A Study on Employee Relationship Management in Nethaji Apparels(Tirupur)

Dr.P. Parvatham  
Associate Professor  
Department of  CorporateSecretaryship  
Kongu Arts and Science College (Autonomous)  
Mail id: parvatham555@gmail.com.

INTRODUCTION

Employee Relationship Management is directing relations between the employee and employer to increase employee satisfaction which is directly related to employee productivity. Employee relationship management can improve the overall business culture and includes such things as communication, conflict management, employee growth, company growth and increased productivity.

Some of the core issues that can be controlled with effective employee relationship management are communication, conflict management and employee growth.

OBJECTIVES OF THE STUDY

To analyse the factors influencing employee relationship management in apparel industries.

RESEARCH METHODOLOGY

The validity of any research depends on the systematic method of the data collection and analysing the same in a logical and sequential order. The present
study made extensive use of both primary and secondary data. The research is
descriptive in nature.

Sample Size

The researcher collected the primary data relating to the employee relationship in Nethaji Apparel Industries. The sampling units were selected from the apparel units which are practicing relationship management in their company. The size of the sample was 250 respondents. These samples were carefully selected by the researcher from the apparel industries of the study area.

**Sampling Design and Technique**

**Non Probability Sampling**

Non Probability Samples in personal judgment involve somewhere in the selection process. The selection of population elements to be included in this left to individual field workers. The fact that the elements are not selected probabilistically precludes an assessment of sampling error.

**RELATIONSHIP MANAGEMENT**

Marriage is the propitious function in every human life. The human life is fulfilled only when a man or woman gets married. The married persons are having more responsibility than the unmarried persons. For the purpose of this study, the marital status has been classified into two categories namely, married and unmarried. The sample consists of 135 (54%) married respondents and 115
(46%) unmarried respondents. The distribution of sample respondents according to their marital status and the level of impact perceived on relationship management practiced in apparel industries are shown in the following table.

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Marital status</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Average</th>
<th>Range</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Married</td>
<td>135</td>
<td>54.0%</td>
<td>36.82</td>
<td>15-56</td>
<td>12.071</td>
</tr>
<tr>
<td>2</td>
<td>Unmarried</td>
<td>115</td>
<td>46.0%</td>
<td>35.56</td>
<td>15-55</td>
<td>9.716</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>250</td>
<td>100.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data

It is seen from the above table that the level of impact perceived on relationship management practiced in apparel industry among the married respondents ranged between 15 and 56 with an average of 36.82. On the other hand, the level of impact perceived on relationship management practical in apparel industry among the unmarried respondents ranged between 15 and 55 with an average of 35.56. From the analysis, it is inferred that the married respondents have perceived maximum level of impact on relationship management practiced in apparel industries than the unmarried respondents.

With a view to finding the degree of association between marital status of the respondents and the level of impact perceived on relationship management practiced in apparel industries, a two-way table was prepared and is displayed in the following table.
TABLE 2
MARITAL STATUS OF THE RESPONDENTS AND LEVEL OF IMPACT ON RELATIONSHIP MANAGEMENT
(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Marital Status</th>
<th>Level of Impact</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>1</td>
<td>Married</td>
<td>48</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(57.8%)</td>
<td>(39.1%)</td>
</tr>
<tr>
<td>2</td>
<td>Unmarried</td>
<td>35</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(42.2%)</td>
<td>(60.9%)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>83</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100.0%)</td>
<td>(100.0%)</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is highlighted from the above table that the percentage of high level of impact perceived on relationship management practiced in apparel industries was the highest (66.3%) among the married respondents and same was the lowest (33.7%) among the unmarried respondents. The percentage of medium level of impact perceived on relationship management was the highest (60.9%) among the unmarried respondents and the same was the lowest (39.1%) among the married respondents. On the other hand, the percentage of low level of impact perceived on relationship management was the highest (57.8%) among the married respondents and the same was the lowest (42.2%) among the unmarried respondents.

In order to find the relationship between marital status of the respondents and the level of relationship management practiced in apparel industries, the
following hypothesis was framed and tested with the help of chi-square test.

The detailed results of the test are shown in the following table.

**TABLE 3**

MARITAL STATUS OF THE RESPONDENTS AND LEVEL OF RELATIONSHIP MANAGEMENT

(CHI – SQUARE TEST)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Calculated $\chi^2$ Value</th>
<th>Table Value</th>
<th>D.F</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marital Status</td>
<td>13.120</td>
<td>9.210</td>
<td>2</td>
<td>Significant at 1%</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is witnessed from the above table that the calculated chi-square value (13.120) is greater than the table value (9.210) and the result is significant at 1% level. Hence, the null hypothesis ($H_0$) is rejected and the alternative hypothesis ($H_1$) is accepted. The hypothesis, “Marital status of the respondents and the level of relationship management practiced in apparel industries” are associated, holds good. From the analysis, it is concluded that there is a close relationship between marital status of the respondents and the level of relationship management practiced in apparel industries.

**FINDINGS**

It is identified that the married respondents have practiced high level of relationship management in apparel industries than the unmarried respondents.

The chi-square test also proved that there is a close relationship between marital
status of the respondents and the level of relationship management practiced in apparel industry.

**CONCLUSION**

The conceptual framework of relationship management is thoroughly studied. The theory of relationship management which is considered by this study is properly conceived for further analysis. Accordingly the relationship management practiced in Nethaji Apparels with particular reference to women workers in Tiruppur district of Tamilnadu State was undertaken with reference to the above stated, comprehensively and suitably. The factors influencing the practice of relationship management in Apparel industries is thoroughly analysed. It is keenly observed that age and marital status affect the relationship management of the women workers of Nethaji Apparels in Tiruppur District of Tamilnadu State. The impact of relationship management on productivity of apparel products is systematically analysed. The experience and income of workers, cognitive components, affirmative component and conative components in apparel industries have significant relationship with productivity of the women workers of Nethaji Apparels in Tiruppur District of Tamilnadu State.