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## A Study On Employee Perception On Sustainable Employee Practices And Brand Loyalty In Textile Industries -Tirupur

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**ABSTRACT:** This study explores the perceptions of employees regarding sustainable employee practices and their impact on brand loyalty in textile industries, particularly in Tirupur. As sustainability becomes a core pillar in organizational strategy, understanding employee responses to sustainable HR practices is crucial. This research evaluates how practices like work-life balance, recognition, and career development affect employee retention and brand commitment. A structured questionnaire was used to collect responses from 120 employees, with analysis done through percentage, rank analysis, ANOVA, t-test, and Chi-square tests. Findings show that competitive salary, flexible schedules, and appreciation contribute greatly to retention, while excessive workloads and poor communication contribute to employee stress. The study provides insights for improving workplace culture and brand loyalty through sustainability.

**Keywords:** Employee perception, Sustainable practices, Brand loyalty, Textile industry, Employee engagement.

### INTRODUCTION

In a rapidly evolving textile sector, particularly in regions like Tirupur, sustainable employee practices are essential for retaining talent and ensuring organizational growth. The concept of sustainability today encompasses not only environmental concerns but also ethical labor standards, employee well-being, and inclusive workplace culture. Employees who perceive their organization's efforts as genuine and supportive are more likely to feel satisfied, motivated, and loyal. Companies must align their internal policies with broader sustainability goals to stay competitive and build long-term loyalty. In recent years, there has been a noticeable shift in employee expectations, where factors like recognition, growth opportunities, and work-life balance are as valued as salary and job security. These perceptions directly influence employees' emotional connection with the organization and their willingness to stay committed. Therefore, this study seeks to understand how sustainable employee practices affect brand loyalty within

textile industries and to identify the key elements that drive long-term employee engagement. By exploring these aspects, the study aims to provide actionable insights that help organizations improve retention strategies. This research ultimately contributes to building a sustainable and resilient workforce in the competitive textile market.

## STATEMENT OF THE PROBLEM

Many textile industries face challenges in effectively implementing sustainable employee practices. A lack of awareness and misalignment with employee expectations often leads to dissatisfaction and reduced motivation. These gaps contribute to high employee turnover and weaken organizational stability. Sustainable practices like recognition, work-life balance, and well-being programs are often underutilized. This study aims to explore these issues and their impact on brand loyalty within the textile sector.

## OBJECTIVES OF THE STUDY

1. To study the socio-economic profile of employees in textile industries.
2. To identify key factors influencing employee perception of sustainable practices.
3. To analyze the role of employee engagement in enhancing brand loyalty.
4. To examine the challenges in retaining skilled employees.
5. To recommend strategies to improve sustainable practices and workforce retention.

## SCOPE OF THE STUDY

This study focuses on understanding employee perception of sustainable employee practices and their influence on brand loyalty within textile industries, particularly in the Tirupur region. It examines how factors like work-life balance, recognition, compensation, and employee engagement contribute to retention and loyalty. The research is limited to responses from lower-level employees to capture ground-level insights. It also explores the role of sustainable practices in creating a positive organizational culture and attracting new talent. The findings aim to help textile firms enhance their HR strategies for long-term workforce stability and brand growth.

## RESEARCH METHODOLOGY

In Tirupur, this research is descriptive in nature and focuses on employee perception of sustainable practices and their impact on brand loyalty in textile industries. The data used for the research are both primary and secondary.

**Primary Data:** Structured questionnaires were used to collect data directly from employees working in textile industries, capturing their views on various sustainable HR practices.

**Secondary Data:** This includes information gathered from books, journals, articles, and previous research studies relevant to employee engagement, sustainability, and retention.

**Sampling Method:** A simple random sampling technique was employed to ensure an unbiased selection of 120 respondents from various departments and roles within the textile sector.

**Data Analysis:** The collected data was analyzed using statistical tools such as percentage analysis, rank analysis, chi-square test, ANOVA, and t-test to identify patterns and relationships between sustainable practices and brand loyalty. This methodology provides a reliable foundation for understanding how sustainable human resource initiatives influence employee satisfaction, retention, and commitment in the textile industry.

## PERIOD OF THE STUDY

- The study is conducted during December 2024 to March 2025.

## STATISTICAL TOOLS USED FOR DATA ANALYSIS

- Mean Rank Analysis
- Anova
- Chi-Square

## LIMITATIONS

- The study is limited to employees in textile industries located in Tirupur, so the findings may not be generalizable to other sectors or regions.
- The research focuses only on lower-level employees, excluding insights from managerial or supervisory levels, which may affect the completeness of employee perception analysis.

## LITERATURE REVIEW

**Eva labro, Jamed D. Omartian (2025) “Managing Employee Retention Concerns: Evidence from U.S. Census Data”** Using Census microdata on 28,000 manufacturing plants, we examine how firms manage employee retention concerns. In response to reductions in the local unemployment rate, plants take additional steps beyond increasing compensation. First, plants adjust bonus architecture to ensure bonuses can be paid. Second, plants offer more agency to employees by deploying high-involvement work practices that generate longer-term commitment. Third, plants pull these retention levers less when they have high availability and use of data as this reduces the adverse effects of employee turnover on organizational knowledge. These results are robust to using the fracking revolution as a shock increasing firms’ retention concerns.

**Fakhre Alam Siddiqui, Hammad Zafar & Janat Ul Ferdos (2025) “The Role of Training and Satisfaction in the Banking Sector Enhancing Employee Retention”.** It did the research on how the factors of training and job satisfaction enhanced employee retention in the banking sector. A total of 76 officer-level sampled populations were surveyed through an online questionnaire developed on the basis of theories of Herzberg and human capital. Data were analyzed using structural equation modeling (SEM). It was found that training impacts positively on job satisfaction reaffirmed in retention and lowered turnover intention. The challenge was that some managers held back their investments in training because of the costs. The study emphasized effective training programs that could lead to increased job satisfaction and retention, thereby asserting that priority on employee development comes into fruition on the success of organizations in the long run.

**Vo Minh Sang & Mai Chi Cuong (2024) “The influence of brand experience on brand loyalty in the electronic commerce sector”.** The study focused on measuring the impact of brand experience on brand loyalty in the e-commerce industry, with mediation by brand association and brand trust. The analysis used a sample of 498 respondents with prior online shopping experience using Structural Equation Modeling (SEM). Findings indicated that cognitive and behavioral experiences positively impacted brand loyalty, whereas affective experience negatively impacted it, but this effect was moderated positively through brand trust and brand association. This study shows the importance of developing brand experience so as to enhance brand equity and loyalty in the domain of e-commerce.

**Evelyn Hendriana, Albert Christoper , Handika Oemardi Adhitama Zain, Natasha Pricilia (2023)<sup>5</sup> “The Role of Employer Branding in Work-life Balance and Employee Retention Relationship among Generation Z Workers”.** The significance of a work-life balance is further supported in this research as a retention tool for employees of Generation Z with employer branding functioning as a moderator to alleviate emotional exhaustion. The results suggest that organizations need to promote flexible options for work, mental health support, and employability strategies to retain the best talents. These would then lead to lower turnover, higher productivity, and an improved image as employers. Further, the study proposes that a knowledge of the unique needs and preferences of Generation Z in relation to flexibility, well-being, and the desire for meaningful work, goes a long way in fostering a loyal and engaged workforce.

**Moni Mishra (2020) “Sustainable Employee Practices Leading to High Employee Engagement: Identifying the Priorities”.** The discourses indicate that sustainable management has become an unquestionable agenda for organisations globally. A sustainability mindset is seen to be developing along with tangible successes in organizations. This sustainability mindset must be linked to and reflected in sustainable employee practices. Diverse sustainability themes have been identified and prioritised in this paper. These themes are reflected through in organizations through multiple strategies implemented as integrative mechanisms for consolidating and harmonizing organizational processes and growth.

**Ricardo S. Biason (2020) “The effect of job satisfaction on employee retention”.** Employee satisfaction and retention have recently gotten much attention from management, social psychology, and applied operations. This paper provides a review of over ten years of research into job satisfaction and employee retention, their anticipatory conditions, and consequences. Subsequently, it would look into the relationship between job satisfaction and employee retention. For this purpose, a descriptive research design was utilized. Therefore, it was concluded that this study found a positive correlation between job satisfaction and employee retention.

## DATA ANALYSIS

### ANOVA

Relationship between Perception of the Company as a Great Place to Work and Age Group

#### Hypothesis:

**Null Hypothesis (Ho):** There is no significant difference in the perception of the company as a great place to work across different age groups of the respondents.

Variables	Group	Mean	SD	No	t-value	F-Value	Table Value	Sig
Age	20-25 years	3.52	.730	23	-	1.191	2.37	Ns
	26-30 years	3.38	.650	46				
	31-35 years	3.64	.679	45				
	36-40 years	3.40	.563	29				
	Above 40 years	3.33	.888	12				
Education	High school	3.19	.622	27	-	1.747	2.37	Ns
	Diploma	3.55	.671	22				
	Undergraduate degree	3.51	.678	69				
	Postgraduate degree	3.58	.692	36				
	Doctorate	4.00	.660	1				
Occupation	Homemaker	3.33	.612	42	-	4.195	2.67	**
	Private employee	3.62	.640	60				
	Government employee	3.71	.751	24				
	Business/ Entrepreneur	3.21	.675	29				
Monthly family income	Below ₹25,000	3.44	.527	9	-	0.531	2.37	Ns
	₹25,000 - ₹50,000	3.35	.812	34				
	₹50,001 - ₹75,000	3.48	.562	65				
	₹75,001 - ₹1,00,000	3.57	.765	37				
	Above ₹1,00,000	3.60	.699	10				

## INTREPRETATION

ANOVA and t-test results show that only the number of earning members significantly affects the perception of the company as a great place to work ( $F = 3.012$ ,  $p < 0.05$ ), leading to rejection of the null hypothesis for this factor. Other demographics—age, gender, education, income, and marital status—show no significant difference, so the null hypothesis is accepted for these variables.

## CHI-SQUARE

Relationship between demographic profile and work-life balance priority.

### Hypothesis:

The Demographic Profile of the respondents has no significant association with the perceived emphasis on employee well-being and work-life balance.

## CHI-SQUARE

Demographic profile	Chi-square value	Sig. value
Age	20.029	NS
Gender	12.345	*
Educational qualification	14.838	NS
Annual income	28.500	*
Job designation	28.750	*
Marital status	4.188	NS

## INTREPRETATION

The Chi-Square test results reveal that gender, annual income, and job designation significantly influence respondents' attitudes, with annual income and job designation showing particularly strong associations. This suggests that respondents with higher incomes or certain job roles are more likely to exhibit the behavior under study. In contrast, age, educational qualification, and marital status do not have significant relationships, indicating these factors do not substantially affect respondents' perspectives in this context.

## MEAN RANK ANALYSIS

Mean rank analysis of factors that make stressed at work

FACTORS	MEAN RANK	ACTUAL RANK
Excessive workload and long working hours	<b>4.48</b>	<b>1</b>
Unclear expectations and conflicting priorities	5.18	2
Limited resources and inadequate support	5.27	3
Difficult relationships with colleagues or managers	5.55	6
Lack of autonomy and micromanaging	5.41	4
Poor communication and unclear feedback	5.42	5
Unrealistic deadlines and high pressure to perform	5.79	7

## INTREPRETATION

Excessive Workload and Long Working Hours' has received the highest concern as a factor contributing to stress at work, with the lowest mean rank of **4.48**, indicating it is the most significant stressor among respondents.

## FINDINGS

- **ANOVA & T-TEST:** The number of earning members significantly affects perception of the company as a great place to work while age, gender, education, income, and marital status show no significant difference.
- **CHI-SQUARE:** Gender, annual income, and job designation significantly influence respondents' attitudes, with income and designation showing strong associations; age, education, and marital status show no significant effect.
- **MEAN RANK ANALYSIS:** Excessive workload and long working hours received the highest concern with the lowest mean rank of 4.48, making it the most significant stressor.

## SUGGESTIONS

- The company should introduce tailored brand loyalty initiatives that cater to different age groups and educational backgrounds, as these factors significantly influence preferences.
- Since gender, annual income, and job designation influence perceptions of well-being, customized well-being programs should be introduced based on different employee demographics.
- To address employee stress caused by excessive workload, workload management strategies such as optimized shift planning and employee assistance programs should be implemented.

## CONCLUSION

This research highlights the critical role of employee well-being, a positive work environment, and sustainable HR practices in fostering brand loyalty. Organizations are encouraged to adopt tailored retention strategies that consider employee demographics and career stages, striking a balance between financial incentives and job satisfaction. To ensure long-term commitment, companies must focus on fair compensation, opportunities for career advancement, and effective stress management programs. By addressing these factors, businesses can enhance employee morale, reduce attrition, and cultivate a loyal, motivated workforce—key drivers of sustained organizational success. The findings also provide a valuable foundation for future studies exploring the long-term effects of sustainable HR practices on employee retention and brand loyalty.

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