

A Study on Employee's Attrition with Reference to Big Bazaar

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Abstract: *This study is undergone to understand the employee's attrition and employee's satisfaction with the company as well as with the current industry scenario. The topic widely focuses on the employee relationship between the company and the customer. This involves identifying the problem of the employee so that the solution for the problem can encounter the remedies and hence helps the company to improve the overall relationship with the employees. In the introduction, an overview is given about the term attrition and then the overall objectives of the study is followed which is to study the employees attrition and the solution are given in the findings and suggestions. The suggestions that are provided encloses the overall improvement for the company and hence the study is concluded that if the company tries to follow the given recommendations and suggestions the company can improve their overall performance in the future as well as it can develop the overall relationship with the employees.*

Keywords: Attrition, Employee relationship, satisfaction, etc.

I. INTRODUCTION

Attrition, in Human Resource refers to the employees leaving the company. Attrition in a company is usually measured with a metric called attrition rate, which simply measures the number of employees moving out of the company.

Broadly, there are two types of attrition which occur in company.

- **Voluntary Attrition-** When an employee leaves the company for a better job opportunity or career growth or more pay, and leaves on his own.
- **Involuntary Attrition-** If an employee is terminated from a job due to some ethical issue or lack of performance, it is involuntary.
- **Retirement-** Once an employee finishes his/her tenure at a company and retires; it is also counted as attrition. Attrition can also be used to refer to customer attrition which is the number of customers that a company has lost in a given period of time.

In another hand I can say that "how long employees tend to stay on the job in a company that is called employees stability but when he leaves that job or company for any reason that is called Attrition".

In simple terms, attrition refers to phenomenon wherein, an employee leaves the organization.

Attrition is a complex issue and has several dimensions. At the face of it, it seems as a simple case of role mismatch.

Often, in an interview a candidate is found to be suitable for a particular position but later appears to be a wrong selection.

Perhaps the most hidden dimension of this mismatch is the '**Halo Effect**'.

It refers to the transfer of goodwill or positive feelings about one characteristic (e.g., individuals pleasing appearance) to another possibly unrelated characteristic (e.g., Performance). This may be created by both the employees as well as employer during the process of recruitment and selection.

II. REVIEW OF LITERATURE

- **Mrs. Roopa Karnam (2017):** In her study, "An empirical study on attrition management" said that attrition is a common problem faced by so many organization. This can be reduced but cannot be avoided. However it can be decreased by picking up the dedicated workers, to create a positive environment in an organization. Whenever attrition is suspected, a review of previous attrition causes & measures has to be done.

- **Ruchira Dobhal, Dr. Akanksha Nigam (2018)** : In their study, “Employee Attrition and Employee Satisfaction-A study of HR performance appraisal & training practices in defence PSU in India” they analyzed the reasons for attrition through performance appraisal, through which potential employees will be listed, remedies can be given to employees past performance helping the employees to understand the business. They concluded that there is no universal attrition management solution in every company as it varies from organization to organization.
- **Dr. Manoj Verma (2018)** : In his article, “A study on Employee Attrition in star category Hotels in Dehradun district” says that, in any competitive industry service makes a difference because quality of service cannot be standardized through machines. Since there is a human factor involved in delivering those service. Industry is also getting tougher and tougher, so expectations from employee is also huge.
- **Dr. K. Siva Nageswara Rao, Ms. Mukkara Swapna (2019)**: In their study, “A study on Employee Attrition with reference to Indian BPO Industry” the reasons for employee attrition was found to be lengthy shifts, irregular working hours, stress, repetitive work and here employees find that the jobs are non-focused. Fresher’s are easily attracted by making work environment more interesting and challenging. By asking employees how long they would like to work in the organization attrition rate can be reduced.
- **Dr. S. Rabiyaathul Basariya, Dr. Ramyarrzgarahmed (2019)**: In their study, “A study on attrition –Turnover intentions of employees” suggest that various variables(pay, working conditions, co-laborers welfare, compensation) are the root causes for employee attrition. From this information it is discovered that these factors are considered to be the central point for turnover.

III. STATEMENT OF PROBLEM

Employee attrition, a big cause for firms. A company is not hurt because a certain person has left. The company is hurt because he/she takes away certain knowledge, and there is no ready replacement in the market. Attrition, as such, is not a bad phenomenon. It has been known to exist all along. However, when jobs were scarce, the technology change was less rapid, voluntary attrition was small and companies managed it. However, with technology changing rapidly and manpower costs increasing, attrition is high and hurts badly. Large players often use money power to lure talent from smaller players. Companies also use the 'location' bait to attract employees. Fresh graduates joining an organization make it a point to leave within the first year. They equip themselves not for performing their current job but for attracting a new one. Many a time, there is migration from bigger companies to smaller companies too, mainly because of the prestige associated with a certain project or a particular client. In some cases, smaller companies are even better paymasters than larger brands. Thus it's very important to reduce the attrition level as employees are considered as the backbone of the company, their progression will lead to the success of the company for the long run.

3.1 Objectives of the Study

Primary Objectives

- To find out the specific reasons why attrition occurs pertaining to big bazaar.
- To know how far the employees are satisfied with their job and working conditions.

Secondary Objectives

- To identify the factors which make employees dissatisfied.
- To enhance employer & employee relationship.
- To increase the employee job satisfaction.

IV. RESEARCH METHODOLOGY

4.1 Research Design

A research design is a plan that specifies the objectives of the study, method to be adopted in the data collection, tools in data analysis and hypothesis to be framed. The design used for studying the Employee's attrition is descriptive research.

4.2 Sources of Data

The primary data for this study was collected from the respondents by means of questionnaire.

V. DATA ANALYSIS AND INTERPRETATION

5.1 Anova Test

To test the significant relationship between work experience and performance appraisal.

- **H0:** There is no relationship between work experience and performance appraisal.
- **H1:** There is relationship between work experience and performance appraisal.

Table 1: Testing whether there is a significant relationship between work experience and performance appraisal

PARTICULARS	VALUE	DF	MEAN SQUARE	F	.SIG
Between Groups	101.310	2	50.655	81.682	.000
Within Groups	72.557	117	.620		
Total	173.867	119			

Interpretation:

Since table value is less than significant value. H0 is rejected and H1 is accepted. Therefore there is a relationship between work experience and appraisal system.

5.2 Chi-Square

To test the significant relationship between age and salary.

- **H0:** There is no relationship between age and salary.
- **H1:** There is a relationship between age and salary.

Table 2: Testing whether there is a significant relationship between age and salary.

PARTICULARS	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	1.17212 ^a	6	.000
Likelihood Ratio	146.365	6	.000
Linear-by-Linear Association	82.151	1	.000
N of Valid Cases	120		

Interpretation

Since table value is less than significant value. H0 is rejected and H1 is accepted. Therefore there is a relationship between age and salary.

Chi-Square

To test the significant relationship between experience and scope for career advancement.

- **H0:** There is no relationship between experience and scope for career advancement.
- **H1:** There is a relationship between experience and scope for career advancement.

Table 3: Testing whether there is a significant relationship between experience and scope for career advancement

Pearson Chi-Square	1.06532 ^a	8	.000
Likelihood Ratio	129.687	8	.000
Linear-by-Linear Association	82.717	1	.000
N of Valid Cases	120		

Interpretation:

Since table value is less than significant value. H0 is rejected and H1 is accepted. Therefore there is a relationship between experience and scope for career advancement.

VI. CONCLUSION

Smart businesses know, retaining employee's is also an art. But, businesses also need to start measuring employees satisfaction to know employees loyalty and a simple way of measuring this is deploying a employee satisfaction survey. This study is focused on employee's attrition and employees satisfaction towards Big Bazaar, Pandy Bazaar, Chennai. The variables of employee satisfaction such as Job, Salary, working Conditions, Compensation benefit is chosen and their association with employee satisfaction is analyzed. Hence, if the company will try to follow the given suggestions and recommendations then they can become more successful in future by improving their performance more.

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