



PATRICIAN COLLEGE OF ARTS AND SCIENCE

Affiliated to University of Madras
Chennai



KONGU ARTS AND SCIENCE COLLEGE

An Autonomous Institution, Affiliated to Bharathiar University
Erode

International Conference on Integrating SDGs into Business Strategies for Sustainability (Hybrid Mode)

Organized by

Department of Accounting & Finance & Corporate Secretaryship,
PCAS

&

Department of Corporate Secretaryship with CA & Professional
Accounting,
KASC

on

20th September, 2024



Dr.BGR
Publications



drbgrpublications@gmail.com

14	SDGs-24-15	Dr. H.Sofia & S.Mohammed Omar khan	A Study on Consumer satisfaction towards Ola and Uber in Chengalpattu district	131
15	SDGs-24-17	Dr. Reshmi A. Rajan, Harshini A & Vajra Varadharajan	A Study on Leveraging Technology for the Integration of Sustainable Development Goals in Hybrid Business Models	140
16	SDGs-24-18	S.Jancy & Dr. S.Muthukumaravel	Factors influencing online Purchase Intentions towards Apparel: An Empirical Study	157
17	SDGs-24-20	Dr. W.Julice Sudhir	Driving Corporate Sustainability: The Role of Consumer Behavior in SDG Adoption	167
18	SDGs-24-21	Jyoti	Balance of Trade in Services and GDP of India	177
19	SDGs-24-22	K.Ambika Devi & Dr. B.Loganayaki	Approach to Sustainable Interior Design and Deterrents among Interior Design Exponents in Bengaluru Urban	185
20	SDGs-24-23	Motty Joseph & Dr. Sajikumar.K.B	Fintech Driven Customer Centric Innovations in Banking	201
21	SDGs-24-24	R.Swathi Lakshmi & M.Nivedhitha	A Study of Challenges and Opportunities of Application Usage on Iphone A Special Focus on Chennai City	212
22	SDGs-24-25	Radhika.V.R & Dr. Resmi.R	Evaluating Credit Risk Management and Its Impact on Asset Quality: A Case Study of Urban Co-Operative Banks	220
23	SDGs-24-26	Rajesh Kumar.V & Sunil M P	Goods and Service Tax's Impact on Promoting Environmental Sustainable Development through MSME Sectors in India	231
24	SDGs-24-27	Ravi Kant Maurya & Dr. Amit Kumar Sinha	The Role of Digital Financial Services in Promoting Green Products through Microfinance	240
25	SDGs-24-28	Reshma R Nair	A study on dealers perception regarding GST and its compliance	261
26	SDGs-24-29	Dr. Sridevi, Vishnu Priya.S & Sarweshware.R	A study on examination of rise in resale and second-hand markets	279
27	SDGs-24-30	S.P.Shamila Beevi	An analysis of Indian consumers' purchasing patterns for green items	289
28	SDGs-24-31	Dr. T.Usharani, Sheiona Venkataraman & Rithika.DP	Integrating circular economy principles into business models: aligning corporate strategies with SDGs 9 and 12 for sustainable development	298
29	SDGs-24-32	V.Sneha	A Study on Buyer Perception towards Branded Fashion Industry	307
30	SDGs-24-33	S.Sudha & Dr. S.Muthukumaravel	Consumer Buying Behaviour of Organic Products towards Online Shopping with Special Reference to Cosmetics (Theoretical Framework)	312

Factors influencing online Purchase Intentions towards Apparel: An Empirical Study

S.Jancy¹ and S.Muthukumaravel²

¹Research Scholar, Patrician College of Arts and Science, Chennai, Tamilnadu, India

²Assistant Professor, Patrician College of Arts and Science, Chennai, Tamilnadu, India

Abstract

The rapid expansion of e-commerce has transformed consumer behaviour, particularly in the apparel industry. This study aims to explore the factors influencing online purchase intentions towards apparel, focusing on personal expression, trust, price sensitivity, and the overall shopping experience. Through a descriptive research design and a sample size of 78 respondents, data was analyzed using SPSS and AMOS to identify key determinants of online apparel shopping behaviour. Factor analysis was performed to extract the most significant attributes, while confirmatory factor analysis validated the model. Key findings suggest that individuality, brand preference, quality, and convenience are strong drivers of purchase decisions. The study provides valuable insights for online retailers and fashion brands to optimize digital strategies, enhance user experiences, and improve conversion rates.

Keywords: *Buying Intentions, Purchasing Intentions, Fashion, Apparels, Online Shopping*

Introduction

The fast growth of e-commerce has revolutionized the manner in which consumers purchase goods, especially apparel. The ease of navigating through a wide array of options, together with competitive pricing and flexibility regarding one's shopping location, makes online apparel shopping extremely popular. However, the decision to buy clothing online is influenced by a set of factors. These include brand availability, fashion trends, but also technology-related aspects: website usability, personalization, customer reviews. Gaining insight into the motives of online purchase intention of apparel will be important for a business in its optimization of the digital strategy. The attitudes of consumers towards online shopping are formed based on psychological, social, and economic factors combined in complex ways that influence purchase decisions. This research will go further to understand these factors and to what extent they contribute to shaping the behaviours of consumers in the digital fashion marketplace.

This treatise has hence examined the main factors that determine perceived ease of use, trust, price sensitivity, and online shopping experience in order to give necessary insights for apparel brands and online retailers. Such information could be used to devise more efficient marketing strategies, improve user experience, and eventually drive conversion rates higher within the competitive online apparel market.

Review of Literature

Madalena Pereira and Rui Miguel (2009), in their research paper, analyzed the association between apparel attributes and advertising regarding consumer buying behaviour. They tried to deduce whether advertisement played a role in purchasing decisions and what all attributes were considered by consumers while purchasing any apparel.

Raja Gopal, 2011 contingents on buying behaviour factors such as brand image, promotion, and perishable market knowledge. The findings looked upon personality trait and socio-cultural factors as influential on purchase intention of consumers in Mexico. The findings also established that store choice and brand choice is positively related to purchase intention in consumers.

Padmakshi Sharma (2012) evaluated the factors that prevailed in consumers' behaviour in relation to branded apparel in Ahmadabad City. Particular attention was paid to the youth. It considered various attributes tagged to consumers and their purchasing behaviour. Referral groups, demand, diversity, and value are the important factors that have propelled the purchasing decisions in the organized retail apparels according to Y. Ramakrishna Prasad (2012). Md. Mazedul Islam et al. (2014) investigated the factors that influence consumer behaviour toward locally branded products. In their findings, among the attributes considered by customers for buying local brands, the top of the list was quality, value, aesthetic, and price.

Syed Irfan Shafi (2014) and Deepali Saluja (2016) conducted studies with the objective of analyzing consumer buying behavior related to fashion apparel in Delhi. Conclusions from their findings were that shoppers preferred shopping for clothes with their friends and family. The comfort, quality, and brand name were identified as crucial attributes that influenced purchase behavior. Interestingly, the study has found that factors such as age, occupation, education, and gender are not influential factors in consumer purchasing

behavior. Another important variable that emerged from this study was a positive attitude on the part of consumers in Delhi towards branded apparel.

Bello S.C. 2016, Namita Rajput et al. 2012 aimed to realize the consumer behaviour in an organized retail market. The study presented various attributes responsible for the kinetic nature of an organized market. It also tries to explore the factors that would affect consumer behaviour and measure the relative importance of these factors in shaping the decision to buy or not.

Vinith Kumar Nair, Dr. Pawan Kumar, and Kanchan (2017) conducted a study on consumer behavior in Ludhiana City regarding purchasing an apparel product. This study researched and analyzed the different psychological, demographic, and socio-economic factors affecting the buying decisions of consumers regarding apparel. From the results of this study, one can distinctly observe a high inclination of consumers toward branded products.

Objective of the Study

The objective of this study is to analyze the key factors influencing online purchase intentions for apparel, including personal expression, brand preference, quality, and price sensitivity, to provide actionable insights for retailers.

Methodology

The descriptive research design has been used for the study, which is cross-sectional in nature. In this regard, the sample of 78 was selected through a random choice for this research work. In the survey, a total of 22 questions were asked to assess functional attributes, behavioural factors, and aesthetics concerning online apparel purchase intentions. In the regard, SPSS and AMOS software are utilized to analyze these data. The Kaiser-Meyer-Olkin measure was performed together with Bartlett's Test to ensure sample adequacy. This is further supported by factor analysis and confirmatory factor analysis.

Data Analysis and Interpretation

To evaluate the suitability of the data for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were employed.

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Adequacy.	Sampling		.666
Bartlett's Test of Sphericity	Approx. Chi-Square		661.185
	df		231
	Sig.		.000

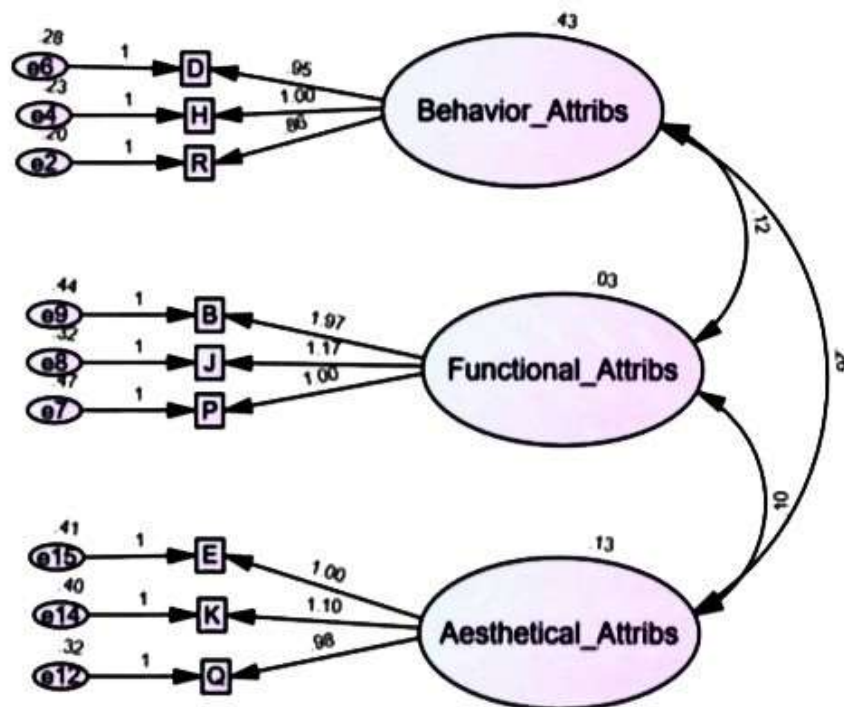
Rotated Component Matrix^a							
	Component						
	1	2	3	4	5	6	7
"Clothes are one of the most important ways I have of expressing my individuality"	0.804	0.076	0.102	0.120	-0.160	0.075	-0.110
"I prefer the tailored look in my clothing"	0.796	0.145	-0.303	0.056	0.305	-0.025	-0.042
"My clothing selections are made with an eye toward the future"	0.792	0.044	0.014	0.101	0.104	-0.157	0.248
"I spend a lot of time on fashion- related activities"	0.671	0.043	0.346	-0.124	-0.004	0.180	0.105
"I try to buy "basics" in clothing"	0.595	-0.007	-0.091	0.413	0.124	0.012	-0.126
"I find that my size dictates what style of clothing I can buy"	0.461	0.142	0.185	-0.090	0.210	0.180	-0.353
"I never read fashion magazines or pay attention to fashion trends"	-0.048	0.757	-0.021	0.295	-0.108	0.025	-0.081
"I always buy at least one outfit of the latest fashion"	0.436	0.691	-0.158	0.212	-0.117	-0.067	0.180
"The quality of the merchandise I buy is more important than its fashion appeal"	0.268	0.655	0.368	-0.198	0.067	-0.170	-0.101
"If you have a few good clothes you can get by in most situations"	-0.198	0.577	0.229	0.064	0.033	0.137	-0.417
"I spend a lot of money on clothes and accessories"	0.421	0.452	0.145	-0.080	-0.381	0.284	-0.159
"I prefer to buy designer labels rather than store-branded merchandise"	-0.041	0.082	0.854	0.062	0.029	0.032	0.052
"I usually get bored with clothes if I keep them too long"	0.005	0.051	0.599	0.552	0.039	-0.006	-0.267
"It's just not worth the money to be well dressed all the time"	0.480	0.105	0.544	0.157	-0.119	-0.017	-0.159
"My apparel selections are strongly influenced by clothing worn by people I admire"	0.077	0.192	0.146	0.841	0.109	-0.008	0.041

The KMO - Kaiser-Meyer-Olkin measure of sampling adequacy is 0.666; that is, the sample size is moderately adequate to conduct factor analysis. Although values closer to 1 are considered ideal, a KMO above 0.6 is appropriate to accept since it means that the variables are sufficiently correlated for factor extraction. Bartlett's Test of Sphericity has also revealed an approximate Chi-Square value of 661.185 with a significance level of 0.000, thus showing that a correlation matrix is not an identity matrix. That also means significant relationships do exist among the variables, which confirm the appropriateness to go ahead with factor analysis.

In the Rotated Component Matrix, the factors extracted through Principal Component Analysis were subjected to the Varimax rotation method. Such a rotation will simplify the factor structure, since the loadings of each variable on a single component are maximized. The number of iterations for the convergence of rotation was 10, thus guaranteeing a stable solution. The loadings on the matrix indicate how each statement about apparel shopping behavior is associated with certain components factors. For instance, the statement "Clothes are one of the most important ways I have of expressing my individuality" has a strong loading on Component 1 (0.804), suggesting that in this factor, the strong attributes are individuality and personal expression. Another example might be "I prefer to buy designer labels rather than store-branded merchandise", as it loads heavily on Component 3 at 0.854, suggesting it may well represent one component of "preference for luxury or branded clothes."

Apart from these, statements like "I spend a lot of money on clothes and accessories" load onto several components with different signs because such behavior is hardly as simple but much more complex, therefore, perhaps representing consumer fashion and spending habits. This matrix effectively groups related behavioural, psychological, and aesthetic attributes to help in the identification of key dimensions leading to online purchase intentions for apparel.

To validating and confirming the distinctive attribute variables, a confirmatory factorial analysis is carried out in AMOS and a model fit indices were verified.



Result (Default model) Minimum was achieved Chi square = 35.905 Degrees of freedom=24 Probability level = .056

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	21	35.905	24	.056	1.496
Saturated model	45	.000	0		
Independence model	9	237.609	36	.000	6.600

RMR,GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.035	.912	.836	.487
Saturated model	.000	1.000		
Independence model	.186	.476	.345	.381

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.849	.773	.944	.911	.941
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.667	.566	.627
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO90	HI90
Default model	11.905	.000	32.088
Saturated model	.000	.000	.000
Independence model	201.609	156.553	254.163

FMIN

Model	FMIN	F0	LO90	HI90
Default model	.466	.155	.000	.417
Saturated model	.000	.000	.000	.000
Independence model	3.086	2.618	2.033	3.301

RMSEA

Model	RMSEA	LO90	HI90	PCLOSE
Default model	.080	.000	.132	.179
Independence model	.270	.238	.303	.000

A confirmatory factor analysis (CFA) was conducted using AMOS to validate and confirm the distinct attribute variables related to online apparel buying behavior. The model fit was assessed using various fit indices to evaluate how well the model explains the observed data.

The results show that the Chi-square (χ^2) value for the default model is 35.905 with 24 degrees of freedom and a p-value of 0.056, indicating a reasonably good fit. Since the p-value is greater than 0.05, the model does not significantly deviate from the data, suggesting that it fits the observed data well. The CMIN/DF ratio (Chi-square/degree of freedom), a key measure of model fit, is 1.496, which is within the acceptable range (less than 3), further supporting that the model is a good fit. Several other fit indices were evaluated to ensure the robustness of the model. The Goodness of Fit Index (GFI) is 0.912, and the Adjusted Goodness of Fit Index (AGFI) is 0.836, both of which are close to or above the threshold of 0.9, indicating a good fit between the hypothesized model and the observed data. The Root Mean Square Residual (RMR) value of 0.035 suggests a small error of approximation,

reflecting the model's strong predictive ability. The Comparative Fit Index (CFI) is 0.941, and the Incremental Fit Index (IFI) is 0.944, both of which exceed the standard threshold of 0.90, showing that the model compares favourably against an independent model. The Tucker-Lewis Index (TLI), which adjusts for model complexity, is 0.911, further validating the model's fit.

The Root Mean Square Error of Approximation (RMSEA) for the model is 0.080, with a 90% confidence interval ranging from 0.000 to 0.132. This RMSEA value is within the acceptable limit of 0.08, indicating an adequate fit, though it suggests the model could be improved slightly. The PCLOSE value of 0.179 indicates a non-significant RMSEA, reinforcing that the model fits the data reasonably well. Overall, the CFA results demonstrate that the model is a good fit for explaining the distinct attributes influencing online apparel purchasing behavior, with most fit indices falling within acceptable or excellent ranges. The results suggest that the proposed model captures the underlying factors well, making it a useful framework for further analysis and interpretation.

Finding and Suggestion of the Study

The findings from the study indicate that consumers place significant importance on clothing as a form of personal expression, with high factor loadings reflecting this sentiment. For example, the statement "Clothes are one of the most important ways I have of expressing my individuality" loaded strongly (0.804), signifying that personal expression is a key motivator behind online apparel purchases. Another important insight is consumers' strong preference for branded and designer clothing. The statement "I prefer to buy designer labels rather than store-branded merchandise" exhibited a high loading (0.854), underscoring that many consumers view designer labels as a crucial factor in their buying decisions.

Additionally, the analysis suggests that factors such as quality, spending habits, and fashion awareness also play a role in shaping consumer preferences. Statements related to fashion consciousness and spending habits, such as "I spend a lot of money on clothes and accessories" and "I try to buy the latest fashion" loaded onto various components, indicating the complexity of fashion-related buying behavior. Consumers appear to consider not only the aesthetic appeal of clothing but also practical aspects such as quality and cost. This is further supported by the statement "The quality of the merchandise I buy is more important



than its fashion appeal," which highlights that consumer's balance quality with fashion trends in their purchasing decisions.

The confirmatory factor analysis (CFA) conducted using AMOS confirmed the distinct attribute variables, with model fit indices indicating a good fit. The Chi-square (χ^2) value of 35.905 with 24 degrees of freedom and a p-value of 0.056 suggest that the model fits well with the observed data. Additionally, indices like the Goodness of Fit Index (GFI) at 0.912, Comparative Fit Index (CFI) at 0.941 and Root Mean Square Error of Approximation (RMSEA) at 0.080 all demonstrate a strong model fit, validating the identified factors influencing online apparel buying behavior.

Suggestions

1. **Personalization and Brand Focus:** Given the strong preference for individuality and designer labels, online retailers should focus on personalization strategies, such as offering tailored recommendations based on previous purchases or style preferences. Highlighting branded and designer products in marketing campaigns can further attract consumers who prioritize brand value.
2. **Emphasize Quality and Practicality:** Since quality is a significant consideration for consumers, emphasizing the durability, material quality, and practicality of products can boost consumer confidence and drive purchases. Retailers can showcase customer reviews and ratings to further validate product quality.
3. **Enhancing User Experience:** The role of website usability in influencing purchasing decisions cannot be overlooked. Retailers should ensure that their online platforms offer seamless navigation, clear product descriptions, and easy access to reviews and size guides to improve the overall shopping experience.
4. **Targeted Marketing:** Insights into the psychological and fashion-conscious nature of consumers can help in designing targeted marketing campaigns that appeal to different consumer segments. Retailers can use these findings to develop campaigns focused on high-spending fashion enthusiasts, as well as those who value practicality and affordability.

Conclusion

It is concluded that provided valuable insights into the factors influencing online purchase intentions for apparel. The analysis revealed that consumers are significantly driven

by personal expression, brand preference, and quality considerations when shopping for clothing online. The importance of individuality in clothing choices, along with a strong inclination toward branded and designer products, emerged as key motivators in purchase behavior. Additionally, factors such as quality, price sensitivity, and spending habits play a critical role in shaping the decision-making process.

The confirmatory factor analysis (CFA) validated the identified variables, confirming a good model fit with the observed data. The results of the study highlight the complex and multifaceted nature of online apparel shopping behavior, where aesthetic, psychological, and practical considerations intertwine to influence consumer choices.

These findings suggest that online retailers should focus on enhancing personalization, promoting brand and quality attributes, and improving the overall user experience on their platforms. By addressing these areas, businesses can better meet consumer expectations, ultimately boosting engagement and sales in the competitive online fashion market.

References

- 1) Bello, S.C. (2016). Factors influencing consumers buying behavior within the clothing industry. *British Journal of Marketing Studies*.
- 2) Madalenapereira, S.A. (January, 2009). The relationship between apparel Attributes and Advertising on Consumer Buying Behaviour. *International Journal of Management Cases*.
- 3) Rajagopal. (2010). Consumer culture and purchase intentions towards fashion apparel. Mexico.
- 4) Sharma, P. (2017). To study the consumers buying behavior towards clothing retail brands in Ahmedabad City. *Proceedings of International Academic Conference* 4607841.
- 5) Syedirfanshafi, D. (2014). An investigation on shoppers' buying behaviour towards apparel Products in Bangalore City. *Pacific Business Review International*.
- 6) Vinithkumarnair, A.K. Consumer buying behavior in fashion retailing: An empirical study on Men's. *Seventeenth Aims International Conference on Management*.
- 7) Y, R.P. (2012). A study on attributes influencing the purchasing behaviour of apparel Consumers in Organized Outlets. *African Journal of Business Management*.



PATRICIAN COLLEGE OF ARTS AND SCIENCE

Affiliated to University of Madras

Chennai



KONGU ARTS AND SCIENCE COLLEGE

An Autonomous Institution, Affiliated to Bharathiar University

Erode

International Conference on Integrating SDGs into Business Strategies for Sustainability (Hybrid Mode)

Organized by

Department of Accounting & Finance & Corporate Secretaryship,
PCAS

&

Department of Corporate Secretaryship with CA & Professional
Accounting,
KASC

on

20th September, 2024



Dr.BGR
Publications



drbgrpublications@gmail.com

Verso Page

Publishing House	Dr. BGR Publications Tuticorin – 05 WhatsApp: 9003494749 E-mail: drbgrpublications@gmail.com URL: https://drbgrpublications.in/
Journal	<i>International Journal of Business and Economics Research</i> (IJBER) e-ISSN: 2455-3921
Title	Proceedings International Conference on Integrating SDGs into Business Strategies for Sustainability (Hybrid Mode)
Organizer	Department of Accounting & Finance & Corporate Secretaryship, Patrician College of Arts and Science, Chennai & Department of Corporate Secretaryship with CA and Professional Accounting, Kongu Arts and Science College (Autonomous), Erode
Edition	First
Year	2024
Pages	436
Product Form	Digital download and Online
Language	English
Country of Publication	India
Access Type	Open Access (OA)
Copyright	Dr. BGR Publications
Edited and typeset by	Dr. BGR Publications
Cover design by	Dr. B.Govindarajan

14	SDGs-24-15	Dr. H.Sofia & S.Mohammed Omar khan	A Study on Consumer satisfaction towards Ola and Uber in Chengalpattu district	131
15	SDGs-24-17	Dr. Reshmi A. Rajan, Harshini A & Vajra Varadharajan	A Study on Leveraging Technology for the Integration of Sustainable Development Goals in Hybrid Business Models	140
16	SDGs-24-18	S.Jancy & Dr. S.Muthukumaravel	Factors influencing online Purchase Intentions towards Apparel: An Empirical Study	157
17	SDGs-24-20	Dr. W.Julice Sudhir	Driving Corporate Sustainability: The Role of Consumer Behavior in SDG Adoption	167
18	SDGs-24-21	Jyoti	Balance of Trade in Services and GDP of India	177
19	SDGs-24-22	K.Ambika Devi & Dr. B.Loganayaki	Approach to Sustainable Interior Design and Deterrents among Interior Design Exponents in Bengaluru Urban	185
20	SDGs-24-23	Motty Joseph & Dr. Sajikumar.K.B	Fintech Driven Customer Centric Innovations in Banking	201
21	SDGs-24-24	R.Swathi Lakshmi & M.Nivedhitha	A Study of Challenges and Opportunities of Application Usage on Iphone A Special Focus on Chennai City	212
22	SDGs-24-25	Radhika.V.R & Dr. Resmi.R	Evaluating Credit Risk Management and Its Impact on Asset Quality: A Case Study of Urban Co-Operative Banks	220
23	SDGs-24-26	Rajesh Kumar.V & Sunil M P	Goods and Service Tax's Impact on Promoting Environmental Sustainable Development through MSME Sectors in India	231
24	SDGs-24-27	Ravi Kant Maurya & Dr. Amit Kumar Sinha	The Role of Digital Financial Services in Promoting Green Products through Microfinance	240
25	SDGs-24-28	Reshma R Nair	A study on dealers perception regarding GST and its compliance	261
26	SDGs-24-29	Dr. Sridevi, Vishnu Priya.S & Sarweshware.R	A study on examination of rise in resale and second-hand markets	279
27	SDGs-24-30	S.P.Shamila Beevi	An analysis of Indian consumers' purchasing patterns for green items	289
28	SDGs-24-31	Dr. T.Usharani, Sheiona Venkataraman & Rithika.DP	Integrating circular economy principles into business models: aligning corporate strategies with SDGs 9 and 12 for sustainable development	298
29	SDGs-24-32	V.Sneha	A Study on Buyer Perception towards Branded Fashion Industry	307
30	SDGs-24-33	S.Sudha & Dr. S.Muthukumaravel	Consumer Buying Behaviour of Organic Products towards Online Shopping with Special Reference to Cosmetics (Theoretical Framework)	312

Consumer Buying Behaviour of Organic Products towards Online Shopping with Special Reference to Cosmetics (Theoretical Framework)

S.Sudha¹ and S.Muthukumaravel²

¹Research Scholar, PG & Research Department of Commerce, Patrician College of Arts and Science, Chennai, India

¹Assistant Professor, Guru Shree Shantivijai Jain College for Women, Vepery, Chennai, India

²Assistant Professor, PG & Research Department of Commerce, Patrician College of Arts and Science, Chennai, India

Abstract

The market for the Organic product is immensely increasing. The main purpose of this study is to understand the consumer buying behaviour of organic cosmetic products. Health and environmental consciousness is the primary reason to shop the organic cosmetic products. Health conscious Consumers, quality hunter and environmentalist prefer organic cosmetic products more. Label contains product certification makes the consumer to trust the product which shapes consumers buying decision. Consumers are still finding difficult to identify the online platform to shop organic cosmetic products. College students and working women are the major respondents seeking more for the organic cosmetic products. The online marketer needs to implement strategically to build trust, to increase awareness and opportunities for both seller and the consumer.

Keywords: Organic cosmetic products, Consumer behaviour, online shopping, cosmetic industry.

Introduction

Organic Products are naturally safe, manufactured ecologically and environmentally Which does not contain any synthetic inputs such as pesticides and chemical fertilizers, and do not processed with irradiation, industrial solvents etc. Now-a-days cosmetics have become an essential part of people's daily lifestyles. In this internet era consumers have been aware of Ingredients used in the cosmetic products which create negative impact on both healthy life and environmental sustainability. Thus the market players in the cosmetic industry strategize on promoting their organic cosmetic products on online platforms.

Objectives

1. The main aim is to study the consumer buying behaviour of organic cosmetic products.
2. To identify the values of consumer that induces to use organic products.
3. To study the types of consumers using organic cosmetics.

Significance of the study

This study provides insights into the factors influencing online purchase decisions to marketer to adopt sustainable business practices in production, packing and distribution. Understanding the characteristics of organic cosmetic products valued by consumers can guide the organic cosmetic start-ups in developing new products or improving the existing as per consumer taste and preferences.

Review of Literature

WararatWiwatanaput (2007): This study spotted the reason that the preference of organic products by consumers is high quality and USDA organic certification. The Non users were difficult to buy the organic products through online. Key findings highlighted that there is an increase in the purchasing of products or a transformation from the status of being a non user or former user to become the current user of organic products.

Matea Matić & Barbara Puh (2016): Determined the variables influences consumer's intentions towards purchasing natural cosmetics. Statistical analysis derived that consumers purchase tendency towards new natural cosmetics brands have an influence on consumer purchase intentions. His key findings says that consumers' tendency towards health consciousness has no influence on consumers' intentions towards purchasing natural cosmetics. Results of the analysis indicate that there is a strong positive correlation between purchase intentions towards natural cosmetics and consumer Preferences of natural cosmetics.

Johri and Sahasakmontri (1998): Defined Female consumers shopping behavioural pattern and purchase attitude towards organic cosmetic products. Findings revealed that the consumers are strongly believed, that only chemical-free cosmetic products will maintain and improve the youthful look. Derived the results that the purchase intention and shopping behaviour of female consumers towards organic cosmetics are influenced by their health and environmental consciousness.

Soyoung Kim, Yoo-KyoungSeock (2009): Investigated college students shopping behavioural patterns and their attitude towards purchase of natural products. The results showed that health and environmental consciousness significantly influenced the importance placed on cosmetic product attributes. The findings states that health and environmental consciousness are significantly related to the young respondents' perceived level of knowledge of beauty products and ability to differentiate organic cosmetics from non organic. This leads to have frequent purchase of natural cosmetic products.

Rachita Kapoor, Anurupa B Singh, RichaMisra (2009): Empirical analysis represented that business marketer should focus on the labelling and certification of the organic cosmetics which would satisfy the consumers concern for organic environment. This paper attempted to identify the various hidden difficulties faced by consumers while switch over from chemical cosmetics to chemical free Cosmetics products

Sara teixeira, zailaoliveira, sandrineteixeira (2023): This research aimed at understanding the impact online communication strategies on consumer purchase intention on organic cosmetics. Theory of planned behaviour were adopted which measured specifically attitude and subjective norms. The findings interprets other variables such as electronic word of mouth (e-WOM), influencer marketing and brand content also influence the consumer buying intention. The result of the study reveals valuable information for professional and academics, to understand the factors that motivate the intention to purchase green cosmetics, contributes to the implementation of better online communication strategies.

Organic cosmetic products

Organic cosmetics are more popular among the female consumers especially working women and college girls as they use skin and hair products daily. The organic cosmetics are eco-friendly, skin – friendly, and non chemical substances. These products are manufactured out of plant & fruit extract, seeds, natural oil and others. Now-a-days online shoppers are aware of the harmfulness of chemical substances and goodness of chemical free substances used in the cosmetic products. Conventionally the Para ban and sulphate free hair care products and PH level point based skin care products are generally preferred by the consumers. Some of the most commonly used kinds cosmetic products are skin care, Hair care, and Oral care. Apart from these basic needs makeup products are also the most

important of cosmetics. These personal care, skin care and oral care can be used to cleanse or protect the body and skin.

Background of Organic Cosmetic industry

Cosmetic market has rapidly increasing in India. More number of natural cosmetic brands of foreign countries has entered our domestic market. The segment of this market has categorised into cosmetic skin care, hair care, oral care, fragrances and colour cosmetics, perfumes and colour cosmetics. Due to healthy lifestyles and other environmental reasons consumer's choice is to prioritise organic, herbal and ayurvedic cosmetics. The market for organic cosmetics is expanding globally (Onel, 2016). India also is the leading country which has biggest organic cosmetic market like Japan and Korea. In India the organic cosmetics market generated as estimated valuation of US\$ 17601.4million in 2019. During this 2024 the organic cosmetic market is projected to generate revenue of INR US\$0.94 bn. The reason to rise in revenue is to support eco – friendly products, increasing consumer awareness, influence of social media, expansion of distribution channels and clean label products which strongly trusted as safer and healthier. Organic cosmetics contains natural ingredients which contribute anti-oxidation properties improves skin immunity is the most beneficial factor for the market growth. Thus it is evident that the demand for organic cosmetics has increased by frequent shopping globally by worldwide consumers.

Organic Cosmetic firms

Earlier, people did not have much knowledge, so they used chemical based products. Now with advancement of technology and growing business world, people become more aware about pure organic products. So the demand for organic beauty products has increased. Investing in beauty products would be more profitable for the entrepreneurs. Some of the organic cosmetic firms are Black pearl cosmetic manufacturer, AG organic, Blushbee etc. Some of the organic cosmetic brands are Tattvalogy, Pahadi local, Forest essentials, purearth much more.

Global Certification Agencies

Obtaining cosmetic certifications represents quality standards of the product. Label of cosmetic products with certification transforms that the product are pure natural, safe and ethical. NPA Label for cosmetics and personal care product is an essential which indicates truly made up of natural ingredients. The major certification agencies for natural and organic



products are: Bundesverband Deutscher Industrie und Handelsunternehmen (BDIH) in Germany; National Association for Sustainable Agriculture, Australia (NASAA) in Australia; Soil Association Organic Standard in United Kingdom; Instituto Biodinâmico de Certificações (IBD) in Brazil; ECOCERT in France; Istituto per la Certificazione Etica Ambientale (ICEA) in Italy; Quality Assurance International (QAI) in United States of America; Oregon Tilth in United States of America; Cosmetics Organic Standard (Cosmos) in European Union (EU).

Consumer behaviour

Understanding consumer buying behaviour by marketer is very difficult. Still certain factors like age, gender, income level of consumer, influence consumer decisions, marketer should determine the buying reasons like how and in which circumstances purchase and consume the product. Consumer behaviour is a continuous process, because there can be continuous changes in taste, ideas, preferences, perceptions and activities of consumer. After pandemic consumers are well realised that intake of organic food is not only determines health benefits and nutritional value, but have gained knowledge about usage of organic cosmetic is also significant for their healthier lifestyle. However the Social media marketing plays a crucial role in consumer behaviour, It helps the consumer to obtain the product knowledge. Product knowledge persist the quality, certification, brand, advertising, discount, Price and online platform.

Types of Consumers

In olden times, Women used organic and homemade cosmetics for skin, hair and oral care. Due to environmental factors both gender is interested in consuming organic cosmetic products. Consumers are generally categorised as health-conscious consumer who derives health benefits from the product; the environmentalist, who is always seeking for environmental protection; and quality product hunter who realize that natural products are safe and do not cause health hazards.

Specific values of consumer in consumer behaviour

According to kotler and keller (2018) consumer buying behaviour is related to how consumers purchase goods, services, ideas or experiences to meet their needs and desires. Consumer buying pattern is generally based on certain factors such as cultural, social, personal, and psychological realms, which finds the basic attitudes and views of consumers.

So Understanding the Health, Social, and environmental values in consumer behaviour is complex. Consumers are deeply influenced by health aspects. Health information described in the label of the product shows the quality and standard of the product. Since the organic skincare, hair care and oral care products used for personal hygiene, and provide a luxurious experience, especially makeup products used to enhance their features and boost confidence, consumers do not consider though it is expensive.

According to Milton Rokeach, social values are the most significant concept in Social science. He briefly discussed about consumer behaviour in his pivotal 1973 book, in a section titled "Inconsequential Findings"(alluding to the acquisition of a car), his viewpoint as implemented to consumer research appears well-founded because studies investigating customer means-end chains repeatedly finds that value fulfilment is frequently the primary reason why consumers choose products. Consumer derives emotional and intangible benefits from the organic products. These values have an impact in product selection and particularly brand selection.

Personal Care Products

Skincare products are the products used to improve skin health and appearance. Generally, it includes cleansers, moisturizers, serums, and sunscreens. These products cleanse, hydrates and protect the skin. Skincare professionals help to choose the right products for consumer needs. Haircare products include shampoo, conditioner, hair oil, hair serums and hair styling equipments. These products cleanse, nourish and shine the hairs. Consumers believe in regular use of hair care products like oil, promotes the growth of hairs.

Makeup products are cosmetic items used to enhance consumer's face appearance. Generally, these products include products like foundation, blush, eyeshadow, mascara, lipstick, and more. These products are used to express creativity, enhance their features and boost confidence. Bath and body products are used for personal hygiene, skin care and self-care. These include products like washes, soaps, body lotions, scrubs, and more. These products help to maintain personal hygiene, nourish the skin and provide a luxurious experience.

Conclusion

The consumer buying behaviour of organic cosmetic product is mainly based on consumers health & environmental consciousness. Social and economic values also determine the purchase intention to choose the product. Though social media platform supports the marketer to reach the targeted consumer, purchase cosmetics through online is difficult. Online shopping of organic cosmetics has still not been widely accepted by the consumers due to trustworthiness of the brand or the company. The online marketer needs to be an establish trust, to increase awareness and opportunities for both seller and the consumer.

References

- 1) WararatWiwatanaputit (2017). "A STUDY OF CONSUMER BEHAVIOR TOWARDS ORGANIC SKIN AND PERSONAL CARE PRODUCTS" ethesisarchive.library.tu.ac.th.
- 2) Matić, M., &Puh, B. (2016). "CONSUMERS' PURCHASE INTENTIONS TOWARDS NATURAL COSMETICS". *Ekonomskivjesnik/Econviews - Review of Contemporary Business, Entrepreneurship and Economic Issues*, 29(1), 53–64.
- 3) Johri, L. M., Sahasakmontri, K.(1998),"GREEN MARKETING OF COSMETICS AND TOILETRIES IN THAILAND",*JOUR-NAL OF CONSUMER MARKETING*, Vol.15, No.3, pp. 265-281.
- 4) Soyoung Kim, Yoo-Kyoung Seock (2009). "IMPACTS OF HEALTH AND ENVIRONMENTAL CONSCIOUSNESS ON YOUNG FEMALE CONSUMERS' ATTITUDE TOWARDS AND PURCHASE OF NATURAL BEAUTY PRODUCTS"*Volume33, Issue6*, November 2009.
- 5) International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-4, November 2019 12932 GREEN COSMETICS - CHANGING YOUNG CONSUMER PREFERENCE AND REFORMING COSMETIC INDUSTRY by Rachita Kapoor, Anurupa B Singh, RichaMisra

- 6) SEUSL Journal of Marketing, Vol. VII, No.2, 2022 ISSN 2513 – 3071 Page Number 75 - 98 1 THE PURCHASE INTENTIONS OF GREEN COSMETICS BY FEMALE CONSUMERS IN SRI LANKA - HEALTH VALUE AS A MEDIATOR Jameel F A and Ferdinando U
- 7) UNDERSTANDING THE IMPACT OF ONLINE COMMUNICATION STRATEGIES ON CONSUMER PURCHASE INTENTION FOR GREEN COSMETICS ,Zaila Oliveira ,Sandrina Teixeira and Sara ixeira .*Sustainability* 2023, 15(20), 4784.
- 8) HEALTH AND NON-HEALTH DETERMINANTS OF CONSUMER BEHAVIOR TOWARD PRIVATE LABEL PRODUCTS—A SYSTEMATIC LITERATURE REVIEW -[MaksymilianCzeczotko](#), [Hanna Górski-Warzewicz](#),* and Robert Zaremba-
int j Environ Res Public health 2022Feb; 19(3): 1768.
- 9) WOMEN CONSUMER BUYING BEHAVIOUR TOWARDS PERSONAL CARE PRODUCTS EVIDENCES FROM PUNE CITY, AKURDI-Dr.SonaliPatil&Saurabh pujari-Madhya Pradesh journal of social sciences Abiannually journal of M.P. Institute of Social Science Research, Ujjain ISSN;0973-855x(Vol28 No.2(iv),December 2023)
- 10) www.futuremarketinsights.com/reports/organic-cosmetics-market

A STUDY ON LABOUR WELFARE MEASURES AT SHRI LAKSHMI AGRO FOODS PRIVATE LIMITED, CHENNAI

Ms. U. Merlin Sheeba,^[2] Ms.Amanda Maria Edmonds,^[3] Mr. M. Mathews Dr.

Mahalakshmi. G

Dr.A. Raja

Abstract:

Welfare means improving, faring, or doing well. Welfare includes the provision of various facilities and amenities in and around the workplace for the better lives of the employees. The basic purpose of labour welfare is to enrich the life of employees and keep them happy and content. Employee welfare includes both statutory as well as non-statutory activities. Employees' welfare facilities include housing facilities, free medical facilities, retirement benefits, children and adult educational benefits, welfare measures for the employee's families, loan facilities, etc. Employee is the backbone of every organization; without employees no work can be done. So, employee's satisfaction is very important. Employees will be more satisfied if they get what they expected. Welfare facilities enable workers to have a richer and more satisfying life. It raises the standard of living of workers by indirectly reducing the burden on their pocket. This research aims at knowing the various welfare measures provided by the organization. The research also includes employee satisfaction towards various welfare measures provided by the organization.

Keywords: Welfare Measure, Employee Satisfaction, Employee Motivation

INTRODUCTION

The term "welfare" refers to the state of living of an individual or a group in the context of his physical, social, and psychic environment. The concept of labour welfare has undergone considerable change. The social and economic development of the country has to be towards the enactment of labour welfare and labour protective legislation. An individual's adjustment to his environment is required for his existence in the industrial world. A worker is paid for the types of his services, but payment depends on the nature of work, his efficiency, the capacity of the industry to pay, and the significance of his work in that particular industry. A worker has to maintain balance at the workplace. He has to adjust to the physical working conditions as well as the type of supervision, co-workers, etc. The acceptance, respect, goodwill, attention, and recognition, that a worker gets from his work group, community, family, and neighbourhood forms an integral part of the modern concept of labour welfare. The capacity of the worker to satisfy his physiological needs like food, clothing, and shelter from his pay packet refers to the physical concept of labour welfare. But economic status governs his social status in modern society; type of food that he can abide, types and quality of dresses that he and his family members wear, and nature of the house with types of comforts determine his social status. Thus, welfare is a physical concept as well as a social concept.

Students, M.A HRM, Patrician College of Arts and Science, Adyar.

Assistant Professor, Department of Management

Head, Department of Management, Patrician College of Arts and Science, Adyar.

Every society has its own moral codes and conduct. A worker has to adhere by its ethical values. There are do's and don'ts of society. For example, prohibition may be a state law, but it may be a customary practice to provide drinks to the guests on certain social occasions like marriage ceremonies, death ceremony, etc. All these concepts of labour welfare-physical, social, and moral are interrelated. Purchasing powers of money-wages determine a worker's social status, and the morals of society govern his day-to-day behaviour. Thus, welfare is a total concept. The totalitarian concept, on the other hand, differs from society-to-society and country-to-country, and it also changes with changing time. So, it is difficult to decide minimum and maximum condition of labour welfare. Whatever are the minimum requirements for western workers might be the maximum for developing countries workers. Similarly, whatever is minimum for officers might be maximum for lower cadre workers? Needs of young workers differ from those of old workers? Even for same workers needs of welfare are different at different stages of their life. Thus, welfare is a relative concept; it is related with time, age, and culture, social and moral values, etc.

The basic features of labour welfare measures are as follows:

- Labour welfare includes various facilities, services and amenities provided to workers for improving their health, efficiency, economic betterment, and social status.
- Welfare measures are in addition to regular wages and other economic benefits available to workers due to legal provisions and collective bargaining.
- Labour welfare schemes are flexible and ever-changing. New welfare measures are added to the existing ones from time to time.
- Welfare measures may be introduced by the employers, government, employees or by any social or charitable agency.
- The purpose of labour welfare is to bring about the development of the whole personality of the workers to make a better workforce. The very logic behind providing welfare schemes is to create efficient, healthy, loyal and satisfied labour force for the organization. The purpose of providing such facilities is to make their work life better and to raise their standard of living

NEED FOR THE STUDY

A labour welfare measure is an important aspect as far as a business organization is considered. This study will help us to identify the various welfare measures provided to the workers in the organization and also to know their satisfaction towards the welfare measures because workers are the main strength of every organization so it is necessary for the organization gives high priority to keep their workers satisfied by providing several facilities.

SCOPE OF THE STUDY

This study aims at knowing the various welfare measures provided by the Shri Lakshmi Agro Foods Pvt Ltd. The research also includes employee satisfaction and awareness towards various welfare measures provided by the organization. Labour welfare measures relates to taking care of the well-being of workers by employers, trade unions, governmental and non-governmental institutions and agencies. Welfare includes anything that is done for the comfort and improvement of employees and is provided over and above the wages. According to the factories Act 1948, the law lays stress on improved working conditions for the workers employed in recognized industries. This Act implies providing better working conditions, such as proper lighting, cleanliness, toilet and drinking facilities, etc.,

LITERATURE REVIEW

Lakkadasu Shashikala and Kavala Daiva Pranitha (2023) in their study they entitled the study of the employee welfare measure, has expressed that an organization's most precious asset is its workforce. The goals of knowing employee

welfare are to enhance working-class life, promote the total development of the employee's personality, and other things. Housing options, free medical care, retirement benefits, children's and adults' educational perks, welfare programs for the employee's families, loan options, etc. are just a few of the employee welfare amenities considered for the study.

A Saravanakumar and Dr. S Akilandeswari (2017) in their study 'A study on Employees' Health, Safety and Welfare measures in a private industry in Coimbatore city' declared that the organisation has provided sufficient health and safety measures. But certain points have been identified that some employees are satisfied and some are not satisfied with the present welfare measures. Welfare refers to physical, mental and emotional wellbeing of the individual. So, in future, the management can think well of improving the welfare by consulting with employees.

Thiruvekatraj T.R and Tamilselvan (2018) in their work, 'A study on employee welfare measures Employee Welfare. The main aim of this study is to analyse the welfare system of coal mines employees. Personal interviews and asking related questions have been used in this study to measure the Employee Welfare. So, employees' satisfaction is very important. Employees will be more satisfied if they get what they expected, job satisfaction relates to inner feelings of workers. The study explains that the employees are satisfied with the welfare measures followed in the organisation.

G. Aarthi and P. Srinivasan (2018) conducted a study on 'Impact of Employee Welfare Measures in Automobile Industry'. By analysing the summary of the results, it was identified that the welfare and safety activities, which was followed by organization was satisfied and they wanted some improvements in the system. As the strength of any organization depends entirely on sincere working of all the employees the management should take special care to frame certain policies procedures to improve the welfare and safety measure of the organizations

RESEARCH METHODOLOGY

DESCRIPTIVE RESEARCH

For this study, descriptive research is used. Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

OBJECTIVES OF THE STUDY

- The main objectives of the study can be classified into primary objective and secondary objective

Primary objective

- The primary objective of the study is to understand the various labour welfares measures followed in Shri Lakshmi Agro Foods Pvt Ltd.

Secondary objective

- To find out the awareness among the workers about the welfare measures.
- To know their satisfaction towards the welfare measures.
- To understand how welfare measures, improve the motivation of the workers.

SAMPLE SIZE

The total population is 300. The sample size taken for the study is 101 respondents who are working at Shri Lakshmi Agro Foods Private Limited

STATISTICAL TOOL

The statistical tools used for this study is percentage analysis, graphical analysis and correlation analysis.

LIMITATION OF THE STUDY

- The respondents had the fear that the questionnaire may be shown to the management.
- Language barrier
- Time limit of the study is very less.
- Few employees refused to answer the question

DATA ANALYSIS AND INTERPRETATION

SOCIO- ECONOMIC PROFILE

The socio-economic profile of the respondents was collected to find out the economic conditions of the respondents working in the organization. For this study the following demographic profile of the employees were taken into consideration.

- Age
- Gender
- Experience
- Marital status

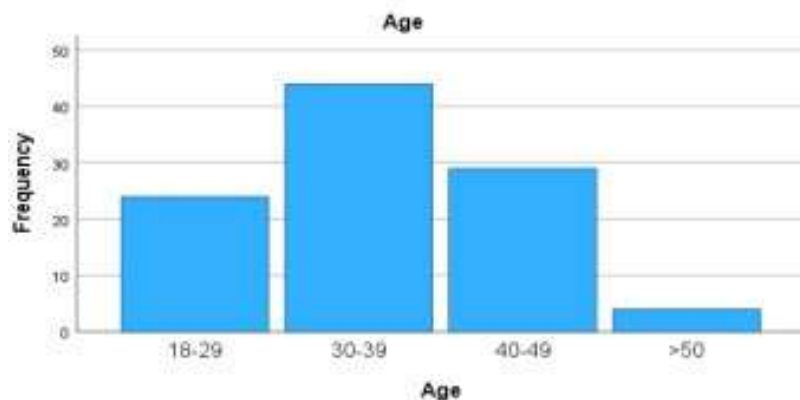
To analyse the socio-economic profile of the respondent's percentage analysis was done using SPSS and results of the tables and charts are displayed below.

AGE OF THE RESPONDENTS

Table 6.1.1 Age of the respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	24	23.8	23.8	23.8
	30-39	44	43.6	43.6	67.3
	40-49	29	28.7	28.7	96.0
	>50	4	4.0	4.0	100.0
Total		101	100.0	100.0	

Chart 6 1.1 Age of the respondents



Interpretation

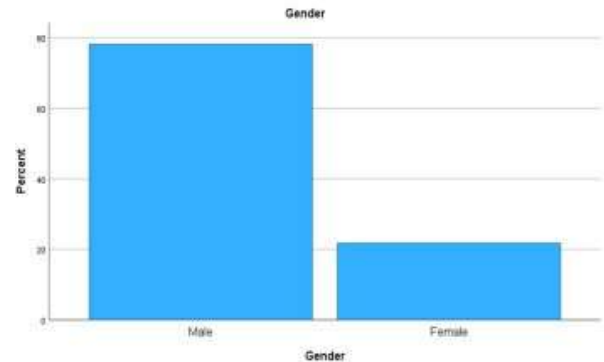
From this above table, it is found that 23% of the respondent's age lies between 18-29 years, **44% of the respondent's age lie between 30-39 years**, 29% of the respondent's age lie between 40-49 years, and 4% are above 50 years of age.

Gender of the respondent

Table 6 1.2 Gender of the respondent

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	79	78.2	78.2	78.2
	Female	22	21.8	21.8	100.0
	Total	101	100.0	100.0	

Chart 6.1.2 Gender of the respondent



Interpretation

From the above table, it is found that **78% of the respondents are male** and 22% of the respondents are female.

Martial status of the respondent

Table 6.1.3 Martial status of the respondent Chart 6 1.3 Martial status of the respondent

		Martial Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	56	55.4	55.4	55.4
	Unmarried	45	44.6	44.6	100.0
	Total	101	100.0	100.0	



Interpretation

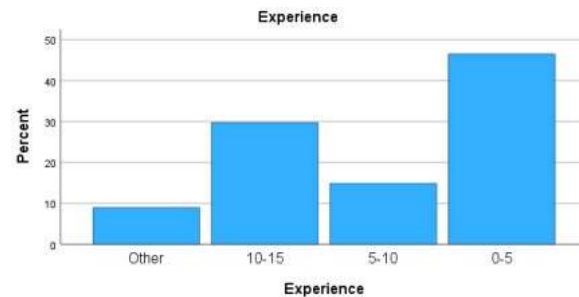
From the above table, it is found that 55% of the respondents are married and 45 % of the respondents are unmarried.

Experience of the respondent

Table 6.1.4 Experience of the respondent

		Experience			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	9	8.9	8.9	8.9
	10-15	30	29.7	29.7	38.6
	5-10	15	14.9	14.9	53.5
	0-5	47	46.5	46.5	100.0
	Total	101	100.0	100.0	

Chart 6.1.4 Experience of the respondent



Interpretation

From the above table it is found that 47% of the respondent have 0-5 year of experience, 15% of the respondents have 5-10 year of experience, 30% of the respondent have 10-15 years of experience, and 9% of the respondents have more than 15 years of experience.

EMPLOYEE WELFARE MEASURES

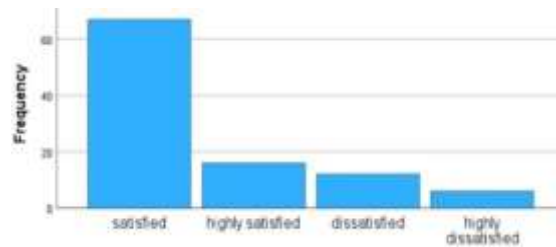
Employee Welfare is a term including various services, benefits and facilities offered to employees by the employers. The welfare measures need not be monetary but in any kind/forms. This includes items such as allowances, housing, transportation, medical insurance and food. Employee Welfare also includes monitoring of working conditions, creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families. Through such generous benefits the employer makes life worth living for employees. Welfare is comfortable living and working conditions. People are the most important asset of an organization. The value of human assets can be increased substantially by making investment in their training and welfare activities in the same way as the value of repairs/overhauling, etc. In this study the satisfactory level of various welfare measures provided to the employees are analysed and the results are given below.

AWARENESS ABOUT VARIOUS WELFARE MEASURES

Table 6.2.1 Awareness about various welfare measures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	satisfied	67	66.3	66.3	66.3
	highly satisfied	16	15.8	15.8	82.2
	dissatisfied	12	11.9	11.9	94.1
	highly dissatisfied	6	5.9	5.9	100.0
	Total	101	100.0	100.0	

Chart 6.2.1 Awareness about various welfare measures



Interpretation

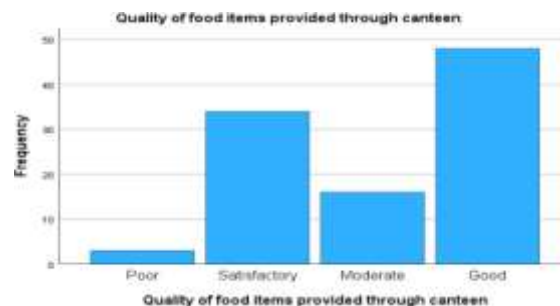
From this above table, it is found that 12% of the respondent is dissatisfied in awareness about various welfare measures provided by the organization, **66% of the respondent are satisfied in the awareness about various welfare measures provided by the organization**, 16% of the respondent are highly satisfied.

QUALITY OF FOOD ITEMS

Table 6.2.2 Quality of food items

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	3	3.0	3.0	3.0
	Satisfactory	34	33.7	33.7	36.6
	Moderate	16	15.8	15.8	52.5
	Good	48	47.5	47.5	100.0
Total		101	100.0	100.0	

Chart 6.2.2 Quality of food items



Interpretation

From this above table, it is found **48% of the respondent are said the quality of food items is good**, 34% of the respondent are satisfied with the food, only 3 % respondent are not satisfied with the food items.

Relationship between the employee welfare measures and Satisfaction

A comparative study was conducted to determine employee satisfaction with the enforceability of various welfare measures, as well as the influence of welfare measures on employee performance and work satisfaction. Employees prioritise welfare, health, and safety measures in order to improve employee satisfaction. The results are discussed below.

6.3.1 Test of significance:

To test the significant relationship between gender and medical benefits provided by the organization correlation test has been used. The hypothesis and the results are discussed below.

Null Hypothesis (H0): There is no significant relationship between gender and medical benefits provided by the organization.

Alternative Hypothesis (H1): There is a significant relationship between gender and medical benefits provided by the organization.

Table Representing the Correlation Between gender and medical benefits provided by the organization.

		Correlations	
		Gender	The Medical benefits provided by the organisation
Gender	Pearson Correlation	1	-.079
	Sig. (2-tailed)		.430
	N	101	101
The Medical benefits provided by the organisation	Pearson Correlation	-.079	1
	Sig. (2-tailed)	.430	
	N	101	101

Interpretation

From the above table, it is found out that the diagonal holds the value 1. Also, there is a negative value of $-.079$ between gender and medical benefits. **Therefore, there is a negative correlation between gender and medical benefits provided by the organization.**

EMPLOYEE WELFARE AND MOTIVATION:

Employee welfare is an extremely essential factor and that is the reason employer provides workers, statutory and non-statutory benefits along with proper compensation for enhancing their motivation, which may likewise bring more loyalty and trust of employees towards the organization. The welfare measure helps to improve the goodwill and public image. It helps to improve industrial relations with employee and industrial peace and. It also helps to improve employee productivity. To study the impact of welfare measures on motivation of employees, correlation test is done. The results are discussed below:

Test of Significance:

To test the significant relationship between experience and the various motivation schemes with regard to rewards, bonus, and allowances.

Null Hypothesis (H0): There is no significant relationship experience and the various motivation schemes with regard to rewards, bonus, and allowances.

Alternative Hypothesis (H1): There is a significant relationship between experience and the various motivation schemes with regard to rewards, bonus, and allowances.

Correlation Table Representing Relationship Between experience and motivation schemes of Employees

		Experience	The various motivation schemes with regard to rewards, bonus, and allowances
Experience	Pearson Correlation	1	-.083
	Sig. (2-tailed)		.411
	N	101	101
The various motivation schemes with regard to rewards, bonus, and allowances	Pearson Correlation	-.083	1
	Sig. (2-tailed)	.411	
	N	101	101

Interpretation

From the above table, it is found out that the diagonal holds the value 1. Also, **there is a negative value of -.083 between experience and the various motivation schemes with regard to rewards, bonus, and allowances.** Therefore, there is a negative correlation between experience and the various motivation schemes with regard to rewards, bonus, and allowances.

MAJOR FINDINGS OF THE STUDY

- It is found that 44% of the respondent's age lie between 30-39 yrs.
- 78% of the respondent are male.
- 55% of the respondent are married
- 47% of the respondent have completed their bachelor degree
- 30% of the respondent have 10-15 yrs. of experience
- 48 % of the respondent has said that the quality of food items provided in the canteen is good.
- 66% of the respondent agree that the organization conduct regular awareness programmes about welfare measures.
- In analysing the relationship between the impacts of employee welfare measures on employee job satisfaction, it is found that there exist a negative correlation between gender and medical benefits provided by the organisation.
- There is a negative correlation between experience and the various motivation schemes with regard to rewards, bonus and allowances. As the employee experience increases there is a more expectation from the employees to the management. Thus the management should improve the welfare benefits according to the need of the employees.

CONCLUSION

This study reveals that the workers of Shri Lakshmi Agro Foods Private Limited are satisfied with the overall welfare measures provided by the management and also most of the employees are aware the statutory and non- statutory provided by the organization .However there are very few areas of the concern where the workers has dissatisfaction with the facilities like transportation, housing, crèches and maternity leave so the organization should focus on this facility and highly motivate the workers for higher productivity.The organization provide sufficient and enough welfare facility to the workers. Employee welfare is very important in an organization, because the success of the organization is determined by the employee's services. If the welfare measures are not properly implemented, the productivity of the employees will decrease and in turn reduce satisfaction level. From the study, it is proved that the welfare measure has a significant effect on the satisfaction level of employee in the organization. So, an effective welfare measures is an important factor in determining the future of the organization. Thus, from the study, it can be concluded that the employee welfare measures had a great influence on satisfaction level of employees there by employee are retinting in the organization.

REFERENCE

1. Lakkadasu Shashikala and Kavala Daiva Pranitha (2023) in their work A STUDY ON EMPLOYEE WELFARE MEASURES 2023 IJCRT | Volume 11, Issue 8 August 2023 | ISSN: 2320-2882
2. A Saravanakumar & DR. S Akilandeswari (2017) in their work "A study on Employees' Health, Safety and Welfare measures" International Journal of Applied Research;VOL 3, Issue 11, PART D (2017)

3. ~~G.Aarthi, & P. Srinivasan (2018) conducted The Study on Impact of Employee Welfare Measures in Automobile Industry. International Journal of Pure and Applied Mathematics Volume 118 No. 20 2018, 889-900~~
4. Thiruvekatraj T.R and Tamilselvan. B (2018) in their work A STUDY ON EMPLOYEE WELFARE MEASURE © 2018 IJRTI | Volume 3, Issue 5 | ISSN: 2456-3315
5. <https://ijcrt.org/papers/IJCRT2308214.pdf>
6. https://www.researchgate.net/publication/291349557_Management_A_Study_on_Employee_Welfare_Measures_with_Reference_to_Small_Scale_Industries_at_Hosur_Tamilnadu
7. https://www.researchgate.net/publication/361486479_A_STUDY_ON_IMPACT_OF_WELFARE_FACILITIES_ON_EMPLOYEE_ENGAGEMENT_IN_CEMENT_INDUSTRY

A STUDY ON EMPLOYEES ABSENTEEISM AT T.A.V. PRODUCTIONS PVT LTD (POPULAR APPALAM)

Ms Hemalakshmi R
Mr. Raghunath L Dr
B Sasikala Mrs.A.
Mary Louisa

Abstract

Employee absenteeism is a critical issue impacting organizational productivity and efficiency. This study investigates the various factors contributing to absenteeism in the workplace, including job satisfaction, employee engagement, and personal health. Through a quantitative analysis of survey data collected from a set of respondents, the research aims to identify key determinants that influence attendance patterns among employees. Absenteeism in the workplace refers to when an employee displays a repeated pattern of not turning up for work. It varies from regular, authorised absences to being unplanned and habitual. For example, an employee requiring an unexpected day off to deal with a family emergency could be a genuine but unplanned absence if it's an isolated occurrence. However, if you notice that an employee regularly requests absences without notice or authorisation, this would fall into the category of absenteeism. Additionally, the study highlights the importance of management practices and workplace culture in fostering a supportive environment that encourages regular attendance. By addressing the underlying causes of absenteeism, organizations can enhance productivity, reduce operational costs, and improve overall employee morale.

INTRODUCTION

The success of any organization is fundamentally linked to its most valuable asset: its employees. However, employee absenteeism poses a significant challenge, acting as a barrier to organizational effectiveness. This issue can be likened to an "illness" that disrupts the internal structure and adversely affects production processes. To address this challenge, it is essential to conduct a thorough analysis to identify the critical causes of absenteeism, ultimately contributing to the development of a positive organizational culture. Absenteeism is defined as the failure of an employee to report for work as scheduled. An organization relies on its workforce's regular and efficient performance; higher attendance correlates with increased productivity, improved quality, and enhanced profitability. Absenteeism can arise from various factors, including illness, personal events, and bereavement, and it represents a serious, often unpredictable, problem for both employees and employers.

Student, Patrician college of arts and science, Adyar
Student, Patrician college of arts and science, Adyar
Asst Professor , Patrician college of arts and science, Adyar
Asst Professor , Patrician college of arts and science, Adyar

Maintaining an acceptable level of employee attendance is crucial for achieving departmental objectives and targets. It is important to note that absences due to recognized holidays, vacations, layoffs, strikes, lockouts, weekly rest, suspensions, or approved leaves of absence are not categorized as absenteeism. As such, managing absenteeism remains a primary concern for supervisors and managers, who must explore effective strategies to mitigate its impact.

EMPLOYEE ABSENTEEISM

Employee absenteeism refers to the habitual or intentional absence of an employee from work without a valid reason, resulting in lost productivity and negatively impacting organizational performance.

Absenteeism is broadly categorized into involuntary, which includes legitimate reasons like illness, and voluntary, where employees choose to miss work for personal reasons. Health issues, low job satisfaction, high work stress, and an unsupportive workplace culture are common predictors of absenteeism. Theories such as Steers and Rhodes' model of absenteeism suggest that attendance is influenced by both motivation and the ability to attend, while the Job Demands-Resources (JD-R) model emphasizes the balance between job stressors and available resources. Absenteeism impacts organizational productivity, increases costs, and can lower employee morale. Strategies to reduce absenteeism include improving employee engagement, offering flexible work schedules, implementing wellness programs, and providing regular feedback. Recent research highlights the effects of the COVID-19 pandemic, which led to increased absenteeism due to health concerns and changing work norms.

DEFINITION OF RESEARCH

Research is a systematic investigation to find solution to a problem - Kothari

Research is a careful, systematic and objective investigation conducted to obtain valid facts, draw conclusions and established principles regarding an identifiable problem in some field of knowledge. - Clarke and Clarke

Research is a careful enquiry or examination in seeking facts or principles, a diligent investigation to ascertain something. - Clifford Woody

RESEARCH METHODOLOGY

Research methodology refers to the systematic, theoretical analysis of the methods applied to a field of study. It encompasses the principles, tools, and techniques that researchers use to conduct scientific investigations. A clear and well-structured methodology is crucial in ensuring the validity, reliability, and credibility of research findings.

The methodology section in research helps to explain what methods are used in the study, how the research is conducted, and why certain methods or approaches are chosen over others. It enables readers to assess the quality of the research process and to replicate or build upon the study if needed.

Research design refers to the overall strategy that researchers choose to integrate the different components of the study in a coherent and logical way. It serves as the blueprint for the collection, measurement, and analysis of data. The goal of a well-thought-out research design is to ensure that the evidence obtained enables researchers to answer the research question(s) effectively and in a valid, reliable, and ethical manner.

The research problem is addressed systematically.

Data collection methods are aligned with the research questions.

Potential biases are minimized.

Results are valid, reliable, and replicable.

OBJECTIVES OF RESEARCH

- **Clarity of Purpose:** Objectives outline the purpose of the research, making it easier to stay focused on relevant aspects of the study.

- **Guidance for Methodology:** Research objectives help in selecting the most appropriate research design, data collection methods, and analysis techniques.
- **Framework for Data Collection:** Clearly defined objectives assist in determining what data is needed, from whom, and how it should be collected.
- **Measurement of Success:** By meeting the research objectives, the success or failure of a research project can be assessed.

SCOPE OF THE STUDY

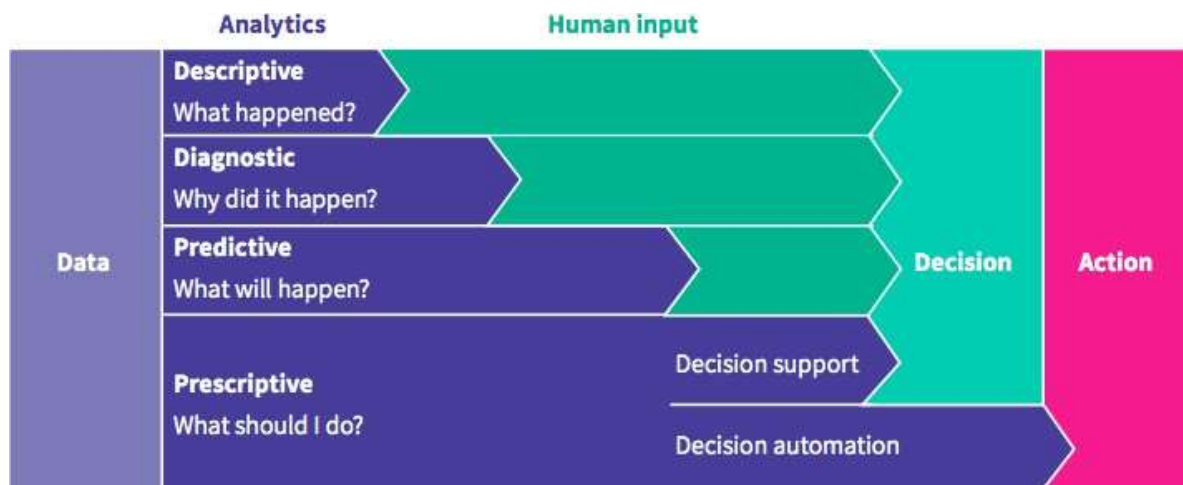
- The development of any organization depends on the regularity of employees.
- The study is conducted to know the various levels and reasons for absence in an organization.
- One can adopt corrective measures to decrease irregularities in the organization, leading to organizational growth.
- The turnover of employees is also likely to increase which increases the cost of making alternative arrangements.

DESCRIPTIVE RESEARCH

A descriptive research is carried out with specific objectives and it results in definite conclusion. This research tries to describe the characteristics of the respondents in relation to a particular practice culture of importance. This result deals with rewards management techniques.

DATA ANALYSIS

According to LeCompte and Schensul, research data analysis is a process used by researchers to reduce data to a story and interpret it to derive insights. The data analysis process helps reduce a large chunk of data into smaller fragments, which makes sense.



DATA ANALYSIS INTERPRETATION:

Interpretation refers to the task of drawing inferences from the collected facts after an analytical and/or experimental study. In fact, it is a search for broader meaning of research findings. The task of interpretation has two major aspects viz., (i) the effort to establish continuity in research through linking the results of a given study with those of another, and (ii)

the establishment of some explanatory concepts. "In one sense, interpretation is concerned with relationships within the collected data, partially overlapping analysis. Interpretation also extends beyond the data of the study to include the results of other research, theory and hypotheses."

Thus, interpretation is the device through which the factors that seem to explain what has been observed by researcher in the course of the study can be better understood and it also provides a theoretical conception which can serve as a guide for further researches.

DEMOGRAPHIC PROFILE:

NO.	No. Of Respondents	Percentage [%]
AGE		
18-25	25	31
25-35	40	50
35-45	10	13
above 45	5	6
GENDER		
Male	60	75
Female	20	25
EDUCATION QUALIFICATION		
SSLC	23	29
IIT	10	12
DEGREE	20	25
OTHERS	27	34
MARTIAL STATUS		
married	56	70
Unmarried	24	30
WORK ENVIRONMENT		
Excellent	18	22
Good	44	54
Satisfied	12	14
Poor	8	10
WORK SATISFACTION		
Yes	67	84
No	13	16
WELFARE FACILITIES PROVIDED BY COMPANY		
Yes	70	87
No	10	13
BALANCING THE LIFE		
Yes	75	94

No	5	6
REASON FOR LEAVE		
Sickness	58	73
Lack of interest in job	5	6
Poor working condition	12	15
Long working hours	5	6
ABSENTEEISM		
Superior related problem	10	12
Work related problem	35	44
Situation related problem	20	25
Work stress	15	19
SUPERIOR RELATIONSHIP WITH EMPLOYEES		
Satisfied	40	50
Highly satisfied	30	37
Not satisfied	10	13
RECOGNITION OF THE EMPLOYEES		
Always	15	19
Often	50	62
Sometimes	10	13
Never	5	6
LOSS OF PAY		
Yes	68	85
No	12	15
MANAGEMENT OF THE ABSENTEEISM		
Extra pay to work on Sunday / festival holiday	23	29
Use over time Incas of vacancy	10	12
Train employees in various function	47	59
EFFECT OF ABSENTEEISM ON PRODUCTION		
To a little extent	10	12
To some extent	10	13
To a great extent	57	71
Not at all	3	4
WORK PRESSURE FACED BY EMPLOYEES		
Forced to work	30	37
Improper environment	11	14
Strict supervision	39	49

FINDINGS

- It is found that 31 % of respondents are under the age group 18 - 25, 50 % of respondents are under the age group of 25 - 35, 13 % of respondents are under the age group of 35 - 45, 6 % of respondents are under the age group of above 45.
- It is found that 75 % of the respondents are male, 25 % of the respondents are female.
- It is found that the Educational Qualifications of respondents are 28.75% of SSLC, 12.5% of IIT, 25% of Degree Holders, 33.75% of others.
- It is found that 70% of the respondents are married and 30% of respondents are unmarried.
- It is found that the Opinion on Work Environment of the respondents are 22% - Excellent, 54% - Good, 14% - Satisfied, 10% - Poor.
- It is found 84% of respondents are satisfied with their work and 16% of respondents are not satisfied with their work.
- It is found that 87% of respondents are satisfied with welfare facilities provided by the company and 13% have responded no.
- It is found that 94% of respondents are balancing with life and 6% were not.
- It is found that 73% of employees under Sickness, 6% of employees under Lack of interest in Job, 15% of employees under Poor Working Condition, 6% of employees under Long Working Hours are the reasons for taking leave by the employees in a month.
- It is found that 12% of Superior Related Problems, 44% of Work-Related Problems, 25% of Situation Related Problems, 19% of Work Stress are the opinion of absenteeism.
- It is found that the 50% of Employees are satisfied with their superior, 37% of Employees are Highly Satisfied with their Superior, 13% of Employees are Not Satisfied with their Superior.
- It is found that 19% of employees are Always recognized, 62% of employees are often recognised, 13% of employees are Sometimes recognised, 6% of employees are Never recognised for their jobs.
- It is found that 85% of employees state Yes and 15% of employees state No.
- It is found that 29% of respondents are Extra Payment to work on Sunday/ Festival holiday, 12% of respondents are Use Over Time in case of Vacancy, 59% of respondents are Train Employees in various Function.
- It is found that 12 % of respondents are affected a Little Extent, 13% of respondents are affected To Some Extent, 71% of respondents are affected to a Great Extent, 4% were not affected.
- It is found that 37 % of respondents are Forced to Work, 14% of respondents are Improper Environment, 49% of respondents are Strict Supervision.

SUGGESTIONS:

- Performance Development Programs: The management should implement additional programs aimed at enhancing employee performance levels.

- **Counselling for Absenteeism:** It is essential for management to provide counselling services for employees who frequently take unnecessary leave, emphasizing the impact of absenteeism and the significance of consistent attendance.
- **Regular Medical Examinations:** The management should conduct routine medical check-ups, as many employees cite health issues as the reason for their absences.
- **Pleasant Work Environment:** Creating and maintaining a positive work environment is crucial for employee satisfaction and productivity.
- **Motivation from Leadership:** Supervisors should actively motivate employees to align their efforts with the organization's goals.
- **Training Opportunities:** The management should offer ample training opportunities to enhance employee skills and capabilities.
- **Incentive Schemes:** The introduction of additional incentive programs would effectively encourage employees to maintain regular attendance.

CONCLUSION:

This study aimed to analyse the impact of employee absenteeism at Popular Appalam Company and provide practical recommendations for addressing this challenge. Through the collection of primary and secondary data, it was determined that significant factors contributing to absenteeism include heightened work pressure due to stringent supervision, inadequate incentives and bonuses, and a lack of recognition for employee contributions. Through employee engagement and the promotion of work-life balance, absenteeism among employees has gradually increased.

To mitigate these issues, it is essential for management to implement necessary changes that address these deficiencies and fulfil employee needs. A key recommendation is to enhance employee motivation, which is crucial for fostering greater commitment to their roles and ultimately reducing absenteeism. By taking these steps, the organization can improve overall employee satisfaction and productivity.

BIBLIOGRAPHY

BOOK REFERENCE

1. Atkin, R., & Goodman, P. (1984). Effects of absenteeism on individuals and organizations. Retrieved from Carnegie Mellon University.
2. Tamara Singh, Nishika Chetty, Anis Mahomed Karodia "A Study of An Investigation Into the Impact of Absenteeism on the Organizational Performance of a Private Security Company in Durban, KwaZulu - Natal"; Singh A Porat of Business Economics, and Management Studies, Vol-4, No. 11, 2016.
3. Gethsi Beulah, Dr. Venkatrama Raju D, "A STUDY ON FACTORS INFLUENCING EMPLOYEE ABSENTEEISM IN BPO INDUSTRY", **International Journal of Business and Administration Research Review**, Vol.2, Issue.5, April - June 2014. E- ISSN -2347-856X, ISSN -2348-0653, Page 98
4. M. Prabhu, "A Study in a Steel Organization on Employees Absenteeism", Indian Journal of Economics and Development, Vol: 1, Issue: 3, March 2013. ISSN 2320- 9836.
5. Harish K. Padmanabhan, 2017. A Study on Impact of Employee Absenteeism in selected Manufacturing Industry. International Journal of Innovations in Engineering Sciences and Technology: MBA, volume. 01, Issue. 01 <http://www.ijiest.org> | ISSN: XXXX-XXXX

6. Dr. Renuka Rathod, Mr. Basavanth Reddy, "Employee Absenteeism: A Study at Titan Industry Limited", Bangalore, The International Journal of Engineering and Science (IJES), Volume, 1, Issue, 1, Pages, 80-84, 2012, ISSN: 2319 - 1813 Pp.80.
7. Mehmet C. Kocakülâh, Stevie Lynch & Timothy G. Bryan, 2018. Effects of Absenteeism on Company Productivity, Efficiency, and Profitability. Business and Economic Research ISSN 2162-4860 2018, Vol. 8, No. 1.
8. Dr. Abhinav Patel, Sanjay Thakkar, "A Study on Factor Affecting Absenteeism in Pharmaceutical Industry in Gujarat", International Global Journal for Research Analysis, Volume-3, Issue-9, Sept-2014 • ISSN No 2277 - 8160.
9. Barkha Gupta, "Employees Absenteeism: Barrier for Retail Sector Organization Success", International Journal of Engineering and Management Research, Volume-3, Issue-6, December-2013, ISSN No.: 2250- 0758, Pp.88-92.
10. S. Salomy D. Ankitha, V. Divya. "A STUDY ON EMPLOYEE ABSENTEEISM" 12th international conference on recent trend in engineering, science and management.

WEBSITE REFERENECE

1. <https://blog.vantagecircle.com/employee-absenteeism-hr-guide/>
2. <https://www.economicsdiscussion.net/human-resource-management/employee-absenteeism/>
3. <https://www.slideshare.net/LikhithaR3/project-on-employees-absenteeism>

Mr. Rajan. S Ms.

Swetha. L Ms.

Shavitha. M

Dr. Mahalakshmi. G Dr.

A. Raja

Abstract:

Quiet Quitting, a wonder where workers slowly separate from their work without expressly reporting their purposeful take off, can have a significant effect on work execution. This concept considers investigation of the causes and results of quiet quitting, uncovering a decrease in efficiency, diminished quality of work, expanded mistakes, and a negative effect on group flow. Moreover, quiet quitting can lead to a misfortune of ability and information, diminished work fulfillment, and eventually, worker turnover. To relieve these impacts, organizations must cultivate a positive work environment, give openings for development and advancement, set clear desires, screen and address burnout, and conduct customary criticism and coaching. By understanding the impacts of quiet quitting, organizations can take proactive steps to re-engage representatives, make strides, work execution, and hold important talent. This study analyzes the various causes and impact of Quiet-quitting in organizations.

Keywords: Quiet quitting, Productivity

INTRODUCTION:

In later years, the word known as "quiet quitting" has gathered critical consideration inside the domain of work environment flow. This term alludes to a withdrawal technique where representatives fulfill as it were the least necessities of their parts, picking to pull back from the additional endeavors that characterize conventional work engagement. As organizations endeavor to cultivate a persuaded and profitable workforce, understanding the suggestions of quiet quitting on work execution has ended up progressively crucial.

Quiet quitting can show in different ways, from diminished eagerness for assignments to a need for activity in collaborative ventures. This behavior not as it were impacts person execution but can moreover swell through groups, influencing in general resolve and efficiency. For occasion, a representative who unobtrusively stops may total their allotted assignments but maintain a strategic distance from partaking in group gatherings or contributing imaginative thoughts, driving to a decrease in group cohesion and inventiveness. This unobtrusive shape of withdrawal can be especially challenging to identify and address, as it frequently flies beneath the radar of conventional execution metrics.

Students, M.A HRM, Patrician College of Arts and Science, Adyar.

Assistant Professor, Department of Management, Patrician College of Arts and Science,

Head, Department of Management, Patrician College of Arts and Science, Adyar.

As businesses explore the complexities of representative engagement in a post-pandemic world, it is fundamental to investigate how quiet quitting impacts work execution and, in turn, organizational victory. The COVID-19 widespread has reshaped work situations, with farther and half-breed work models getting to be more predominant. These changes have presented unused challenges in keeping up worker engagement and checking execution, making the consider of quiet quitting indeed more germane. The move to inaccessible work has obscured the boundaries between individual and proficient life, possibly compounding sentiments of burnout and withdrawal among employees.

This investigation will dive into the basic components that contribute to quiet quitting, such as work disappointment, need of career development openings, and destitute administration hones. Work disappointment can stem from different sources, counting lacking remuneration, need of acknowledgment, and unfulfilling work parts. When workers feel underestimated or see no clear way for progression, they may resort to quiet quitting as an adapting instrument. Moreover, destitute administration hones, such as micromanagement, need of bolster, and incapable communication, can advance estranged workers and drive them towards disengagement.

The potential results of quiet quitting on both employees and organizations are noteworthy. For employees, quiet quitting can lead to diminished work fulfillment, expanded push, and a sense of low morale. Over time, this can result in higher turnover rates as withdrawn representatives look for more fulfilling openings somewhere else. For organizations, the effect can be similarly hindering. Diminished efficiency, lower quality of work, and lessened work environment assurance are a few of the unfavorable impacts. Besides, the nearness of quiet quitters can make a harmful work environment, where separation gets to be infectious and spreads among group members. To address the issue of quiet quitting, organizations must execute techniques that cultivate a culture of engagement and fulfillment. Improving communication is a basic step to begin with. Open and straightforward communication channels can offer assistance representatives feel listened to and esteemed, lessening sentiments of segregation and separation.

Giving proficient improvement openings is another viable procedure. When employees have to prepare for various career headway programs, they are more likely to feel persuaded and contributed in their parts. Moreover, cultivating a strong work culture that prioritizes representative well-being can moderate the impacts of quiet quitting. This incorporates advancing work-life adjustment, recognizing and fulfilling representative commitments, and making a positive and comprehensive work environment. By looking at this rising drift, we can superiorly understand the advancing scene of work and the imperative significance of cultivating a culture that advances dynamic engagement and fulfillment among representatives. Tending to quiet quitting is not as it were vital for person well-being but too for the by and large wellbeing and victory of organizations in a progressively competitive and energetic trade environment. As we move forward, it is basic that organizations stay careful and proactive in recognizing and tending to the root causes of quiet quitting, guaranteeing that their workforce remains spurred, locked in, and beneficial.

QUIET QUITTING - MEANING, DEFINITION

Meaning:

"Quiet quitting" refers to the phenomenon where employees remain in their jobs but disengage from going above and beyond their basic job requirements. Instead of fully investing themselves in their work, they choose to do only what is necessary to meet their obligations, often as a response to feeling undervalued, overworked, or dissatisfied with their roles.

Definition:

Greg Daugherty explains Quiet quitting as employees doing only the minimum required for their job, without putting in extra effort or enthusiasm. They fulfill their primary responsibilities but are mentally and emotionally disengaged from their work. This concept was widely discussed in an article by Greg Daugherty on Investopedia.

Causes of Quiet Quitting:

Burnout: Excessive workloads, unrealized expectations, and long-term stress can cause workers to become disengaged and only fulfill the bare minimum of duties.

Lack of Recognition: Workers may choose to put in the bare minimum of effort if they feel their contributions are undervalued and unappreciated.

Inadequate Work-Life Balance: When individuals struggle to strike a balance between their personal and professional obligations, it can cause them to become dissatisfied and reduce their involvement at work.

Work Insecurity: When faced with economic uncertainty and the possibility of layoffs, workers may become more indifferent to their work and prioritize job survival over quality.

Work Environment: Conflict, a lack of support, and bad management are just a few examples of the negative workplace cultures that can cause workers to disconnect in an attempt to protect themselves.

Change in Values: Employees are prioritizing their life outside of work over traditional ideas of dedication as a result of a growing emphasis on personal well-being and mental health, particularly in the wake of the epidemic.

Transition from Remote Work: Returning from a period of remote work to an in-office setting can cause conflict as employees may feel overburdened by the demanding work environment.

Generational Attitudes: Gen Z in particular tends to place a higher priority on mental health and work-life balance than older generations did, which has caused a reevaluation of job engagement.

LITERATURE REVIEW:

Thalmus Mahand1 and Cam Caldwell (2022) in their study “Quiet Quitting - Causes and Opportunities” examines the phenomenon of “quiet quitting,” where 50% of today’s workforce disengages by only fulfilling basic job requirements. The authors argue that the decline in employee commitment stems from managerial failures in engaging and inspiring staff. They propose practical strategies for organizations to re-engage employees and enhance commitment.

Sandro Formica and Fabiola Sforderab (2022) in their study “The Great Resignation and Quiet Quitting Paradigm Shifts” explores significant workforce changes following the pandemic, specifically focusing on the “great resignation” and “quiet quitting.” These shifts challenge hospitality managers to reconsider their internal marketing and human resource strategies. The authors aim to highlight the impact of these phenomena and propose a framework of experiential practices to address the evolving needs of the post-pandemic workforce.

Esra Aydin and Oznur Azizoglu (2022) in their study “A New Term for an Existing Concept: Quiet Quitting - A Self-Determination Perspective,” explore the rise of quiet quitting, particularly among Gen Z, as a response to the COVID-19 pandemic’s impact on work-life balance. They argue that this phenomenon reflects a rejection of the hustle culture, with employees opting to do only the minimum required to maintain their well-being. The authors examine existing literature on similar concepts and propose a theoretical foundation rooted in self-determination theory, offering managerial suggestions to address quiet quitting and suggesting future research directions.

Janek Ratnatunga (2022) in his study investigates “Quiet Quitting: The Silent Challenge of Performance Management” as a trend where employees only perform the minimum required at work, often due to feelings of being undervalued, especially in light of the cost-of-living crisis. It underscores the challenges this poses for performance management, suggesting that organizations must adapt by creating jobs that enhance employee engagement, provide fair compensation, and recognize commitment to the organization and its values.

Salima Hamouche, et.al. (2023) in their article titled, “Quiet Quitting: Relationship with Other Concepts and Implications for Tourism and Hospitality,” reveals the connections between quiet quitting and established concepts in human resource management and organizational behavior. The study highlights how quiet quitting, particularly among younger employees post-COVID-19, shares similarities with collective actions like “work to rule” and incorporates psychological elements such as work withdrawal and employee cynicism. The authors propose various theories such as organizational citizenship behavior and social exchange theory to aid in the conceptualization and operationalization of quiet quitting, emphasizing its relevance to the tourism and hospitality sectors.

J. Richard Johnson (2023) in their study "What's New About Quiet Quitting (and What's Not)," asserts that the only significant change regarding the 2022 phenomenon of quiet quitting is its increased visibility; the underlying issues are longstanding and will persist beyond this trend. The paper draws on economic theory and various workplace studies to propose solutions for addressing the root causes of quiet quitting.

Dain Lee, et.al. (2023) in their study entitled "Where are the Workers? From Great Resignation to Quiet Quitting" analyzes the post-pandemic labor market in the U.S. by examining the decline in aggregate hours worked. It distinguishes between the extensive margin (fewer people working) and the intensive margin (workers reducing hours). Findings reveal that the intensive margin accounts for over half of the decline from 2019 to 2022. The study reveals that reductions in hours are more pronounced among men, particularly those with higher education and long working hours, suggesting that these trends contribute to a tighter labor market despite low unemployment rates.

İbrahim Yikilmaz (2023) in his study provides a comprehensive examination of the concept of " Quiet Quitting: A Conceptual Investigation" which originated from an economic discussion in 2009 but gained widespread attention through social media. The study clarifies that quiet quitting does not involve employees leaving their jobs but rather entails them performing only at a minimal level within their designated work hours. It contrasts this with "quiet firing," where employers minimize incentives to encourage employee departure. The paper aims to address the various interpretations of quiet quitting, its implications for individuals and organizations, and its potential impact on workplace dynamics, advocating for increased awareness among management for sustainable practices.

Deniz Yıldız (2023) in his study " Current Problem of Employees and Employers in Organizations: Quiet Quitting " examines the emerging issue of quiet quitting within organizations, particularly in the context of changes brought about by technological advancements, the pandemic, and economic challenges. The study defines quiet quitting as employees fulfilling only the minimum requirements of their roles to maintain employment without going beyond what is necessary. It highlights the potential long-term negative effects of this phenomenon on organizational performance and aims to discuss its development, underlying causes, and implications for both employees and employers, while providing global insights and recommendations.

Milena Nikolova (2024) in his study titled "Loud or Quiet Quitting? The Influence of Work Orientations on Effort and Turnover" investigates the role of work orientations individual beliefs about the significance of work in shaping job search behaviors, quit intentions, and effort levels. Utilizing data from the Netherlands, the study reveals that employees who perceive work as callers are more engaged and less likely to quit compared to those with a career-focused or income-driven outlook. The findings highlight that work orientations significantly influence these behaviors offering a deeper understanding of employee motivation beyond traditional measures like job satisfaction.

SUGGESTION FOR FURTHER RESEARCH:

Foster a Positive Work Environment:

- Create a culture of appreciation where employees feel valued for their contributions.
- Promote inclusivity and support among team members to strengthen connections.

Enhance Communication:

- Establish open channels for feedback, allowing employees to express their concerns and suggestions.
- Encourage managers to engage in regular one-on-one meetings to discuss workload and employee well-being.

Provide Growth Opportunities:

- Implement professional development programs and training that align with employees' career aspirations.
- Offer mentorship and coaching to help employees navigate their career paths effectively.

Recognize and Reward Efforts:

- Develop a recognition system that rewards employees for going above and beyond their basic job responsibilities.
- Consider flexible incentives that cater to individual preferences, such as additional time off or bonuses.

Promote Work-Life Balance:

- Encourage practices that support a healthy balance between work and personal life, such as flexible working hours and remote work options.
- Implement wellness programs to address stress and burnout proactively.
- Monitor workloads to ensure they are manageable and make adjustments when necessary.
- Encourage breaks and time off to allow employees to recharge.

Empower Employees:

- Involve employees in decision-making processes to foster a sense of ownership and responsibility toward their work.
- Allow employees to set their own goals within the framework of organizational objectives.

Cultivate Leadership Skills:

- Train managers on effective leadership practices that emphasize empathy, support, and motivation.
- Encourage leaders to model positive behaviors and actively engage with their teams.

CONCLUSION:

In conclusion, tackling quiet quitting is essential for improving job performance and achieving overall organizational success. By fostering a positive work environment, enhancing communication, offering growth opportunities, recognizing employee contributions, promoting work-life balance, addressing burnout, empowering employees, and developing strong leadership, organizations can re-engage their workforce. Proactively understanding and addressing the factors contributing to quiet quitting not only boosts individual job satisfaction but also enhances team cohesion and productivity, ultimately benefiting the organization as a whole. As workplaces continue to evolve, cultivating a culture of engagement will be vital for retaining talent and sustaining a competitive edge.

REFERENCES:

1. Grey Daugherty <https://www.investopedia.com/what-is-quiet-quitting-6743910#citation-9>
2. Mahand, T., & Caldwell, C. (2023). Quiet Quitting - Causes and Opportunities. Business and Management Research, 12(1), 9-XX. <https://doi.org/10.5430/bmr.v12n1p9>
3. Formica, S., & Sfoderab, F. (2022). The Great Resignation and Quiet Quitting paradigm shifts: An overview of current situation and future research directions. Journal of Communication in Healthcare, 15(2), 123-135. <https://doi.org/10.1080/19368623.2022.2136601>
4. Aydin, E., & Azizo Ö. (2023). A NEW TERM FOR AN EXISTING CONCEPT: QUIET QUITTING - A SELF-DETERMINATION PERSPECTIVE. Retrieved from https://www.researchgate.net/profile/Esra-Aydin-7/publication/366530514_A_NEW_TERM_FOR_AN_EXISTING_CONCEPT_QUIET_QUITTING-A_SELF-



DETERMINATION_PERSPECTIVE/links/63a5628803aad5368e335bc9/A-NEW-TERM-FOR-AN-EXISTING-CONCEPT-QUIET-QUITTING-A-SELF-DETERMINATION-PERSPECTIVE.pdf

5. Ratnatunga, J. (2022). Quiet Quitting: The Silent Challenge of Performance Management. Retrieved from Google Scholar. <https://cmaaustralia.edu.au/wp-content/uploads/2023/03/3.-JAMAR-20.2-Quiet-Quitting.pdf>
6. Hamouche, S., Koritos, C., & Papastathopoulos, A. (2023). Quiet quitting: relationship with other concepts and implications for tourism and hospitality. *International Journal of Contemporary Hospitality Management*, 35(12), 4297-4312. <https://doi.org/10.1108/IJCHM-11-2022-1362>
7. Johnson, J. R. (2022). What's New About Quiet Quitting (and What's Not). *The Transdisciplinary Journal of Management*. <https://tjm.scholasticahq.com/article/72079-what-s-new-about-quiet-quitting-and-what-s-not>
8. Lee, D., Park, J., & Shin, Y. (2023). Where Are the Workers? From Great Resignation to Quiet Quitting. Working Paper 30833. DOI: 10.3386/w30833.
9. Yikilmaz, İ. (2023). QUIET QUITTING: A CONCEPTUAL INVESTIGATION. Kocaeli University, Department of Business Administration. Available at: ResearchGate https://www.researchgate.net/profile/Ibrahim-Yikilmaz/publication/364821194_QUIET_QUITTING_A_CONCEPTUAL_INVESTIGATION/links/635c018312cbac6a3e045d34/QUIET-QUITTING-A-CONCEPTUAL-INVESTIGATION.pdf
10. Yıldız, D. (2023). Current Problem of Employees and Employers in Organizations: Quiet Quitting. Available at: Social Sciences Research Journal
11. Nikolova, M. (2024). Loud or Quiet Quitting? The Influence of Work Orientations on Effort and Turnover. IZA DP No. 16960. University of Groningen. Available at: [SSRN] https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4817554

