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A STUDY ON EMPLOYEE ENGAGEMENT PRACTICES ON KIDZ PLAY CLOTHING AT KUMARAPALAYAM

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Abstract

Employee engagement has emerged as a crucial factor in organizational success, particularly in the competitive landscape of the contemporary business world. This study investigates the employee engagement practices at Kidz Play Clothing; a renowned apparel company located in Kumarapalayam. Through a mixed-methods approach, including surveys, interviews, and observational analysis, this research aims to explore the effectiveness of current engagement strategies employed by the organization and their impact on employee satisfaction, productivity, and retention. The study seeks to identify key drivers of employee engagement within Kidz Play Clothing, examining factors such as leadership style, organizational culture, recognition programs, training and development initiatives, and work-life balance policies.

Keywords: *Employee engagement, Communication, Employment Practices, Commitment.*

INTRODUCTION

Employee engagement practices play a pivotal role in cultivating a positive work environment and enhancing organizational performance. Extensive research underscores the direct link between engaged employees and heightened productivity, innovation, and overall job satisfaction. Central to effective engagement are communication and transparency, where open sharing of company goals and performance fosters trust and aligns employees with broader objectives. Recognition and appreciation, whether through formal programs or informal gestures, significantly boost morale and fuel a culture of appreciation, motivating employees to excel.

OBJECTIVES OF THE STUDY

- To identify key factors influencing employee engagement.
- To measure the impact of leadership styles on employee engagement.
- To investigate the correlation between workload and employee engagement.
- To assess the current level of employee engagement with the organization.

NEED OF THE STUDY

- Understand the effectiveness of current employee engagement practices at Kidz Play Clothing.
- Identify areas of strength and weakness in the existing employee engagement initiatives.
- Determine the impact of employee engagement practices on overall organizational performance and employee satisfaction.
- Provide insights into strategies for enhancing employee engagement within Kidz Play Clothing.

SCOPE OF THE STUDY

The scope of the study on employee engagement practices at Kidz Play Clothing encompasses a comprehensive examination of the strategies, initiatives, and programs implemented by the organization to foster a positive and productive work environment. The study aims to analyse the impact of these practices on employee satisfaction, motivation, and overall job performance within the unique context of Kidz Play Clothing. Additionally, it will explore any challenges faced by the organization in implementing and sustaining effective employee engagement practices, providing valuable insights for both academic and practical considerations.

LIMITATIONS OF THE STUDY

- Close-ended questions might miss important details in engagement.
- Only some employees sharing views could make results one-sided.
- Confusing questions might lead to wrong answers.
- Not everyone participating might make the information less accurate.

REVIEW OF LITERATURE

Chowdhury, S., & Islam, S. (2022) Employee Voice and Its Influence on Employee Engagement in the Garment Industry: Chowdhury and Islam examine the role of employee voice mechanisms, such as suggestion schemes, grievance procedures, and participative decision-making processes, in fostering employee engagement within the garment industry.

Khan, A., & Rahman, M. (2021) Exploring the Link between Leadership Styles and Employee Engagement in Garment Factories: Khan and Rahman investigate the relationship between different leadership styles and employee engagement levels within garment factories. The study examines how transformational, transactional, and laissez-faire leadership styles influence employee motivation, satisfaction, and commitment.

Ahmed, S. (2020) Employee Engagement Practices in the Garment Industry: A Case Study Analysis: Ahmed's study delves into specific employee engagement practices implemented within the garment industry, analyzing their effectiveness through a case study approach. The research explores various strategies such as training programs, recognition systems, and communication channels.

Hossain, M., & Islam, S (2019) Employee Engagement Practices and Their Impact on Job Satisfaction in Garment Factories: This study by Hossain and Islam examines the relationship between employee engagement practices, such as training and development programs, performance feedback mechanisms, and reward systems, and their impact on job satisfaction.

RESEARCH METHODOLOGY

Research design: Descriptive research design

Sampling Techniques: Simple random sampling

Sample size: The sample size is 154 respondents

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation

ANALYSIS & INTERPRETATION

a) Simple percentage analysis

The study conducted at Kidz Play Clothing in Kumarapalayam involved 154 employees to gauge their demographic composition and perspectives on workplace dynamics. Results revealed a slight majority of female respondents, with the majority falling within the 30 to 40 age bracket. A significant proportion held degrees compared to postgraduates. Experience-wise, most had less than 5 years in the industry. Marital status leaned towards married individuals, and a substantial portion earned between 15,000 to 20,000 rupees monthly. Full-time employment was prevalent among 63% of respondents. Noteworthy findings include high agreement levels on transparent communication and regular feedback reception. While satisfaction with engagement practices was moderate, a majority perceived positive employee engagement levels. Work-life balance was generally affirmed, with a preference for conflict avoidance. Motivation was predominantly driven by challenging tasks and career advancement prospects. Engagement initiatives like team-building activities and training were well-received. Grievance handling demonstrated promptness for a notable portion, yet delays were experienced by others. Relationships with co-workers were mostly positive, and satisfaction with the company and role was high among respondents.

b) Chi-Square Analysis

Relationship between experience and Perception of Employee Engagement Level.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.293 ^a	9	.256
Likelihood Ratio	14.054	9	.120
Linear-by-Linear Association	.011	1	.915
N of Valid Cases	154		

RESULT

There is no significant relationship between the experience and Perception of Employee Engagement Level.

c) Correlation

Relationship between Educational Qualification and Satisfaction with Career Growth Opportunities.

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval Pearson's R	.006	.079	.077	.939 ^c
Ordinal by Ordinal Spearman Correlation	.000	.079	-.011	.991 ^c
N of Valid Cases	154			

RESULT

There is no significant relationship between the Educational Qualification and Satisfaction with Career Growth Opportunities.

FINDINGS

The survey findings reveal several key trends among respondents. Firstly, a majority, constituting 53%, are female. Additionally, 51% fall within the 20-30 age bracket, while 49% hold a degree. In terms of work experience, 33% have 3-5 years under their belt. Moreover, a significant 67% are married. Financially, 44% earn between 15000-20000 monthly. Professionally, 63% work full-time, and 52% appreciate transparent communication. Regarding feedback, 49% receive it monthly. Satisfaction levels vary, with 43% content with engagement practices and 49% agreeing to a healthy work-life balance. Conflict resolution sees 40% avoiding conflicts altogether. Motivation-wise, 38% seek challenging tasks. However, only 29% report training opportunities in employee engagement. Nonetheless, 44% are content with their working hours and overtime policies. When it comes to grievances, 42% see them resolved promptly. Interpersonally, 46% enjoy good relationships with co-workers. Overall, 42% express satisfaction with both the company and their role within it. However, chi-square analysis reveals no significant association between experience and Perception of Employee Engagement Level and correlation indicates that is there a significant correlation between Educational Qualification and Satisfaction with Career Growth Opportunities.

SUGGESTIONS

- Communication can be improved for clarity and transparency.
- Feedback frequency can be increased for employee development.
- Recognition and rewards programs can be enhanced.
- Collaboration and teamwork can be provided.
- Conflict resolution training can be provided.
- Foster a positive work culture with valued relationships.
- Offer career growth opportunities and challenging tasks.

CONCLUSION

The study on employee engagement practices at Kidz Play Clothing in Kumarapalayam offers valuable insights into the perceptions and experiences of the workforce. Through a combination of simple percentage, correlation, and chi-square analyses, several key findings have emerged. It is

evident that while there are areas of strength, such as the majority of respondents expressing satisfaction with communication practices and teamwork, there are also areas for improvement, particularly in enhancing engagement initiatives, feedback mechanisms, and recognition programs. Additionally, the study highlights the importance of considering gender-specific needs and preferences in engagement strategies.

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