selva Shebaniya<sup>3</sup><sup>1</sup>Head of the Department of Commerce (CA), Sri Krishnasamy Arts and Science College, Mettamalai, Sattur – 626 203.<sup>2</sup>Head of the Department of Commerce, Sri Krishnasamy Arts and Science College, Mettamalai, Sattur – 626 203.<sup>3</sup>Assistant Professor of Commerce, Sri Krishnasamy Arts and Science College, Mettamalai, Sattur – 626 203.

### Article History

Received: 10.05.2022

Accepted: 15.05.2022

Published: 30.06.2022

### Citation

Selvaraj, A., Praveena, R., & Shebaniya, A. S. (2022). A Study on Employees Perception towards Culture and Their HR Practises – Reference to Sivakasi Fashion World Textiles. *Indiana Journal of Economics and Business Management*, 2(3), 1-5.

**Abstract:** Employees' perception about organisations culture and their HR practises is formed by organizations roles, style of leadership, and management relationship with employees. In a present situation many organizations are focusing to create friendly environment for employees and working condition. Due to the bad culture and unfriendly HR practices employees are leaving their job or they changing their work place one organization to another organization. So, it is responsible for the company to form the correct perception in the mind of its employees. The best HR practices in an organization are going to create a good working culture of the organization. The culture of the organization consists of the values and beliefs of the people in an organization that support the organizational goals, Organizational culture have an impact on employees' satisfaction. This also describes different dimensions of organizational performance.

This study focuses on HR practises followed by a retail industry in rural area. A retail textile industry (Fashion Woorld) is taken as a study material for identifying whether HR practises helps the organisations to grow effectively in their future. The company has a well framed HR practises and culture and it helps to grow their employees along with organisation.

**Keywords:** HR practises, Organisation Culture, Employees Perception, Job Satisfaction, Compensation and Employees Behaviour.

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## INTRODUCTION

Human Resource of an organization is important capital. It plays a significant role and largely determines success and failure of a company in a particular industry. It is also the most vital capital of the company, however, few companies really appreciates the role and function followed by the human resource department.

Employees' perception is formed by organizational roles, styles of leadership, styles of communication at the workplace etc. and so it is very important that the organization be able to form the correct perception in the minds of its employees. To understand the extent to which the perception enhances the employee in an organization.

### Industry Profile

The textile industry is primarily concerned with the design, production and distribution of yarn, cloth and clothing. The raw material may be natural or synthetic using products of the chemical industry.

The textile industry in India traditionally, after agriculture, is the only industry that has generated huge employment for both skilled and unskilled labour in textiles. The textile industry continues to be the second-largest employment generating sector in India. It offers

direct employment to over 35 million in the country. India was ranked as the fourth most promising market for apparel retailers in 2009. India is first in global jute production and shares 63% of the global textile and garment market. India is second in global textile manufacturing and also second in silk and cotton production.

### Company Profile

Fashion Woorld is the leading retail garments shop in Sivakasi. It was established in 2009. It is the partnership firm. The owners of the firm are Mr. K. R.Sujan and Mr. R. Ramasubramiyam. The capital invested in this business was nearly 50 to 60 lakhs approximately. They also commenced various shops such as Just Born, Kids Woorld, Style Woorld and Wedding Woorld. They also have their branches in Rajapalayam and Virudhunagar. The building of the concern was rented building. There are three floors each 3000 square feet. They also own the international brands franchising of Peter England and Otto showrooms. They provide varieties of clothing for kids, women and men.

### Branches of Fashion World

- Just born showroom they provide clothing for kids below 2years. They also provide playthings, books (rhymes and story) for kids and all the things such as bed, bottles, sheets for new born babies. It also contains gift items.

- Kids Woorld contains 2 floors – In first floor they provide western and traditional collection for girl children and women. In second floor they provide collections for boys below 15 years. They also contain both local and international brands.
- Fashion Woorld completely meant for men. All type of formal and informal collections according to the latest trends is available.
- Wedding Woorld contains the collection for all style of weddings. It contains 2 floors completely meant for brides and grooms.

**Objectives of the Organisation**

The main objectives of the concern are customer satisfaction and quality in their products. Keeping up with fashion- Styles change every week. So catching fashion while it is hot is a clear recipe for better margins with more sales happening at full prices and fewer discounts.

Three winning formulae to get fresh fashions:

- Short lead time – More fashionable clothes
- Lower quantities – Scarce supply
- More styles – More choice & more chances of hitting it right

**Statement of Problem**

HRM is widely defined as a field of professional practice and organizational activities. HR management as the tremendous relevance to productivity of industry. Since managing human resources is highly challenging as compared to managing technology or capital and for its effective management. When an organization having a well-organized human resource practices, its ability to retain qualified employees will be increase accordingly, thus a lower employee turnover rate can be achieved.

**REVIEW OF LITERATURE**

Employee Perception about Organization HR Practices & Culture Organizational culture is the basic pattern of shared assumptions, values and beliefs considered to be the correct way of thinking about and acting on problems and opportunities facing the organization. It is what is important and unimportant in the organization. It is often thought of as organization’ DNA- i.e. invisible to the naked eye, yet a powerful template that shapes what happens in the workplace. Hence why Schneider and Smith (2004) argue that culture begins with leadership and passed on to the organizational members; it is seen as a set of forces that shape and determine human behaviour. The culture of an

organization is brought about as a result of different factors some of which include the influences of national culture, previous events in the organization, the different personalities and the socialization individual members experienced as a result of past educational and work settings (Mahler, 1997). It includes the assumptions, values and beliefs of organization. Assumptions are the shared mental models, the broad worldviews or theories in use that people rely on to guide their perceptions and behaviours.

**Theoretical Background**

Human Resource Management (HRM) is a relatively new approach to managing people in any organization. People are considered the key resource in this approach. It is concerned with the people dimension in management of an organization. Since an organization is a body of people, their acquisition, development of skills, motivation for higher levels of attainments, as well as ensuring maintenance of their level of commitment are all significant activities. These activities fall in the domain of HRM. Human Resource Management is a process, which consists of four main activities, namely, acquisition, development, motivation, as well as maintenance of human resources.

- Recruitment and selection
- Training and development
- Performance appraisal

**METHODOLOGY**

The data used in this study is Primary and Secondary data.

- **Primary Data:** Primary data collection by definition is the gathering of raw data collected at the source. The primary data were collected by the employees in Fashion Woorld, Sivakasi.
- **Secondary Data:** Secondary data collection is referred to as the gathering of second-hand data collected by an individual who is not the original user. Secondary data were collected from company records and websites.

**Data Collection**

In census all the members of the whole population are measured. Data was collected from 70 employees working in the organisation.

**DATA ANALYSIS & INTERPRETATION**

**Table 1.** Profile of the Respondents

Sl. No.	Profile	No. of Respondents	Percentage
1	<b>Gender</b>		
	Male	53	76
	Female	17	24

	<b>Total</b>	<b>70</b>	<b>100</b>
2	<b>Age</b>		
	Below 25	26	37
	25 – 35	22	31
	36 – 45	14	20
	Above 45	8	11
	<b>Total</b>	<b>70</b>	<b>100</b>
3	<b>Education</b>		
	School Level	45	64
	Diploma	11	16
	UG	12	17
	PG	2	3
	<b>Total</b>	<b>70</b>	<b>100</b>
4	<b>Income</b>		
	Below 9,000	18	26
	9,000 – 10,000	21	30
	10,000 – 12,000	23	33
	Above 12,000	8	11
	<b>Total</b>	<b>70</b>	<b>100</b>
5	<b>Experience</b>		
	Less than 1 Year	17	24
	1 -3 Year	29	41
	4 – 5 Year	15	21
	More than 5 Year	9	13
	<b>Total</b>	<b>70</b>	<b>100</b>

The table shows that 76 percent respondents are male, 37 percent respondents are below 25, 64 percent respondents completed their school level education, 33

percent respondents income falls under Rs.10, 000 – Rs. 12, 000 and 41 percent respondents have 1 – 3 years of experience in the organisation.

**Table 2.** Respondents Rating About the Recruitment Process

Sl. No	Ratings For Recruitment	No. of Respondents	Percentage
1	Excellent	17	24
2	Very Good	34	49
3	Good	13	19
4	Fair	6	9
5	Poor	0	0
	Total	70	100

Source: Primary Data

The table shows that 49 percent of the respondents rated the performance of HR department during recruitment process as Very Good and 24 percent

of the respondents rated it as excellent.19 percent respondents consider it to be good and 9 percent of the respondents opines it as fair.

**Table 3.** Respondents Opinion about Identification of Training Needs

Sl. No	Need For Training	No. of Respondents	Percentage
1	Performance monitoring	13	19
2	Reference from supervisors	3	4
3	Review from customers	0	0
4	Directly from employees opinion	54	77
	Total	70	100

Source: Primary Data

The above table shows that majority 77 percent of the respondents feel that need for training is identified directly from employees’ opinion while 19 percent have

mentioned that it is noted from performance monitoring and 4percent respondents’ states that need for training are identified by the reference of supervisors.

**Table 4.** Frequency of Performance Appraisal Conducted in the Organisation

Sl. No	Performance Appraisal is Made	No. of Respondents	Percentage
1	Weekly	0	0

2	Monthly	70	100
3	Yearly	0	0
4	Others	0	0
	<b>Total</b>	<b>70</b>	<b>100</b>

Source: Primary Data

It is clear from the table that 100 percent of the respondents have stated that performance appraisal is done monthly.

**Table 5. Respondents Satisfaction towards Salary**

Sl. No	Salary	No. of Respondents	Percentage
1	Highly Satisfied	9	14
2	Satisfied	16	24
3	Neutral	8	11
4	Dissatisfied	19	27
5	Highly Dissatisfied	18	24
	Total	70	100

Source: Primary Data

The above table shows that 27 percent of respondents are dissatisfied with their salary, 24 percent respondents have expressed that they feel satisfied

whereas another 24 percent respondents were highly dissatisfied with it.

**Table 6. Job Satisfaction of the Respondents**

Sl. No	Job Satisfaction	No. of Respondents	Percentage
1	Excellent	61	88
2	Very good	7	10
3	Good	1	1
4	Fair	1	1
5	Poor	0	0
	Total	70	100

Source: Primary Data

The table clearly shows that 88 percent of respondents job satisfaction is higher, 10 percent respondents have very good satisfaction in their job.

**Table 7. Respondents Satisfaction towards Increment**

Sl. No	Increment	No. of Respondents	Percentage
1	Highly Satisfied	10	14
2	Satisfied	14	20
3	Neutral	32	46
4	Dissatisfied	7	10
5	Highly Dissatisfied	7	10
	Total	70	100

Source: Primary Data

It is obvious from the table that 46 percent of respondents feel neutral about increment, 20 percent of

the respondents are satisfied and 10 percent of respondents are highly dissatisfied.

**Table 8. Respondents Satisfaction towards Rewards and Recognitions**

Sl. No	Rewards and Recognitions	No. of Respondents	Percentage
1	Highly Satisfied	51	73
2	Satisfied	10	14
3	Neutral	5	7
4	Dissatisfied	2	3
5	Highly Dissatisfied	2	3
	Total	70	100

Source: Primary Data

The table indicates that 73 percent of respondents are highly satisfied with the rewards and

recognitions received while 14 percent of respondents are satisfied, 7 percent respondents are neutral.

**Table 9.** Opinion of Respondents on Clean and Hygienic Working Environment

Sl. No	Clean and Hygienic Working Environment	No of Respondents	Percentage
1	Excellent	64	92
2	Very Good	4	6
3	Good	1	1
4	Fair	1	1
5	Poor	0	0
	Total	70	100

Source: Primary Data

The table indicates that 92 percent of the respondents feel that organisation has excellent clean and hygienic working conditions and 6 percent of the

respondents feel very good about the clean and hygienic environment.

**Table 10.** Overall Level of Satisfaction towards Organization HR Practices and Culture

Sl. No	Overall Level Of Satisfaction Towards HR Practices And Culture	No. Of Respondents	Percentage
1	Highly Satisfied	30	43
2	Satisfied	28	40
3	Neutral	10	14
4	Dissatisfied	2	3
5	Highly Dissatisfied	0	0
	Total	70	100

Source: Primary Data

From the table it can be revealed that 43 percent of respondents are highly satisfied, 40 percent of respondents are satisfied, 14 percent of respondents are neutral and 3percent of respondents are dissatisfied with the overall HR practices and culture of the organisation.

## FINDINGS OF THE STUDY

- The company has well-established HR policies and they also focus on the growth of employees working in the organisation.
- The rewards and recognitions increase the performance of the employees.
- The focuses on training and performance appraisal need to increase and unhealthy competition among employees need to be taking care of.
- Salary dissatisfaction does affect the job satisfactions of employees.

### Suggestions

- The employees feel that an additional increase in salary and increment would satisfy them more.
- The management can adopt new method of appraisal than the present performance evaluation sheet.
- A pre- evaluation and post evaluation practice should be followed to understand the success of training and the training could be then effectively used to fill gaps.

## CONCLUSION

From this study it is observed that FASHION WOORLD, Sivakasi follows all HR practises in right way. The company can develop the existing performance appraisal system which will definitely results in increase in positive attitude among employees about HR practises and also helpful for companies growth.

The human resource practices that are tested in our research, which are selective hiring, training and development, performance appraisal and compensation are applicable in enhancing the overall organizational performance.

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