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## A STUDY ON THE RELATIONSHIP BETWEEN THE MANAGEMENT AND THE EMPLOYEES" AT CELEBRITY FASHIONS LTD, NARAYANAPURAM.

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**ABSTRACT:**

Employee plays an important role in the effective functioning of any organization of any organization. Any organization to grow and attain greater heights, need to place its employees at the first place. Employees are the most significant resource and they are the backbone of the industrial management. The HR department plays a crucial role in this aspect, and it is where the HR department needs to concentrate much on addressing the issues related to the employees working in the organization.

The research design used is descriptive research. The sampling technique used in the study is convenient sampling. The sample size for the survey is 100. The sample unit has been collected from lower and middle level management employees. The types of data collected from the organization are primary data and secondary data. For analyzing the data, the statistical tools used is Rank correlation, Percentage analysis, Chi-square analysis. From the above study it is found that the main cause grievance is due to allocation of works. To some extent, the effective relationship between the management and employees. Hence, the relationship mechanism has to be implemented in an effective manner.

**KEYWORDS:** *Employee, Organization, Industrial Management, Descriptive Research, Etc.*

## INTRODUCTION

Textile manufacturing is one of the oldest of man's technologies. The oldest known textiles date back to about 5000 B.C. In order to make textiles, the first requirement is a source of fiber from which a yarn can be made, primarily by spinning. The yarn is processed by knitting or weaving, which turns yarn

into cloth. The machine used for weaving is the loom. For decoration, the process of coloring yarn or the finished material is dyeing.

Typical textile processing includes 4 stages: yarn formation, fabric formation, wet processing, and fabrication.

The three main types of fibers include natural vegetable fibers (such as cotton, linen, jute and hemp), man-made fibers (those made artificially, but from natural raw materials such as rayon, acetate, Modal, cupro, and the more recently developed Lyocell), synthetic fibers(a subset of man-made fibers, which are based on synthetic chemicals rather than arising from natural chemicals by a purely physical process) and protein based fibers (such as wool, silk, and angora).

## Review of Literature

**Porter (1974)[1],** in his article on consumer behavior, retailer power and market performance in consumer goods industry developed a model of the interaction between the manufacturing and retail stages in consumer goods industries. He demonstrated that the characteristics of consumer buying behaviour vary markedly across consumer goods industries in ways that fundamentally affect the nature of industry competition. These characteristics become partially embodied in the structure of the retail distribution system and create bargaining power for some retailers against the manufacturers whose goods they sell.

**Mahajan (1980)[2]** in his study on inter – regional homogeneity of consumer behavior in India reveals that consumer behavior markedly differ between the rural and urban sectors. It further reveals that inter regional homogeneity in consumption seems to be realized at best in the case of North India and Central India.

**Raut (1987)[3]** in his study on consumer's attitudes towards advertising points out that 89 percent of the respondents believe that advertising is useful to the consumers for giving convenient information about the products and to increase consumer awareness. It also provides an opportunity to the consumers to make comparison and make shopping easier to the consumers.

**Bhavani Prasad and Sitakumari (1987)[4]** while evaluating the impact of advertising on consumer durables market observed that friends are the main influence followed by relatives and hence they should be given more emphasis while planning promotion strategies. Advertisement is the next major influencing factor for the consumer durables.

**Hundal and Sandhu (1987)[5]** in their study on buying behavior of television buyers in Punjab identified reasonable price as the major factor which influence the brand preference among the consumers. They also add that friends and relatives are the major influence in selecting a brand.

**Nabi and Raut (1990)[6]** made a study to examine the influence of various media in the consumer decision making process particularly of television buyers opined that television and news paper are the two effective media used for the advertising television. Income - wise analysis also showed that television is considered as the most effective media by all the respondents irrespective of income differences.

## PRIMARY OBJECTIVE:

To assess the relationship between the management and employees in Celebrity Fashions Ltd.

## SECONDARY OBJECTIVE:

• To study the relationship procedure followed in Celebrity
• To find out whether the employees are satisfied with the management
• To analyze the effectiveness of the relationship process

## RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. Thus it is the various steps that are generally adopted by a researcher in studying his research problem with the logic behind them.

It has many dimensions and methods which constitute a part of research and widens the scope of the research.

## RESEARCH INSTRUMENT
### Questionnaire:

A questionnaire consists a certain number of questions printed or typed in a definite order. The questionnaire is framed on the basis of the parameters and with an overall view of the objectives of the study.

## INTERVIEWS

This method of research instrument was used for lower level and middle employees and employers in Celebrity Fashions Ltd to identify the effectiveness of relationship and other useful information.

## SAMPLING PLAN
### Sampling method:

❍ The sampling method used in the study is non-probability sampling.
❍ The sampling technique used in the study is convenience sampling.

### Population:

The population of employees in Celebrity Fashions Ltd, (Narayanapuram) is 800.

### Sample size:

❍ The sample size of the study was 120.
❍ Employers 40.
❍ Employees 80.

## Statistical Tools:

• Percentage analysis.
• Chi-square analysis.

**DATA ANALYSIS AND INTERPRETATION**

**DATA ANALYSIS AND INTERPRETATION**
**BREAK DOWN OF SAMPLE ON THE BASIS OF AGE**
**Table 2.1.1**

| S.No | Age | No of respondents | Percentage |
|------|-----|-------------------|------------|
| 1. | Up to 25 | 60 | 50 |
| 2. | 26-35 | 40 | 33 |
| 3. | Above 35 | 20 | 17 |
| | Total | 120 | 100 |

From the above table, it could be seen that out of 120 respondents, 50% of them were in the age group of up to 25 and 33% of them were in 26-35, 17% of them were in the age group of above 35.

**BREAKDOWN OF SAMPLE ON THE BASIS OF GENCER**
**Table 2.1.2**

| S.No | Gender | No of respondents | Percentage |
|------|--------|-------------------|------------|
| 1. | Male | 40 | 33 |
| 2. | Female | 80 | 67 |
| | Total | 120 | 100 |

From the above table, it could be seen that out of 120 respondents 33% of them were males and 67% of them were females.

**BREAKDOWN OF SAMPLE ON THE BASIS OF EDUCATIONAL QUALIFICTION OF EMPLOYEES**
**Table 2.1.3**

| S.No | Educational Qualification | No of respondents | Percentage |
|------|--------------------------|-------------------|------------|
| 1. | Higher secondary | 50 | 42 |
| 2. | Graduates | 35 | 28 |
| 3. | Professional degree | 15 | 13 |
| 4. | others | 20 | 17 |
| | Total | 120 | 100 |

From the above table, it could be seen that out of 120 respondents, 42% of them were higher secondary, 28% of them were graduates, 13% of them were in professional degree and 17 of them were in the others (specify) category.

**BREAK DOWN OF SAMPLE ON THE BASIS OF EXPERIENCE**
**Table 2.1.4**

| S.No | Experience | No of respondents | Percentage |
|------|-----------|-------------------|------------|
| 1. | Up to 5 | 36 | 30 |
| 2. | 6-10 | 62 | 52 |
| 3. | Above 10 | 22 | 18 |
| | Total | 120 | 100 |

From the above table, it was inferred that 30% of them have the experience up to 5yrs, 52% of them have the experience between 6-10yrs and 18% of them have the experience above 20yrs.

### BREAK DOWN OF SAMPLE ON THE BASIS OF DESIGNATION
### Table 2.1.5

| S.No | Designation | No of respondents | Percentage |
|------|-------------|-------------------|------------|
| 1. | Workers | 80 | 67 |
| 2. | Supervisors | 30 | 25 |
| 3. | Managers | 10 | 8 |
| | Total | 120 | 100 |

From the above table, it could be seen that out of 120 respondents, 80% of them were workers, 30% of them were supervisors, and 10% of them were managers.

### BREAKDOWN OF SAMPLE BASED ON INCOME
### Table 2.1.6

| S.No | Income | No of respondents | Percentage |
|------|--------|-------------------|------------|
| 1. | Up to 3000 | 34 | 28 |
| 2. | 3001-5000 | 47 | 39 |
| 3. | 5001-10,000 | 22 | 18 |
| 4. | Above 10,000 | 17 | 15 |
| | Total | 120 | 100 |

From the above data it was found that 28% were in the income group of up to 3000, 39% were in 3001-5000, 18% of them were 5001-10,000 and 15% of them were in above 10,000 categories.

### AWARENESS OF RULES AND REGULATION
### Table 2.1.7

| S.No | Factors | No of respondents | Percentage |
|------|---------|-------------------|------------|
| 1. | Aware | 92 | 77 |
| 2. | Unaware | 28 | 23 |
| | Total | 120 | 100 |

From the above data, it was found out that 77% of the employees are aware of the rules and regulations while the remaining 23% were unaware.

### COMMUNICATION BETWEEN THE EMPLOYEES AND EMPLOYERS
### Table 2.1.8

| S.No | Factors | No of respondents | Percentage |
|------|---------|-------------------|------------|
| 1. | Proper communication | 88 | 73 |
| 2. | Non proper communication | 32 | 27 |
| | Total | 120 | 100 |

From the above data it was found that 73% have proper communication and 27% have non proper communication.

## AWARENESS OF DISCIPLINARY ACTION PROCEDURE
### Table 2.1.9

| S.No | Factors | No of respondents | Percentage |
|------|---------|-------------------|------------|
| 1. | Aware | 102 | 85 |
| 2. | Unaware | 18 | 15 |
|  | Total | 120 | 100 |

It was well known from the above data that 85% of them are aware and 15% of them are unaware of disciplinary action procedure.

## IMPOSING OF PUNISHMENTS AFTER ENQUIRY
### Table 2.1.10

| S.No | Factors | No of respondents | Percentage |
|------|---------|-------------------|------------|
| 1. | Agree | 77 | 64 |
| 2. | Disagree | 43 | 36 |
|  | Total | 120 | 100 |

A study of the above data made clear that 64% of them agree that punishments are imposed after enquiry and 36% disagree.

## CAUSES OF RELATIONSHIP
### Table 2.11

| S.No | Causes | No of respondents | Percentage |
|------|--------|-------------------|------------|
| 1. | Allocation of works | 20 | 17 |
| 2. | Allowances | 9 | 7 |
| 3. | Conflict | 11 | 9 |
| 4. | Tribunals and arbitration system | 12 | 10 |
| 5. | Employee involvement | 18 | 15 |
| 6. | Superior subordinate relationship | 20 | 17 |
| 7. | Working hours | 15 | 12 |
| 8. | Work life balance | 5 | 4 |
| 9. | Health and safety | 8 | 7 |
| 10. | Stress | 2 | 2 |
|  | Total | 120 | 100 |

The study has enlighted the causes of the relationship, it was found that 17% of them had taken the important cause for relationship and 15% employee involvement and 12% working hours and 2%only for stress very rarely causes.

## CONVEYING COMPLAINTS
### Table 2.1.12

| S.No | Factors | No of respondent | Percentage |
|---|---|---|---|
| 1. | Immediate supervisor | 51 | 42 |
| 2. | Functional head | 32 | 27 |
| 3. | Trade union | 9 | 7 |
| 4. | HR manager | 21 | 18 |
| 5. | Factory manager | 7 | 6 |
| | Total | 120 | 100 |

From the above data it was inferred that 42% of them convey their compliant immediate supervisor, 7% trade union, 27% functional head and 18% to HR manager.

## AWARNESS OF HEALTH AND SAFETY
### Table 2.1.13

| S.No | Factor | No of respondents | Percentage |
|---|---|---|---|
| 1. | Aware | 98 | 82 |
| 2. | Unaware | 22 | 18 |
| | Total | 120 | 100 |

From the above data it was inferred that 82% of them were aware of health and safety and 18% of them were unaware.

## BENEFITS FROM HEALTH CARE SYSTEM
### Table 2.1.14

| S.No | Factor | No of respondents | Percentage |
|---|---|---|---|
| 1. | Yes | 84 | 70 |
| 2. | No | 36 | 30 |
| | Total | 120 | 100 |

From the above data it was found that 70% of them feel that there is benefits from health care system and remaining 30% disagree the statement.

## EFFECTIVE ROLE OF HR MANAGER
### Table 2.1.15

| S.No | Factor | No of respondents | Percentage |
|---|---|---|---|
| 1. | Agree | 108 | 90 |
| 2. | Disagree | 12 | 10 |
| | Total | 120 | 100 |

From the above data it was inferred that 90% of them agree that HR manager play an effective role in employee problems while the remaining disagrees the fact.

**AWARENESS OF GRIEVANCE HANDLING COMMITTEE**
**Table 2.1.16**

| S.No | Factor | No of respondents | Percentage |
|------|--------|-------------------|------------|
| 1. | Agree | 78 | 65 |
| 2. | Disagree | 42 | 35 |
| | Total | 120 | 100 |

From the above data it was found that 65% of them were unaware of grievance handling meeting and 35% of them were aware.

**CHISQUARE TEST TABLE**

| O | E | O-E | $(O-E)^2$ | $(O-E)^2/E$ |
|---|---|-----|-----------|-------------|
| 13 | 19.3 | -6.3 | 39.69 | 2.29 |
| 34 | 33.3 | 0.7 | .49 | .04 |
| 22 | 20 | 2 | 4 | 1 |
| 17 | 13.3 | 3.7 | 13.69 | 1.88 |
| 21 | 14.7 | 6.3 | 39.69 | 4.56 |
| 13 | 13.7 | .7 | .49 | .085 |
| - | 2 | -2 | 4 | 2 |
| - | 3.7 | -3.7 | 13.69 | 3.7 |
| | | | Total | 15.55 |

$\chi^2 = (O-E)^2/E$
    =15.55

Calculated value of $\chi^2$ test = 15.55

Table value at 5% level of significance at 3 degree of freedom is 7.815.

The computed value is bigger than table value hence H0 is rejected.

Hence satisfaction level of employees relationship process is dependent of the income of employees.

**Findings**
**FINDINGS**

• From the study it is found that 50% of the respondents belong to age group of up to 25yrs, 33% of the respondents belong to the age group of 26-35yrs and 17% of respondents belong to the age group of above 35yrs.

• It is found that 33% of respondents are male and 67% of the respondents are female.

• It is found that 42% of the respondents are higher secondary, 28% of the respondents of the respondents are graduates, 13% of the respondents are professional degree and 17% of the respondents in the others (specify) category.

• It is found that 30% of the respondents have above 5yrs experience and 52% of the respondents have 6-10yrs experience and 18% of the respondents have above 10yrs experience.

• It is found the 67% of respondents are workers and 25% of respondents are supervisors and 8% of respondents are technical persons.

• It is found that 28% of the respondents have the income of up to 3000, 39% of the respondents have the income of 3001-5000,18% of the respondents have the income of 5001-10,000 and 15% of the respondents have the income of above 10,000.

• It is found that 77% of the respondents are aware of rules and regulation and 23% of the respondents are unaware of rules and regulations.

• It is found that 73% of the respondents feel they have a proper communication to the management and 27% of the respondents fell they don't have a proper communication to management.

• It is found that 88% of the respondents feel they have a proper communication to the employees and 12% of them feel they don't have a proper communication to the employees.

• It is found that 85% of the respondents are aware of the disciplinary action procedure and 15% of the respondents are unaware of the disciplinary action procedure.

• It is found that 80% of the respondents agreed that punishments are imposed after enquiry and 20% of the respondents disagree that punishments are not imposed after enquiry.

• It is found that 17% of the respondents have given allocation of works is the major cause for relationship,7% of the respondents have given allowance is the cause for relationship, 9% of the respondents have given conflict is the cause for relationship,10% of the respondents have given tribunals and arbitration is the cause and 15% of the respondents have given employee involvement, 17% of the respondents have given superior subordinate relationship,12% of the respondents have given working hours ,4% of the respondents have given work life balance, 7% of the respondents have given health and safety and 2% of the respondents have given stress for the cause of relationship between the employee and management relationship.

• It is found that 42% of the respondents convey their complaint to immediate supervisor and 28% of the respondents convey their complaint to functional head.

• It is found that 82% of the respondents are aware of the health and safety 18% of the respondents is unaware of the health and safety in the organization.

• It is found that 70% of the respondents are member of the health care systems and 30% of the respondents are not the member of health care system.

• It is found that 90% of the respondents are satisfied with the HR manager role in the organization and 10% of the respondent is not satisfied with the HR manager role.

• It is found that 65% of the respondents are aware of the grievance handling committee and 35% of the respondents are unaware of this committee.

• It is found that 43% of the respondents are aware of the grievance handling meeting and 52% of the respondents are unaware of this meeting.

• It is found that 19% of the respondents have given that no meeting was conducted, 47% of the respondents have given that meeting was conducted on in a month and 13% of the respondents have given that meeting was conducted once in a six months.

• It is fou7nd that 33% of that respondents agree that management is fully committed on handling complaints, 27% of the respondents neither agree nor disagree that management is fully committed on handling complaints and 20% of the respondents strongly agree this fact.

• It is found that 42% of the respondents are satisfied with complaints handling meeting and 58% of the respondents are not satisfied of this meeting.

• Through rank correlation it is found that ranking of the causes of relation by lower and middle level employees are related.

• Through ranking it is found that allocation of works and allowance is major cause for complaint and relationship process at lower level employees of the organization. It is also found that allocation of works and employee involvement is the major cause for relationship at the middle level employees of the organization.

• Through ranking it is found that 88% of the employees are satisfied with the relationship process and

12% of the respondents are not satisfied with relationship with management. Hence it is found that 88% of the respondents have given that relationship is effective and 12% of the respondents have given that relationship is not effective.

• Through chi square analysis it is found that satisfaction level of employees and management with the relationship is independent of the level of the employees.

• Through chi square analysis it is found that satisfaction level of employees with regard relationship is independent of the educational qualification of the employees.

• Through chi square analysis it is found that satisfaction level of employees with regard to dependent of the experience of the employees.

• Through chi square analysis it is found that satisfaction level of employees with regard is dependent of the income of the employees.

## Suggestions

Grievance handling meeting has to be conducted once in a month to make the procedure more effective and employee oriented.

• Rules and regulation has to be communicated to the workers very often. So that violation of rules does not occur.

• All relevant facts about a complaint should be gathered by the management and their proper records maintained.

• Health care systems to play an effective role in workers and their family health problems.

• In order to ensure effective working of the complaint procedure it is necessary that supervisors and the representative should given training in complaint handling.

• The functional head could be given a more active role in the procedure.

• The relationships that exist between the superiors and subordinates must be smooth and every employee working in the organization should be respected.

• Complaints should be oral and informal at the initial stage but they should be recorded at higher levels.

• The working of the procedure should be reviewed periodically by the personnel department and necessary structural changes introduced to make it more effective.

• The management should conduct a proper meeting with all line of all departments often.

Conclusion

　　　Employee's satisfaction is essential for smooth running of an organization. If employees are dissatisfied, they do not show any concern for their job. Hence many complicated issues occur, which affects the entire society in the organization. This state of discontent leads of complaints.

　　　The present study shows that employee's dissatisfaction towards the employment is due to allocation of works and allowance. To some extent, the relationship between the management and the employees is satisfaction and effective in the organization. Hence, the relationship has to be implemented in an effective manner.

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