A STUDY ON EMPLOYEE RETENTION TOWARDS SHRI VIGNESHWARA CONFECTIONERY AT RASIPURAM

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Abstract—*Employee retention has emerged as a critical area of focus in modern human resource management, particularly in labor-intensive and production-driven sectors like the confectionery industry. The confectionery sector, which includes the production of chocolates, candies, sweets, and other sugar-based products, requires a stable, skilled, and experienced workforce to maintain consistent product quality, meet production targets, and fulfill customer expectations. High employee turnover not only disrupts workflow and affects morale but also increases training and recruitment costs, ultimately impacting the profitability and efficiency of the organization. This project delves into the factors that significantly influence employee retention within a confectionery products company, with a holistic view of human resources, workplace dynamics, and employee expectations. Factors such as job satisfaction, compensation and benefits, performance recognition, leadership support, career development opportunities, and organizational culture play an integral role in influencing an employee's decision to stay or leave. The study also explores how the seasonal nature of demand, repetitive work patterns, and occupational health challenges within the confectionery sector affect employee motivation and commitment. Using a mixed-method research approach, data was collected through structured questionnaires, interviews, and the analysis of HR records. The findings highlight that organizations with a positive work culture, strong internal communication, employee engagement initiatives, and fair performance appraisal systems are more likely to experience better employee retention rates. Moreover, the presence of employee-friendly policies such as flexible shifts, welfare programs, training and skill development opportunities, and clear career paths further contribute to workforce stability.*

Keywords: *Employee Retention, Human Resource Management, Job Satisfaction, Compensation, Performance Recognition.*

INTRODUCTION

Employee retention refers to an organization's ability to keep its employees and reduce turnover, which is crucial for business success and sustainability. It involves creating a positive work environment, offering competitive compensation and benefits, and promoting employee engagement and development. It is costly for an organization to find new employee than retaining an existing employee. Organizations implement various employee retention strategies to retain their employees for sustainability in every industry.

NEED OF THE STUDY

Retention starts at the top. Sourcing, hiring and retaining motivated employees are the responsibility of the company's governing board and Leadership Team. Getting and retaining good employees demands focused, recognized and comfortable policies and procedures that make retention a prime management outcome.

To appreciate staff every day and constantly work to keep them on board is the job of the manager. The HR department alone cannot reduce turnover. Company leaders must establish distinct, significant and positive change for retention processes and programs within all levels of an organization.

STATEMENT OF THE PROBLEM

Employee retention has become a major concern for corporate in the current scenario. Individuals once being trained have a tendency to move to other organizations for better prospects. Whenever a talented employee expresses his willingness to move on, it is the responsibility of the management and the human resource team to intervene immediately and find out the exact reasons leading to the decision. This study can be helpful in knowing, how employee perceive the existing employee retention strategies and to measure the influence of demographic variables of employees on employee retention strategies. This study can be helpful to the management to identify the impact of existing employee retention strategies to improve its core weaknesses by the suggestions and recommendations prescribed in the research. This study can serve as a basis for measuring the organization's overall performance in terms of employee satisfaction which results in employee retention.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study about the employee retention with reference with reference to Sri Vigneshwara confectionery at Rasipuram.

SECONDARY OBJECTIVES

- To identify the problems of the employee in the industry
- To find the employee expectation of the employee in the company
- To study how the work pressure reduces the employee retention
- To study how the welfare measures increases the employee retention

SCOPE OF THE STUDY

Employee Retention is not about managing retention. It is about managing people. If an organization manages people well, employee retention will take care of itself. Appreciation for the work done, Ample opportunities, a friendly and cooperative environment, a feeling that the organization is second home to employee. Employee retention has become a major goal of the organization. This study is an attempt to access the patterns of work place retention factors and strategies in the company and to analyse the relationship between employee retention and indicators of employee retention such as employee performance, employee commitment, employee satisfaction, and employee participation and employee morale.

LIMITATIONS OF THE STUDY

- This study deals only with employees in Rasipuram.
- The sample size is comparatively less.
- The time constrains are also the limiting factor.
- Getting suggestions from the employees were difficult as they had only very little free time to spare.

RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve a research problem; it includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them. It's going to be understood as a science of studying how research is completed scientifically and therefore the methods adopted during a research study.

RESEARCH DESIGN

"A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

SAMPLING METHOD

Here the Convenience sampling techniques is employed to gather the data- using questionnaires.

SAMPLING POPULATION

The aggregate elementary units in the survey are referred to as the population. Here it covers the entire employees of Sri Vigneshwara confectionery at Rasipuram.

SAMPLE SIZE

The overall sample size taken within the project is 150 employees.

AMPLING INSTRUMENT

A questionnaire may be a schedule consisting of variety of coherent and formulated series of question associated with the varied aspects of the under study. During this method a pre – printed list of question arranged in sequence is employed to elicit response.

METHOD OF COLLECTION

Primary data:

Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc

Secondary data:

Secondary data means the data that are already available. Generally speaking secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk research.

DATA ANALYSIS AND INTERPRETATION

SUGGEST PRODUCTS/PROCESS IMPROVEMENET

For the purpose of the study, the organization encourage to suggest products/process improvement has been classified into categories viz.., Highly satisfied,Satisfied,Neutral and Disagree. The percentage analysis of the respondents is shown below.

TABLE 1

SUGGEST PRODUCTS/PROCESS IMPROVEMENET

S.No	Opinion	No.of Respondents	Percentage(%)
1	Highly Satisfied	34	22.6
2	Satified	83	55.3
3	Neutral	30	20
4	Disagree	3	2.1
	TOTAL	**150**	**100**

Source: Primary data

INTERPRETATION:

From the above table , it is inferred that 22.6% of the respondents are Highly satisfied, 55.3% of the respondents are Satisfied , 20% of the respondents are Neutral and 2.1% of the respondents are Disagree with the organization encourage employees suggest products/process improvements.

Majority(55.3%) of the respondents are satisfied in encourage products/process improvement.

BUYING CONFECTIONERY PRODUCTS

For the purpose of the study, the buying confectionery products of the respondents has been classified into two categories.., Yes or No. The percentage analysis of the respondents is shown below.

TABLE 2

BUYING CONFECTIONERY PRODUTS

S.No	OPINION	No.of Respondents	Percentage(%)
1	Yes	123	82
2	No	27	18

	TOTAL	150	100

Source: Primary data

INTERPRETATION:

In the above table , it is inferred that 82% of respondents are buying the confectionery products and 18% of respondents are not buying the confectionery products.

Majority (82%) of the respondents are buying the confectionery products.

CONSUMING THE CONFECTIONERY PRODUSTS

For the purpose of the study , the respondents has been consuming the confectionery products has been classified into two categories.., the statement of Yes or No . The percentage analysis of the respondents is shown below .

TABLE 3

CONSUMING THE PRODUCTS

S.No	OPINION	No.of Respondents	Percentage(%)
1	Yes	138	92
2	No	12	8
	TOTAL	150	100

Source: Primary data

INTERPRETATION:

Form the above table, it is inferred that 92% of the respondents are consuming the confectionery products and 8% of the respondents are not consuming the confectionery products.

Majority (92%) of the respondents are consuming the confectionery products.

REASON OF CONSUMING CONFECTIONERY PRODUTS

For the purpose of the study , reason of respondents to consuming the confectionery products have been classified into four categories viz.., carvings, stress eating, taste and refresh my self. The percentage analysis of the respondents is shown below.

TABLE 4

REASON OF CONSUMING CONFECTIONERY PRODUCTS

S.No	REASON	No.of respondents	Percentage(%)
1	Cravings	33	22
2	Stress eating	29	19.5
3	Taste	83	54.5
4	Refresh of my self	7	4
	TOTAL	150	100

INTERPRETATION:

Form the above table, it is inferred that 22% of the respondents are belongs to Cravings, 19.5% of the respondents are belongs to Stress eating. 54.5% of the respondents are belongs to Taste and 4% of the respondents are belongs to Refresh of my self.

Majority (54.5%) of the respondents belongs to the Taste of the confectionery products.

CONFECTIONERY PRODUCTS CATEGORIES LIKE TO BUY

For the purpose of the study, the respondents of confectionery products categories likes to buy has been classified into four categories viz.., Lollipops, Chocolate, Candy's and Sweet/Snacks. The percentage analysis pf the respondents is shown below.

TABLE 5

CONFECTIONERY PRODUCTS CATEGORIES LIKE TO BUY

S.No	CATEGORIES	No.of Respondents	Percentage(%)
1	Lollipop	27	18
2	Chocolate	48	32
3	Candy's	35	23.4
4	Sweet/ Snacks	40	26.6
	TOTAL	150	100

Source: Primary data

INTERPRETATION:

From the above table, it is inferred that 18% of the respondents are buy the product of lollipop in confectionery , 32% of respondents are buy the product of chocolate in confectionery, 23.4 % of the respondents are buy the products of candy's in confectionery and 26.6% of the respondents are buy the product of sweet/snacks in confectionery.

Majority (32%)of the respondents are buy the product of chocolate in confectionery.

RATE OF POLICIES AND PROCEDURES

For the purpose of the study, the rate of policies and procedures of the respondents has been classified into two categories viz..,poor, below average ,average and good. The percentage analysis of the respondents shown below.

TABLE 6

RATE OF POLICIES AND PROCEDURES

S.No	OPINION	No.of Respondent	Percentage(%)
1	Poor	6	4
2	Below average	15	10
3	Average	32	21.3
4	Good	97	64.7
	TOTAL	150	100

Source: Primary data

INTERPRETATION:

From the above table, it is inferred that 4% of the respondents are rate as poor in policies and procedures ,10% of the respondents are rate as below average in policies and procedures, 21.3% of the respondents are rate as average in policies and procedure and 64.7 % of the respondents are rate as good in policies and procedure .

Majority (64.7)of the respondents are rate as good in policies and procedures.

WORK CULTURE SATISFIED OF THE RESPONDENTS

For the purpose of the study, work culture satisfied of the respondents have been classified into four categories viz..,highly dissatisfied, dissatisfied, neutral and satisfied . The percentage analysis of the respondents is shown below.

TABLE 7

WOEK CULTURE SATISFIED OF THE RESPONDENTS

S.No	WORK CULTURE	No.of Respondents	Percentage(%)
1	Highly dissatisfied	5	3.4
2	Dissatisfied	6	4
3	Neutral	43	28.6
4	Satisfied	96	64
	TOTAL	**150**	**100**

Source: Primary data

INTERPRETATION:

From the above table, it is inferred that 3.4% of the respondents are highly dissatisfied with team work culture in organization, 4% of the respondents are dissatisfied with the team work culture, 28.6% of the respondents are neutral with team work culture and 64% of the respondents are satisfied with the team work culture.

Majority (64%) of the respondents are satisfied with team work culture in organization.

FINDINGS

1. Majority (64.7%) of the respondents are aged between 20-30 years.

2. Majority (52%) of the respondents are female.

3. Majority 64.7% of the respondents are UG students.

4. Majority (33.3%) of the respondents are monthly Salary is 15,000 to 20,000.

5. Majority (68%) of the respondents are unmarried.

6. Majority (58%) of the respondents have experience of below 5 years.

7. Majority 35.3% of the respondents are in the role of Production .

8. Majority(55.3%) of the respondents are satisfied in encourage products/process improvement.

9. Majority (82%) of the respondents are buying the confectionery products.

10. Majority (92%) of the respondents are consuming the confectionery products.

11. Majority (54.5%) of the respondents belongs to the Taste of the confectionery products.

12. Majority (32%) of the respondents are buy the product of chocolate in confectionery.

13. Majority (64.7) of the respondents are rate as good in policies and procedures.

14. Majority (64%) of the respondents are satisfied with team work culture in organization.

15. Majority (64.6%) of the respondents are finds opportunity to utilize full potential in job .

16. Majority (50%) of the respondents are not that much problem faced in the confectionery.

17. Majority (76%) of the respondents are doesn't have any idea to change the organization.

18. Majority (44.6%) of the respondents are highly satisfied in opinion towards incentives and perks offered by organization.

19. Majority (38%) of the respondents are highly satisfied in job satisfied.

20. Majority (68.6%) of the respondents are helps the employee retention development of organization.

21. Majority (36.6%) of the respondents are neutral to suggest the organization with friends and relatives.

22. Majority (28%)of the respondents are timely salary an benefits disbursement in HR practices.

SUGGESTIONS

1. Improve internal communication and encourage regular feedback between employees and management.

2. Introduce structured training programs and career development plans.

3. Offer competitive salary packages and attractive fringe benefits.

4. Recognize and reward outstanding employee performance regularly.

5. Provide a clean, safe, and supportive work environment.

6. Implement flexible working hours or shift rotation policies where feasible.

7. Conduct regular employee satisfaction surveys and exit interviews.

8. Provide leadership and soft skills training for supervisors and managers.

9. Organize employee engagement activities like team outings, birthday celebrations, and cultural events.

10. Develop and enforce a formal employee retention policy with clear HR strategies.

11. Introduce health and wellness programs for employees.

12. Encourage internal promotions and opportunities for job enrichment.

13. Maintain transparency in policies related to promotions, transfers, and appraisals.

14. Offer transportation facilities or allowances to improve attendance and punctuality.

15. Provide child care or family support options, especially for women employees.

CONCLUSION

This paper concludes that employee retention has become major concern for corporate now days. The retention of the precious workers become difficult day by day due to complex nature and demands of the work and inability of management to understand their need leading them to change their jobs. This study brings out that work environment, family problems, compensation, relation with superiors are the prominent factors that may be considered while planning a job change by an professional. Every company wants to retain its employees but when they get trained have tendency to move to other organization for better prospects. This paper concludes that companies felt the importance of retention strategies and accepted that without it they won't be able to survive in competitive market. Some benefits like lucrative salary, flexible timing, better work environment and better career growth helps in retention. If any employee is leaving organization then HR department should intervene and know the exact reason for leaving. Organization should aim at developing effective retention practices and policies which increase employee retention.

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