



A Study on Employee Attrition Analysis Sunchem Marketing Private Limited

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ABSTRACT

The reason for the high rate of attrition in every sector segment range from lack of comfort of enrichment potential in terms of career growth. The growth of all every industry is mainly depended on the cost effectiveness and quality of the manpower.

The reasons for the employees to leave his organization was endless but the reason why the employees leave the organization is vary according to the nature of the business. In industrial sectors the employees consider multiple comfort level while working in a office for example employer's goodwill in the market, remuneration, future growth, working condition, stress generated by nature of job and workload, co-workers, current role's scope in the market & most important future stability within the organization.

Employee attrition is a situation faced by an organization or employer when new employees joined leaves the organization to join other organization when he gets offers. Generally, employee attrition will be very high when there is a pressing need of employees in a particular industry due to mass retirements or expansion of organization.

INTRODUCTION

Employee's attrition is one of the critical problems which are faced by an HR manager during these days. Attrition is not only pushes up cost incurred on the training of employees but also productive along with the ideal level of "Knowledge maturity" of the organization and the employees. The organization having a capacity to withstand its long-lasting relationship with employees would survive in the market place and others would fade away in the long run.

The final solution is lies in the stabilization of business operation and availability of trained and matured manpower in abundance and which may bring a long-lasting solution for the high attrition in the sector. More of committed employees at all level will help this industry to stabilize, grow and add values to the economic growth.

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INDUSTRIAL BACKGROUND

The **chemical industry** comprises the [companies](#) that develop and produce industrial, specialty and other [chemicals](#). Central to the modern [world economy](#), it converts [raw materials](#) ([oil](#), [natural gas](#), [air](#), [water](#), [metals](#), and [minerals](#)) into industrial and consumer [products](#). The plastic industry aims some overlap, as some chemical companies produce plastics as well as chemicals.

PRESENT STATUS OF THE INDUSTRY

Chemical industry is one of the oldest industries in India, which contributes significantly towards industrial and economic growth of the nation. Since this industry has numerous forward and backward linkages, it is called the backbone of the industrial and agricultural development of the country and provides building blocks for many downstream industries.

GROWTH AND DEVELOPMENT OF THE INDUSTRY

The Indian chemical industry is one of the most important components of our economy and contributes around 7% to the nation's Gross Domestic Product (GDP). Amidst the global pandemic, the chemical industry has been one of the only few sectors to have not only survived it but also grown by leaps and bounds. Taking into consideration that India is the 6th largest producer of chemicals in the world and 3rd in Asia has aided the Indian chemical industry which is now set to capitalize on forthcoming opportunities.

OBJECTIVES OF THE STUDY

1. To identify the employee's opinion on the working environment to stay in the company
2. To identify the fact which influence the employees to stay in the company
3. To find out the reasons for which the employees want to switch to another company
4. To analyze the efforts taken by the company to reduce the attrition
5. To suggest the ways to improve the work environment for the employees in future.

REVIEW OF LITERATURE

Prabhjot Kaur Mahal (2019) "A study on organisational commitment and employee attrition" conducted a study on HR Practices as determinants of organizational commitment and employee attrition with 100 respondents and his study revealed that HR practices are important phenomena to improve the employees' commitment to the organization supporting in employee attrition.

Flex (2019) "A study on the both external and internal factors that cause" attributed that commonly the employees in major industrial segments leave from their present job due to various factors both internal and external involved in the process.

Suresh, P. And Akbar Mohideen, M. (2017) "A study on convenience sampling method to analyze" studied with sample size of 150 taken out from the total population of 10000 employees working in various car companies in Chennai.

HYPOTHESIS OF THE STUDY

The following hypothesis have been formed for this study null hypothesis Ho; there is no relationship between gender and satisfaction of your job, Alternative hypothesis H1; there is a relationship experience and satisfaction of your job. There is a significant association between positive recognition by their immediate supervisor of the respondent of the experience.(Ho)' There is no significant association between positive recognition by their immediate supervisor of the respondent of the experience.(H1).

This hypothesis is formed for the chi-square test.

SOURCE OF DATA

PRIMARY DATA

Questionnaire was prepared and given to 150 respondents

SECONDARY DATA

Online journals and websites & review of literature from published articles

TOOLS AND TECHNIQUES

The study utilized a questionnaire as its research instrument for data collection.

This questionnaire was designed in alignment with the study's objectives and was administered to consumers to gather their perspectives. The information was collected using a meticulously structured questionnaire.

STATISTICAL TOOLS

Statistical analysis tools used data analysis are;

- 1) Percentage analysis

- 2) Chi-square analysis
- 3) Pearson coefficient of correlation
- 4) Regression

ANALYSIS AND INTERPRETATION OF THE DATA

GENDER WISE CLASSIFICATION

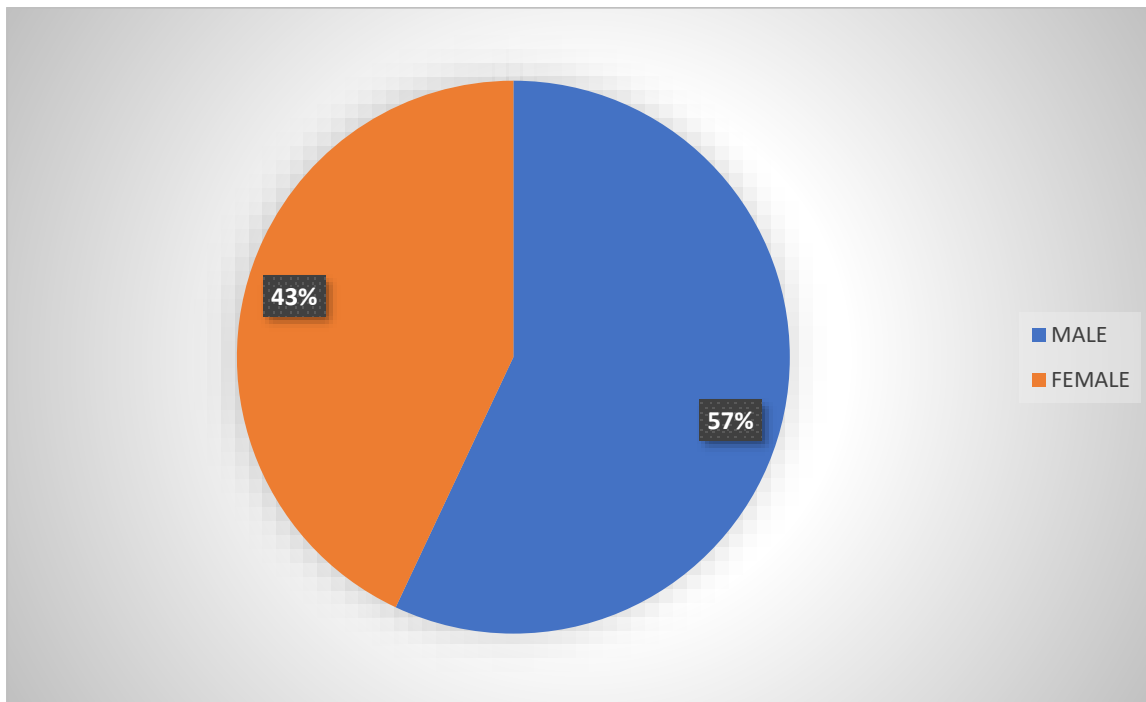
S.NO	PARTICULARS	NO.OF RESPONDENTS	IN PERCENTAGE
1	MALE	68	57%
2	FEMALE	52	43%
		Total 120	100%

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table it demonstrates that the majority was composed of male respondents with 57% and the rest consisted of female respondents with 43%.

GENDER WISE CLASSIFICATION

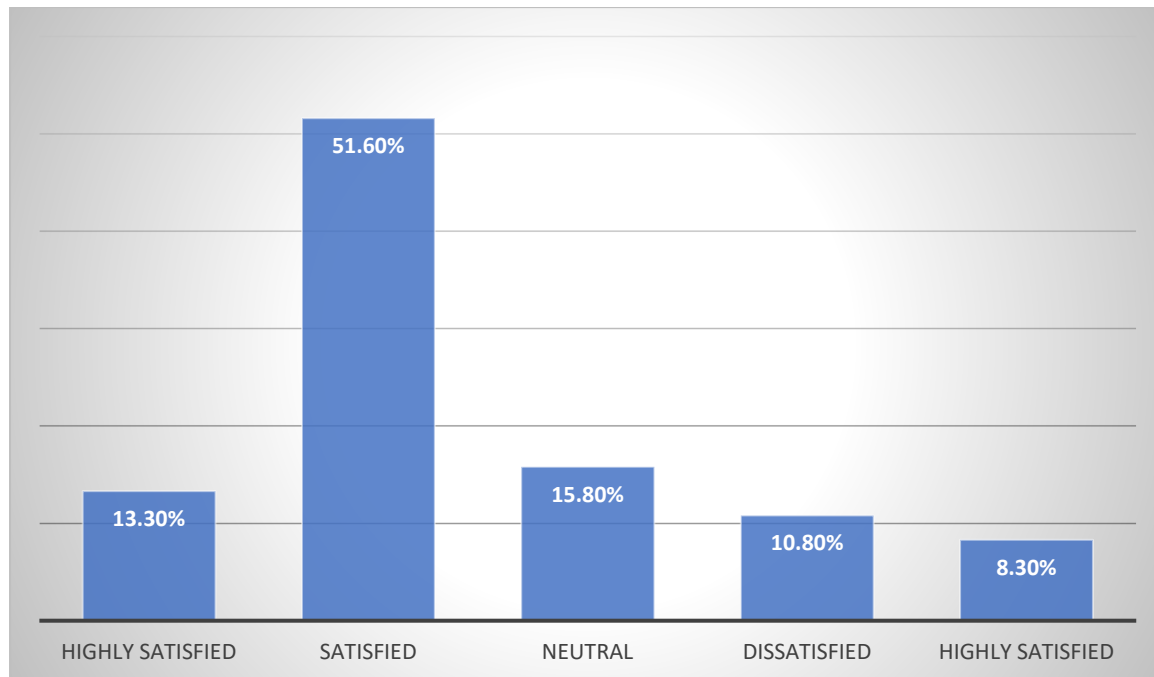


SATISFIED WITH YOUR JOB

S.NO	PARTICULARS	NO. OF RESPONDENTS	IN PERCENTAGE
1	Highly satisfied	16	13.3%
2	Satisfied	62	51.6%
3	Neutral	19	15.8%
4	Dissatisfied	13	10.8%
5	Highly dissatisfied	10	8.3%
Total		120	100%

INTERPRETATION: From the above table clearly that majority 51.6% of respondents are satisfied, 10.8% of respondents are dissatisfied, 15.8% of respondents are neutral, 13.3% of respondents are satisfied and 8.3% of respondents are highly dissatisfied.

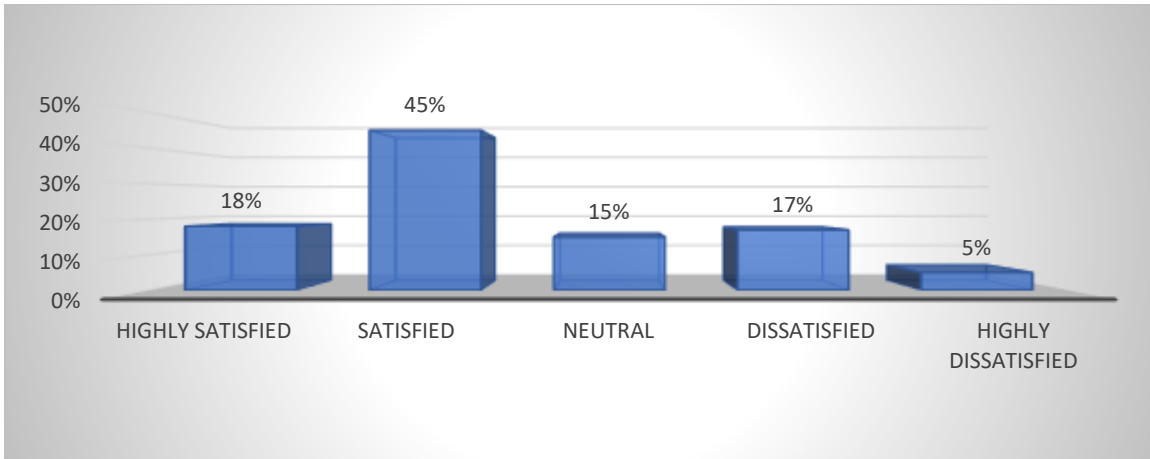
SATISFIED WITH YOUR JOB



HOW SATISFIED ARE YOU WITH THE SUPPORT PROVIDED BY THE COMPANY FOR YOUR PROFESSIONAL DEVELOPMENT AND GROWTH

S.NO	PARTICULARS	NO. OF RESPONDENTS	IN PERCENTAGE
1	Highly satisfied	22	18%
2	Satisfied	54	45%
3	Neutral	17	15%
4	Dissatisfied	21	17%
5	Highly dissatisfied	6	5%
TOTAL		120	100%

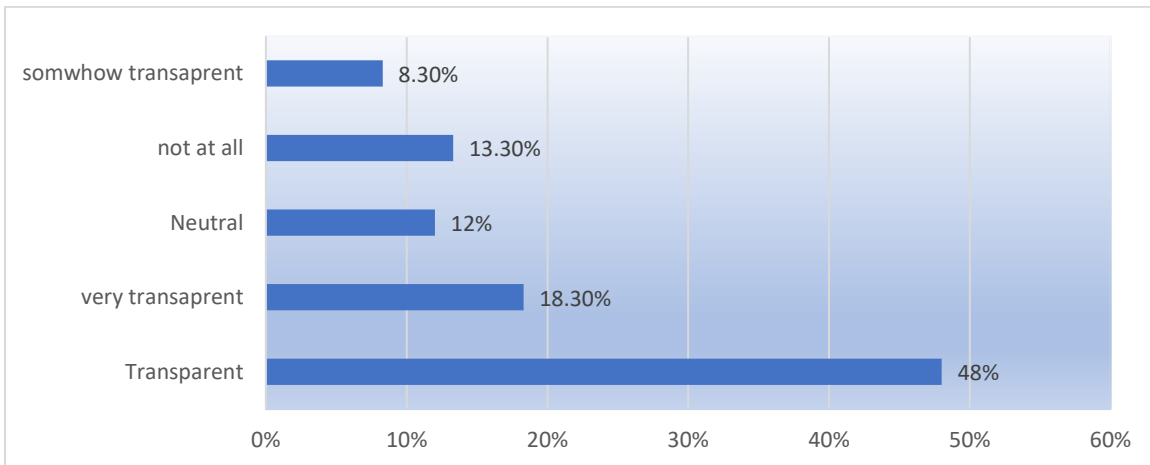
INTERPRETATION: On the above table shows that majority 45% of respondents are satisfied, 18% of respondents are highly satisfied, 15% of respondents are neutral, 17% of respondents are dissatisfied and 5% of respondents are highly dissatisfied with support provided by the company for the professional development and growth



HOW TRANSPARENT DO YOU FIND THE COMMUNICATION FROM THE MANAGEMENT REGARDING INITIATIVES TO REDUCE ATTRITION

S.NO	PARTICULARS	NO. OF RESPONDENTS	IN PERCENTAGE
1	TRANSPARENT	58	48%
2	VERY TRANSPARENT	22	18.3%
3	NEUTRAL	14	12%
4	NOT AT ALL	16	13.3%
5	SOMEHOW TRANSPARENT	10	8.3%
TOTAL		120	100%

INTERPRETATION: From the above mention table, it shows that 48% of employees says that communication from the management is transparent, 18.3% of employees tells communication is very transparent, 12% shows neutral, 13.3% votes not at all transparent, 8.3% of respondents says somehow transparent

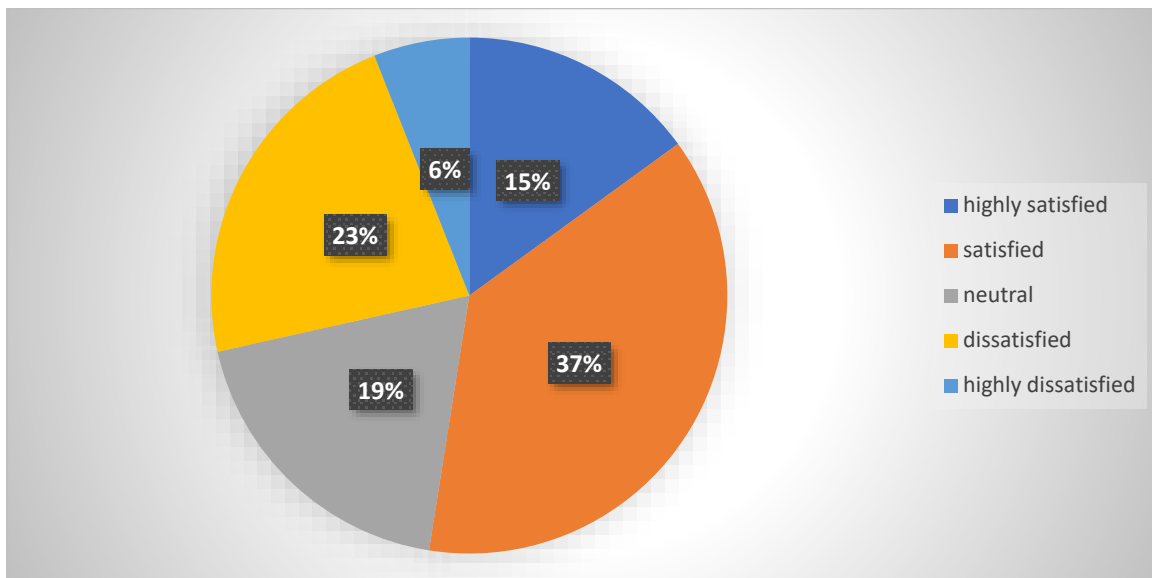


HOW SATISFIED ARE YOU WITH THE CAREER GROWTH OPPORTUNITIES PROVIDED BY COMPANY

S.NO	PARTICULARS	NO. OF RESPONDENTS	IN PERCENTAGE
1	Highly satisfied	18	15%

2	Satisfied	45	37.5%
3	Neutral	23	19%
4	Dissatisfied	27	22.5%
5	Highly dissatisfied	7	6%
Total		120	100%

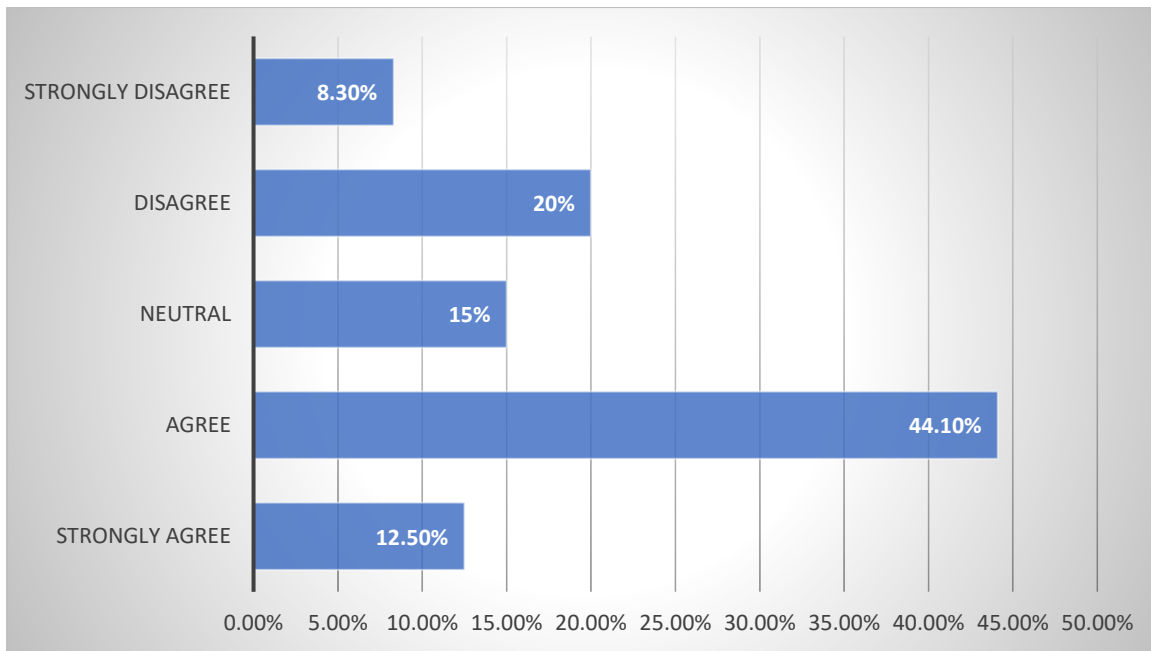
INTERPRETATION: The above table comes under the category of 37.5% of respondents are satisfied, 22.5% of respondents are dissatisfied, 19% of respondents are neutral, 15% of respondents are highly satisfied and 6% of respondents are highly dissatisfied has been founded.



HAVE YOU BEEN PROVIDED ENOUGH OPPORTUNITIES FOR DEVELOPMENT THROUGH TRAINING

S.NO	PARTICULARS	NO. OF RESPONDENTS	IN PERCENTAGE
1	Strongly agree	15	12.5%
2	Agree	53	44.1%
3	Neutral	18	15%
4	Disagree	24	20%
5	Strongly disagree	10	8.3%
Total		120	100%

INTERPRETATION: The above table comes under the category of 44.1% of respondents are agree, 20% of respondents are disagree, 15% of respondents are neutral, 12.5% of respondents are strongly agree and 8.3% of respondents are strongly disagree.



CHI-SQUARE TEST

Significant relationship between gender and satisfied with your job provided by the company

Ho: There is no significant Relationship between gender and satisfied with your job provided by company.

H1: There is significant Relationship between gender and satisfied with your job provided by company.

EXPECTED FREQUENCY IS:

O	E	(O-E)	(O-E) ²	(O-E) ² /E
10	9.06	-4.06	16.48	1.8190
34	35.13	-1.13	1.27	0.0362
10	10.76	3.24	10.49	0.9749
6	7.36	3.64	13.24	1.8002
5	5.66	-1.66	2.75	0.4869
6	6.93	4.07	16.56	2.3903
28	26.86	1.14	1.29	0.0484
9	8.23	-3.23	10.43	1.2677
7	5.63	-3.63	10.43	1.8531
5	4.33	1.67	2.78	0.6441
Total				11.3208

FORMULA:

$$X^2 = \frac{\sum (O-E)^2}{E}$$

Degree of freedom= (r-1) (c-1)

$$= (5-1) (2-1)$$

$$= 4*1$$

$$=4$$

Degree of freedom= 4

LEVEL OF SIGNIFICANCE=5%

Calculate value 11.3208

Table value = 9.488

Calculate value > table value

11.3208 > 9.488

H1 is accepted

There is significant Relationship between gender and satisfied with your job provided by company.

PEARSON COEFFICIENT OF CORRELATION

Calculating overall correlation coefficient between the support provided by the company for the professional growth development and communication transparency from the management regarding attrition reduction

X	X ²	Y	Y ²	XY
22	484	58	3364	1276
54	2916	22	1188	1188
17	289	14	238	238
21	441	16	336	336
6	36	10	60	60
X=120	X²=4166	Y=120	Y²=4400	XY=3098

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$$= \frac{(5*3098) - (120*120)}{\sqrt{(5*4166) - (120)^2} \sqrt{(5*4400) - (120)^2}}$$

$$= \frac{1090}{\sqrt{6430} \sqrt{7600}}$$

$$= \frac{1090}{(80.18)(87.17)}$$

$$= \frac{1090}{6989.29}$$

$$r = 0.1559$$

Interpretation:

The coefficient of correlation $r=0.155$ lies between -1 and +1. So it indicates a less positively correlated between the support provided by the company for professional growth development and communication transparency from the management regarding attrition analysis.

Inference

There is a less positive correlation observed between the support provided by the company for professional development and transparency communication from the management regarding attrition reduction suggests that as the company invests in employee's growth and fosters clear communication about efforts to reduce attrition, there is likely synergistic effect, contributing to a more favourable work environment and potentially lower attrition rates.

REGRESSION

X	Y	X-24	Y-24	X ²	Y ²	XY
18	15	-6	-9	36	81	54
45	53	21	29	441	841	609
23	18	-1	-6	1	36	6
27	24	3	0	9	0	0
7	10	17	-14	289	196	238
X=120	Y=120	ΣX=0	ΣY=0	ΣX²=776	ΣY²=1154	ΣXY=907

$$\bar{X} = 120/5 \quad \bar{Y} = 24$$

$$\bar{X} = 120/5 \quad \bar{Y} = 24$$

$$B_{xy} = \frac{\sum XY}{\sum Y^2}$$

$$= 907/1154$$

$$= 0.786$$

Regression line X on Y

$$X - \bar{X} = B_{xy} (Y - \bar{Y})$$

$$X - 24 = 0.786 (Y - 24)$$

$$X - 24 = 0.786y - 18.8631$$

$$X = 0.786Y - 18.8631 + 24$$

$$X = 0.786Y + 5.1369$$

$$B_{yx} = \frac{\sum XY}{\sum X^2}$$

$$= 907/776$$

$$= 1.1688$$

Regression line Y on X

$$Y - \bar{Y} = B_{yx} (X - \bar{X})$$

$$Y - 24 = 1.1688 (X - 24)$$

$$Y - 24 = 1.1688x - 28.0515$$

$$Y = 1.1688x - 28.0515 + 24$$

$$Y = 1.1688x - 4.0515$$

$$r = \sqrt{B_{xy} B_{yx}}$$

$$= \sqrt{(0.786)(1.1688)}$$

$$= \sqrt{0.918}$$

$$= 0.958$$

INFERENCE

From the above table calculation, it was identified that the calculated value is 0.958 was a positive regression therefore there was a relationship between the career growth opportunities provided by the company and been provided enough opportunities for development through Training.

KEY FINDINGS

- Above 64% of the respondents are unmarried.
- 63% of the respondents were said yes, the company providing job security for Employee
- 62.5% of the respondents were said yes there are demanded to work than was required out your job.
- 61% of the respondents are said yes, they are mandatory for the employees to serve notice period.

CONCLUSION

This study concluding that the training program conducted in SUNCHEM MARKETING PRIVATE LIMITED is found effective. The study on attrition analysis highlighted, so many factors which will help to the employees. The study was conducted among 120 employees and collected information through structured questionnaire and the project was carried out in a good manner and has met the expectations of the organization.

REFERANCE

- Predicting Employee Turnover: A Review of Relevant Research and Recommendations for Practitioners"* by Brooks C. Holtom and Thomas W. Lee.
- Employee Turnover: A Review of the Literature"* by Peter W. Hom, Katerina Bezrukova, and Jerald Green.
- Employee Attrition Analysis: An Exploration of Predictive Models and Techniques.