

## A STUDY ON EMPLOYEE BEHAVIOUR AND PERFORMANCE IN SONA VALLIAPPA TEXTILES, SALEM

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**Abstract**—The textile industry plays a pivotal role in the global economy, serving as a cornerstone for manufacturing, employment, and innovation. This abstract explores the industry's transformation from traditional craftsmanship to modern technological advancements. It examines the integration of automation, artificial intelligence, and sustainable practices, highlighting their impact on production efficiency and environmental responsibility. The study analyzes market trends, supply chain dynamics, and consumer preferences that shape the industry's evolution. It also considers the challenges faced by textile companies in adapting to changing regulations and ethical considerations. Furthermore, the abstract delves into the social implications of textile manufacturing, including labor conditions and community engagement. By synthesizing these diverse elements, the abstract aims to provide a comprehensive overview of the current state and future prospects of the textile industry.

**Keywords:** Employee behaviour, Performance, Sona Valliappa Textiles.

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### INTRODUCTION

Employee behaviours can either help or hurt an organization. In this lesson, we'll explore the definition of employee behaviour, as well as employer expectations and some of the issues that arise in the workplace. The term employee behaviours refers to the way in which employee's respond to specific circumstances or situations in the workplace. While many elements determine an individual's behaviour in the workplace, employees are shaped by their culture and by the organization's culture. Personal and corporate cultures affect the way employees communicate and interact with one another and with management. Additionally, an employee's beliefs affect his or her ethics and sense of ethical responsibility.

#### Influential Forces

Companies rely on employees to produce and deliver high-quality products and services. Employee behaviour is impacted by a variety of forces, both internal and external, as they attempt to perform their job duties. Employers who are aware of these forces, and who are prepared to leverage or counteract them, can have a positive impact on the employee's behaviour. Below are a few of the forces that influence employee behaviours.

#### Positive environment

A critical internal force that influences employee behaviour is the actions of colleagues. Companies that can effectively build an internal culture that is based on mutual respect, teamwork, and support will attract and retain employees with good behaviour.

## **Technology**

Technology is a significant factor that can have both positive and disruptive influences on employee behaviour. While technology can often help streamline processes and make work easier for employees, learning how to use new technology while remaining productive can be stressful. Factor in the rapid advent of technology, in general, and employers seem to be faced with an almost on-going need for new training, process improvement, and documentation.

## **Customer demands**

Customer demands can be an external force that exerts pressure on organizations to continually stay ahead of the competitive curve. Employees must adapt to the changing needs of customers, the growing shrewdness of customers, and the heightened expectations that customers put on employee behaviour.

## **STATEMENT OF THE PROBLEM**

Employee problems that require corrective action generally can be classified as either performance or behaviour problems. Appropriately classifying the problem into one of these two categories is an important first step and will enable the HR professional to determine an appropriate response more effectively. Examples of behaviour problems include misconduct, negligence, insubordination, poor attendance and other issues related to an employee's general conduct and behaviour.

Behaviour problems are usually completely within the employee's control. For example, employees make conscious decisions every day to either leave home in sufficient time to arrive at work on time or not, to be truthful or not, to follow rules and procedures or not, to follow their supervisor's direction or not. Management can do little beyond clearly stating its expectations and holding each employee accountable to those expectations. As a result, these problems should be addressed in a straightforward and direct manner. Specifically, when the employee's behaviour does not meet the minimum expectations, formal corrective action should be taken in the form of a verbal warning, a written warning or possibly termination. Instead, the supervisor should state that the employee's behaviour must immediately improve to a satisfactory level and improvement must be sustained in textile Industry.

When their industry started to slope downwards, they immediately took action in retaining their clients as well as hanging up with their competitors. They didn't lose hope. They not only focussed on the priority of their customers, also their employees/workers, they gave more attention. The industry seemed to have automatic sanitizing spray, temperature checking at the entrance, and they keep on cleaning the hallways and thereby ensuring safe and hygiene work environment. After the pandemic, the company overall satisfies the customers with additional safety measurement protocols, and also they provided other highly beneficial facilities like virtual events. Now, the hybrid events seems to have higher demand when compared to other events. Furthermore, a positive impression after the huge disaster can be noted the company has explored new and innovative ways to do better against their competitors. New opportunities have slowly starting to bloom up again, which resulted in new customers' acquisition. Forecast on expansion plans were made and strategies to increase in the number of investors, acquire bigger projects and multiple were accomplished.

## **SCOPE OF THE STUDY**

It helps the management

To understand the causes of performance problems.

To understand how to assesses the effectiveness of motivational practices in the organization.

This study focuses on today's turbulent, often chaotic, environment, commercial success depends on employees making use of their talents in full.

The management can create the work environment in which their employees will textiles.

Enhance the professional perception of the employees

Foster a team oriented cooperative environment

Enhance employee relationship

Provide construction feedback to their performance

## **OBJECTIVE OF THE STUDY**

Primary Objectives:

A Study on employee behaviour towards Sona valliappa textiles Limited With special reference to Salem.

Secondary Objectives:

To study the employee behaviour and attitude of the organization.

To study the employee performance however implement with behaviour.

To study about the employee behaviour with their colleagues and their superiors.

To study about the employees are behaving to overcome from stress, Time and Health.

To study about the absenteeism shows employees lack of interest in their work.

## **RESEARCH METHODOLOGY**

Four types of studies can be called research namely reporting, description, explanation and prediction can be called research. Cooper and emery define research as a systematic enquiry aimed at providing information to solve problems. Organization normally support business research for one research i.e. is to obtain competitive advantage.

## **SAMPLING DESIGN**

For the study two different types on non-probability sample design were used.

## **SAMPLING**

The technique adapted for the sample was disproportionate stratified sampling. From the universe, selected samples from various departments are chosen, thus, samples were selected for study and hence the sampling technique used was disproportionate stratified technique

## **SOURCES OF DATA**

### **PRIMARY DATA**

The primary source include the actual information received directly concerned with the problem of study. The researcher primarily collected the data about the employee attitude towards the organisation. The primary sources are mainly the general knowledge that research knows about the topic and the respondents who provide sufficient information about the topic.

### **SECONDARY DATA**

Secondary data are the information, which are attained indirectly. It's not attained directly from the employee. The secondary sources of information include the publicized. Unpublished documents and other such type of information. The public document such as books, manuscripts, reports, records, papers and magazines are for secondary data collection.

## **STATISTICAL TOOLS USED:**

Simple Percentage Analysis

Chi-Square

Correlations

## **SIMPLE PERCENTAGE**

Percentage refers to a special kind of ratio. Percentage is used in making comparison about two or more series of data. Percentage is also used to describe the relationship.

## **CHI-SQUARE TEST**

Chi-square test is a non-parameter test and is used most frequently by marketing researchers to test the rightness of hypothesis.

Hypothesis is a tentative and declarative statement formulated to be tested describing a relationship between two attributes.

Chi-square is symbolically written as tests aiming at determining whether significant difference exists between two groups of data.

### **CORRELATION**

There are several different correlation techniques. The survey systems optional statistics module includes the most common type, called the person or product moment correlation.

The module also includes a variation on this type called partial correlation. The latter is useful when you want to look at the relationship between two variable while removing the effect of none or two other variables.

### **LIMITATION OF THE STUDY**

Time at the disposal of the research was limited.

It is difficult to elicit responses from employee's validity and Reliability of the data obtained depends on the responses from the employees.

The attitude of the workers changes from time to time. Hence the result of the project

May be applicable only at present.

We cannot get exact information because some of the employees are reluctant to share the information.

### **FINDINGS**

Majority 52% of the respondents are said male.

Majority 34% of the respondents belongs to 30-40 years in age.

Majority 33% of the respondents are qualification is degree (UG/PG).

Majority 30% of the respondents are belongs to 1-3 yrs is experience.

Majority 32% of the respondents are eamed to 5,000-10,000 is monthly income.

Majority 71% of the respondents are said married is marital status.

Majority 31% of the respondents are rules and regulations for strongly agree.

Majority 36% of the respondents are superior regards in your work agree.

Majority 36% of the respondents are right direction to agree is work effectively.

Majority 32% of the respondents are superior recognized your performance neutral.

Majority 41% of the respondents are the employees fairly are neutral.

Majority 40% of the respondents are said strongly agree superiors respect your opinion with criticism.

Majority 39% of the respondents are work efficiency for neutral.

Majority 33% of the respondents are cordial working environment in strongly agree.

Majority 41% of the respondents are decision making in agree opinion is giving importance in decision making.

Majority 39% of the respondents are highly involved in agree your work.

Majority 51% of the respondents are own work to manage of agree.

Majority 41% of the respondents are said agree job security is based on performance of the work.

Majority 34% of the respondents are rest interval of neutral.

Majority 37% of the respondents are work stress in strongly agree is excessive.

## **SUGGESTION**

In training programmes practical sessions must receive greater emphasize.

The management may enhance the frequency of employee's feedback on their performance.

Now, only the employees who belong to committees can participate in decision- making.

The management may encourage all the employees to participate in decision-making process.

The company has to make sure of avoiding Bias.

The company try to maintain Transparency.

The management may reduce the communication gap between employees.

All of the employees working together without any personal grievances.

Consistent efforts to be takes by management.

## **CONCLUSION**

The study about the behaviour on employees reveals that the workers were satisfied with their ability, co-operation, team work, involvement, supervisors, utilization of their skills and towards etc. They are highly satisfied with the current situation. Because of this favourable of the employee's show positive behiours like high involvement, highly commitment to the organization, highly motivated and highly flexible to the organization changes etc.

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