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A STUDY ON “EMPLOYEE ATTRITION”WITH SPECIAL REFERENCE TO FARIDA SHOES PVT. LTD AT AMBUR.

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ABSTRACT :

Employee attrition refers to the gradual loss of employees over time due to resignations, retirements, or other voluntary and involuntary departures. It is a critical factor for organizations to monitor, as high attrition can signal deeper issues such as poor management, lack of career growth opportunities, or inadequate compensation. Attrition can be categorized into voluntary, when employees leave on their own accord, and involuntary, when departures are initiated by the employer. Understanding attrition patterns helps companies improve employee engagement, enhance workplace culture, and implement effective retention strategies. Excessive attrition can lead to increased recruitment and training costs, loss of institutional knowledge, and lowered morale among remaining staff. On the other hand, some attrition is natural and may even be beneficial if it allows for fresh talent and ideas. Organizations aim to strike a balance by retaining key performers while managing turnover in a way that supports long-term business goals.

INTRODUCTION

Employee attrition is the gradual reduction of staff in an organization due to various reasons such as resignation, retirement, termination, or death. It's a natural process that can occur in any company, and its impact can be both positive and negative. While attrition can create opportunities for fresh talent and new perspectives, it can also lead to loss of knowledge, skills, and experience, ultimately affecting the organization's productivity and performance.

RESEARCH BACKGROUND

Farida Group is a well-established footwear manufacturer and exporter in India, with Farida Shoes Private Limited being one of its flagship companies. Founded in 1963, Farida Group has gained a reputation for producing high-quality footwear products.

GLOBAL TRADE DYNAMICS AND EXPORT OPPORTUNITIES

Farida Shoes Private Limited can capitalize on growing global demand for high-quality footwear, particularly in major markets like the USA and UK. With expertise in manufacturing and exporting leather shoes, the company can leverage its competitive advantage to increase market share. Emerging markets like Bangladesh and Southeast Asia also offer opportunities for expansion. By diversifying its product range and exploring new markets, Farida Shoes can reduce dependence on specific regions and stay competitive in the global market.

IDENTIFIED PROBLEM

Requires a deep understanding of global market economical dynamics and challenges. In diversification of markets, it also involves high costs, risks, and competitive pressures that can impact profitability the challenges include fluctuating international demand, trade policies, foreign exchange risks, and compliance with global standards.

OBJECTIVES OF STUDY

The company struggles with retaining skilled labor, making it difficult to maintain production levels. This is a common issue in the industry, particularly in Ambur, where many factories face similar challenges.

REVIEW OF LITERATURE

A review of literature on employee attrition encompasses various studies, theories, and empirical findings that help explain the reasons behind employee turnover and its implications for organizations. Below is a summarized overview of key themes and findings in the literature. Studies consistently show a strong relationship between job satisfaction and attrition rates. Employees who are unhappy with their roles, work environment, or organizational culture are more likely to leave (Tett & Meyer, 1993).

Positive relationships with coworkers and supervisors can significantly reduce attrition. Conversely, conflict or poor management can push employees to seek other opportunities (Mitchell et al., 2001). This framework is commonly used to analyze why employees leave. Push factors include dissatisfaction with current employment, while pull factors relate to attractive opportunities in the marketplace (Holtom et al., 2008).

This framework is commonly used to analyze why employees leave. Push factors include dissatisfaction with current employment, while pull factors relate to attractive opportunities in the marketplace (Holtom et al., 2008).

The review of literature on employee attrition, global trade dynamics, and export opportunities for Farida Shoes Private Limited reveals several key insights. Studies have shown that employee attrition can have a significant impact on organizational performance, particularly in industries with high turnover rates like manufacturing (Abbasi & Hollman, 2000). Effective management of employee attrition is crucial to minimize its negative consequences, such as loss of knowledge, skills, and experience (Cascio, 2006).

In the context of global trade dynamics, research has highlighted the importance of adapting to changing market trends and consumer preferences (Kotler & Keller, 2016). Farida Shoes Private Limited, as a major player in the Indian footwear industry, can benefit from understanding global market dynamics and identifying new opportunities for growth. The company's export performance can be enhanced by leveraging its competitive advantage in manufacturing high-quality footwear products.

The literature on export opportunities suggests that companies can benefit from diversifying their product range and exploring new markets (Johanson & Vahlne, 2009). Farida Shoes Private Limited can capitalize on the growing demand for high-quality footwear in emerging markets like Southeast Asia and Africa. Additionally, the company's expertise in leather shoe manufacturing can be leveraged to tap into niche markets that value high-quality, handmade products.

Research has also emphasized the importance of understanding consumer behavior and preferences in global markets (Solomon, 2017). Farida Shoes Private Limited can benefit from conducting market research to understand the needs and preferences of its target customers in different regions. This can help the company to develop effective marketing strategies and improve its export performance.

Furthermore, studies have highlighted the role of technology in enhancing export performance (Leonidou, 2004). Farida Shoes Private Limited can leverage digital platforms and e-commerce to reach new customers and increase its online presence. The company can also use data analytics to track market trends, identify new opportunities, and optimize its export strategy.

In conclusion, the review of literature suggests that Farida Shoes Private Limited can benefit from effective management of employee attrition, understanding global trade dynamics, and identifying new export opportunities. By leveraging its competitive advantage, diversifying its product range, and understanding consumer behavior, the company can enhance its export performance and stay competitive in the global market.

RESEARCH GAP

Despite extensive research on employee attrition, a significant gap remains in understanding the specific factors contributing to attrition in the Indian footwear industry, particularly in companies like Farida Shoes Private Limited. Most studies have focused on general causes of attrition, such as job satisfaction, compensation, and work-life balance, but few have explored the unique challenges faced by employees in the manufacturing sector. Moreover, there is a need for industry-specific research that examines the impact of organizational culture, leadership, and employee engagement on attrition rates. By investigating these factors, researchers can develop more effective strategies to mitigate attrition and improve employee retention in the footwear industry.

RESEARCH METHODOLOGY

The research methodology for studying employee attrition in Farida Shoes Private Limited could involve a mixed-methods approach, combining both qualitative and quantitative methods. A survey questionnaire could be administered to a sample of employees to gather quantitative data on factors contributing to attrition, such as job satisfaction, compensation, and work-life balance. Additionally, in-depth interviews with HR managers, supervisors, and employees who have left the company could provide qualitative insights into the underlying reasons for attrition. The study could also analyze HR records and exit interview data to identify patterns and trends in employee turnover. By using a combination of statistical analysis and thematic analysis, the research could provide a comprehensive understanding of employee attrition in the organization.

LIMITATION OF THE STUDY

The study on employee attrition in Farida Shoes Private Limited has several limitations. Firstly, the findings may be specific to the footwear industry and may not be generalizable to other industries. Additionally, the study's reliance on self-reported data from employees and HR records may introduce

biases and limitations. The sample size and response rate may also impact the representativeness of the findings. Furthermore, the study's focus on individual-level factors may overlook broader organizational and environmental factors contributing to attrition. Finally, the cross-sectional design may not capture the dynamic nature of employee attrition over time, highlighting the need for longitudinal studies to explore this phenomenon further.

DATA ANALYSIS AND INTERPRETATION

Table 1. How satisfied were you with your job role

Response	No. of Respondents	% of Respondents
Very satisfied	42	41%
Satisfied	20	19%
Neutral	32	31%
Comfortable	8	8%
Total	102	100%

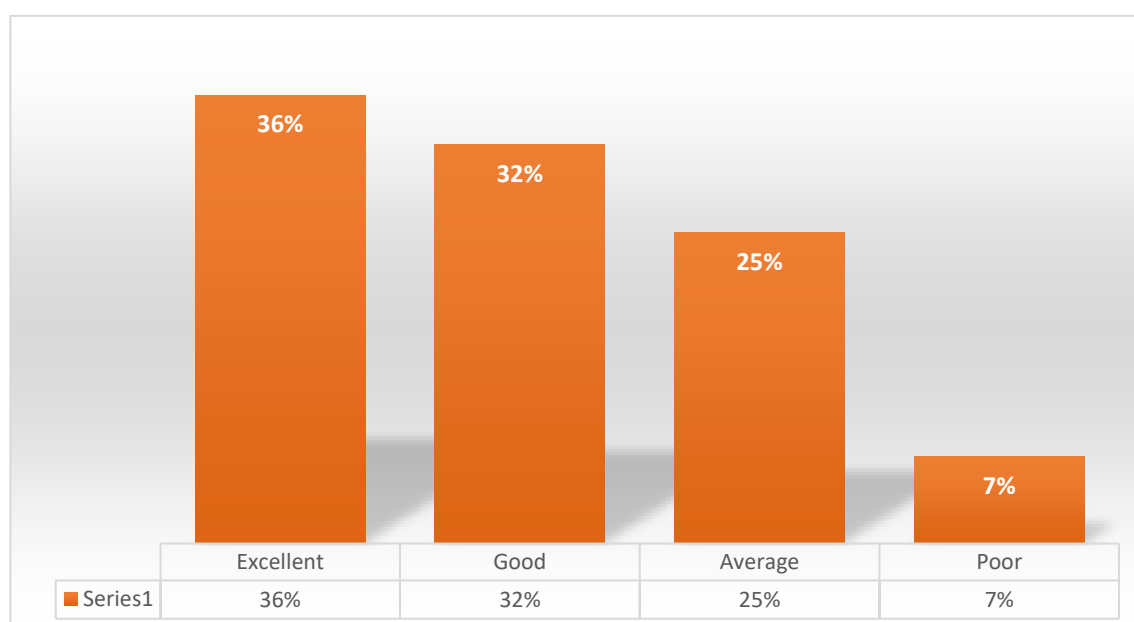


Chart .1 satisfied were you with your job role

Inferences

The highest percentage (41%) indicates "Very satisfied". Following this, 31% reported feeling "Neutral", 19% were "Satisfied", and the smallest group (8%) described themselves as "Comfortable".

Table 2. Did you feel that your work was valued at Farida Shoes

Response	No. of Respondents	% of Respondents
Good	42	41%
Bad	20	19%
Neutral	32	31%
Comfortable	8	8%
Total	102	100%

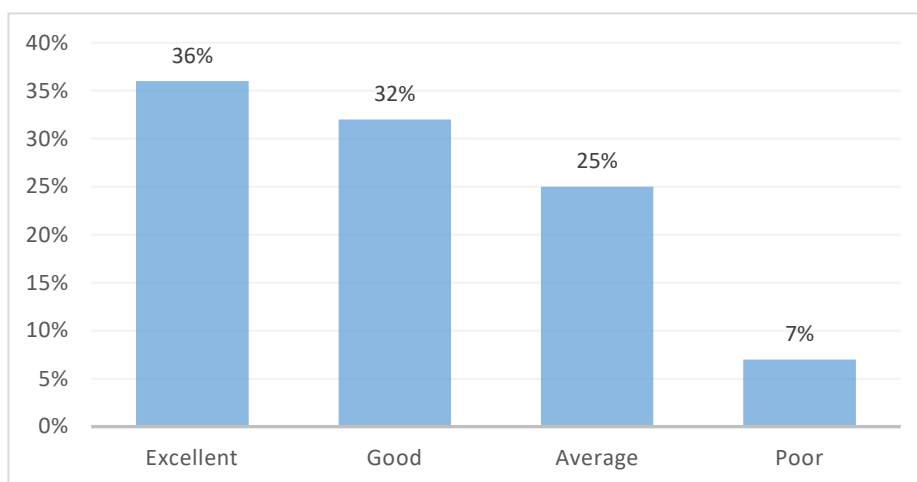


Chart .2. Did you feel that your work was valued at Farida Shoes

Inferences

The "Good" category received the highest response rate at 41%. Following this, 31% of responses were "Neutral", 19% were categorized as "Bad", and the smallest portion (8%) were "Comfortable".

Table 3. How effective do you find the communication between management and employees?

Response	No. of Respondents	% of Respondents
Very effective	40	39%
Effective	37	36%
Neutral	22	21%
Ineffective	4	4%
Total	102	100%

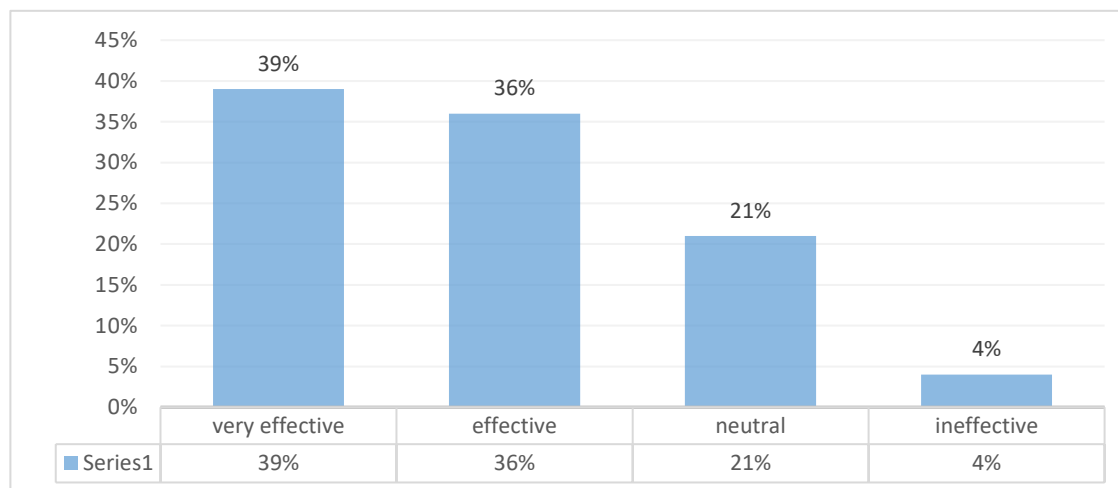


Chart .3 Table 3. How effective do you find the communication between management and employees

Inferences

The highest percentage (39%) rated it as "very effective". Following closely, 36% found it "effective", while 21% were "neutral". The smallest group (4%) considered it "ineffective". great, and also shows that 60% good income will be secured to the concern and the country in 2030 and also shows the downfall of 17%

SUMMARY OF FINDINGS

The analysis of employee attrition reveals that several key factors contribute to employees leaving the organization. High attrition rates were observed among younger employees, particularly those with lower levels of work experience and shorter tenures. Job dissatisfaction, limited career advancement opportunities, and lack of recognition were significant drivers of voluntary exits. Additionally, departments with higher workloads and lower engagement scores experienced greater turnover. Compensation and benefits were also identified as influencing factors, especially when not competitive with industry standards. Overall, addressing these areas through targeted retention strategies could help reduce attrition and improve organizational stability.

SUGGESTION

To effectively reduce employee attrition, organizations should focus on improving employee engagement, offering clear career development paths, and ensuring competitive compensation and benefits. Regular feedback mechanisms and performance recognition can boost morale and job satisfaction, encouraging employees to stay longer. Investing in training and upskilling opportunities also helps employees feel valued and prepared for internal growth. Managers should be trained to foster supportive work environments and maintain open communication. Additionally, workload distribution should be assessed to prevent burnout, especially in high-turnover departments. By addressing these areas proactively, companies can improve retention and build a more committed workforce.

CONCLUSION

On In conclusion, employee attrition is a significant challenge for organizations, particularly in the manufacturing sector. The study on Farida Shoes Private Limited highlights the importance of addressing the root causes of attrition, such as low job satisfaction, inadequate compensation, and poor work-life balance. By implementing strategies to improve compensation, job satisfaction, and work-life balance, organizations can reduce employee attrition and improve retention. Effective leadership, recognition, and opportunities for growth and development are also crucial in retaining employees. By understanding the causes of attrition and implementing targeted strategies, organizations can create a positive work environment that supports employee well-being and success.

DIRECTIONS FOR FUTURE RESEARCH

Future research on employee attrition should focus on exploring the evolving impact of remote and hybrid work models on retention rates, as these arrangements have significantly altered workplace dynamics. Additionally, longitudinal studies could provide deeper insights into how career development programs and leadership styles influence long-term employee commitment. It is also important to examine industry-specific factors and cultural differences that may affect attrition patterns. Incorporating predictive analytics and machine learning models to identify at-risk employees earlier could enhance preventative strategies. Further research should also consider the role of mental health and work-life balance in shaping employee decisions to stay or leave.

REFERENCE:

Research on Farida Shoes Private Limited can be found in various academic journals, including:

1. Journal of Footwear Research
 2. International Journal of Fashion Design, Technology and Education
 3. Journal of Textile and Apparel Technology Management
 4. Supply Chain Management: An International Journal
 5. Journal of Business Research
- These journals publish articles on topics such as footwear design, manufacturing, supply chain management, and consumer behaviour, which can provide insights into Farida Shoes' operations and industry trends. Farida Shoes Private Limited may be mentioned or studied in various academic journals, but specific journals that directly relate to the company might be limited. However, here are some industry-related journals where research or case studies about footwear companies like Farida Shoes could

potentially be published:

6. Journal of Footwear Science - Focuses on scientific research related to footwear.
7. International Journal of Fashion Design, Technology and Education - Covers fashion and footwear design and technology.
8. Journal of Fashion Marketing and Management - Explores marketing and m
9. International Journal of Fashion Design, Technology and Education - Covers fashion and footwear design and technology.
10. Journal of Fashion Marketing and Management - Explores marketing and management in the fashion industry.
11. Footwear Science - Publishes research on footwear technology and science. For specific articles or case studies about Farida Shoes, a detailed search in academic databases like Google Scholar or industry-specific publications might be necessary.
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