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Model for Determining Happiness among Women Employees in Textile Manufacturing Industry

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Abstract- The Indian Textile manufacturing sector has contributed to a very significant percentage of the GDP and exports of the country. This sector has been employing the maximum number of women workforce in the country. This paper discusses the personal and economic condition of women working in Textile manufacturing sector in the southern state of Tamilnadu. The involvement of women in work place and at a family level where explored and the resultant impact on their overall happiness in life has been studied. A conceptual model was proposed and tested to find out the factor which drive happiness levels among the women employees in these textile manufacturing industry. Structural equation model was used to prove the construct relationships.

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I. Introduction

Textile industry in India is vital to the economy of the country. Textile and apparel sector contributes 14% to industrial production, 4% to India's Gross Domestic Product (GDP) and constitutes 15% of the country's export earnings (Solanki, 2017). Textile industry in Tamilnadu state has been a forerunner and is contributing to massive employment opportunities. Coimbatore region of Tamilnadu State has around 148 textile spinning mills and has earned a name as the "Manchester of South India" because of extensive textile industry, fed by surrounding cotton fields. Textile industry is the only industry to have employed women since a very long time.

In present day India women have become a significant force in the labour market. Women are breaking away from the traditional stereotype roles as wives, mothers, cooks and so forth. Women have gone into male dominated jobs and their participation in the work force is on the rise. A report published by 'The Hindu' says that women employees constitute to nearly 30% of the workforce in the textile mills. They are capable to operate machineries including cutting machine and lathe. (The Hindu, dated June, 2019). In the state of Tamilnadu textile industry is female dominated. There are certain skilled and semi-skilled jobs in the textile sector which are specifically marked for women. Women are exposed to rigorous work, discipline, fixed working hours, specific production norms etc. Today due to the shortage of labour in textile spinning mills, operations are run with a considerable number of women work force through multiple shifts. Women are ready to work for low wages and for longer working hours in inhospitable conditions. Women have grabbed the opportunity and have boldly accepted the challenges in this textile sector. Though it is said that both men and women must equally participate in the economic development of the nation, it is absolutely essential for Women to participate in economic activity for their own personal advancement and improvement of their status in their society.

The economic conditions of women not only have profound effect on their own personal health and well being but also on that of their children and families and on subsequent generations. The challenges faced by women working in textile spinning mill is that, they have the obligation to successfully handle and deal with their professional and domestic lives (Agapiou, 2002). In a male dominated country like India, men offer little or no assistance in the domestic chores in most of the instances. Ahmed and Aminah (2007) who studied the work-family interruption for 239 married female employees reveal that women experienced more impedance in family due to their work. Gunavathy and Suganya (2007), have coined the term" work-life lop-sidedness" for the professional and domestic life imbalance. Based on their study, more than two third of the women respondents expressed that they are facing work-life disturbances as their work is obstructing their individual life. This constant pressure to succeed in work and to maintain a smooth family relationship have been reasons for and depression and has serious implications on their physical and mental health. Therefore overall happiness of an individual is of at most importance in order to succeed at home and in professional life. This study addresses various factors and drivers which contribute to the overall happiness of women employed in the Textile industry sector.

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II. Literature Review

Happiness is a reflux phenomenon leading to pleasant emotion and satisfaction. It can be also referred to as "Positive emotion" (Seligman, 2002). Positive emotion from the past includes the emotions such as satisfaction, pride, and contentment: emotion about future includes hope, optimism, and faith: emotions from present are pleasures, and gratifications. Pleasures are a resultant of feeling happy and it is entirely subjective. Subjectively, pleasure could be from the senses (bodily) or due to the feelings such as bliss, fun, comfort and amusement (higher pleasure). Seligman (2002) has classified the higher pleasures into three classes based on the intensity as high intensity, moderate intensity, and low intensity. Regardless of the class all the levels of pleasure cam be enhanced through various indulgences subjectively.

Martin Seligman (2002), says that happiness as a term can be inter-changeably used with well-being. Happiness, life-satisfaction, and well-being are interrelated concepts about the quality of life (Phillips, 2006). Satisfaction at work too significantly impacts the motivation of worker's productivity and performance (Frey 2008, and Diener and Biswas Diener 2008). Happiness Index is a measure of level of happiness in one's life and also the factors contributing to it. As already stated, happiness is a subjective emotion, and the factors affecting it are gender, specific based on a demonstration done for a study (Ecbermann 2000).

III. Objective

The present study aims at — identifying the major issues related to socio economic profile of women employees in textile spinning mills, by analyzing the factors and drivers that contribute to their overall happiness. The following are the objectives of the study:

1. To understand the personal background of women workers in the study area
2. To estimate the job profile of women workers in the study area
3. To study the economic status of women workers in the study area
4. To examine the drivers of employee happiness
5. To propose, validate and test a suitable model for employee happiness

IV. Theoretical Framework

Studies conducted by (Brayfield, Wells, and Strate, 1957; Campbell, Converse, and Rodgers, 1976: Iris and Barrett, 1972) show correlation between job satisfaction and happiness. Most of the studies of the job satisfaction-happiness relationship have reported that the correlation is positive, studies on various sub sections of employees have suggested that the nature of the relationship may not be uniform across the entire labor force.

Demographics and job characteristics influence self-management of job-happiness (Soan 2012). Happiness within an organization or group can play the role of signaling, which means the transmission of how members of the group feel about their interpersonal relations with others (Hess and Kirouac, 2000). Zelenski et al. (2008) concluded that happy people indeed are productive at the trait perspective and that people are more productive when in happy mood at the state view.

Quality of work life seem to have a positive influence on other organizational outcomes such as voluntary and citizenship behaviors (e.g., Warr 1999), customer satisfaction (e.g., Lau and May 1998), and low turnover and reduced absenteeism (e.g., Farrell and Stamm 1988; Hom et al. 1992; Huang et al. 2007). Quality of work life is also positively related to job satisfaction, organizational commitment, and esprit de corps (e.g., Koonmee et al. 2010; Lee et al. 2007).

Employees' positive experiences in work life should have a positive impact on their overall life satisfaction and happiness. This relationship can be explained using the bottom-up spillover theory of life satisfaction (Andrews and Withey 1976; Campbell et al. 1976; Diener 1984; Sirgy 2002). Quality of work life is high when employees are engaged in their work (Stairs and Gaplin 2010), have ample opportunity to utilize their skills (Campion and McClelland 1993), and are intrinsically motivated to do their work (Deci and Ryan 1985).

The health and wellness services operation can be successful because it initiates a transformation process which includes segmentation analysis to better understand individual motivations toward attitude and behavior change. This then leverages a combination of tools and resources to guide and support employees to live healthier lifestyles (Jacob, 2002; Loeppke et al, 2003; Pronk, 2005; Boehm et al, 2008b, c; Hewitt Associates LLC, 2008).

Promoting health in the workplace improves employee health and wellbeing, enhances productivity and therefore the success of organisations (Harden et al., 1999; Benedict and Arterburn, 2008; Black, 2008). Graham et al. (2011) examine the health conditions that cause the most unhappiness. They show that the unpredictability of certain health conditions, such as anxiety and pain, have stronger negative effects on happiness than more certain physical conditions such as mobility and self-care. Kapteyn et al. (2007) find that happiness is more affected by anxiety about financial or health difficulties than it is by the difficulties themselves. Similarly, Nelson et al. (1995) and Ferrie et al. (1995) show that the privatization of public organizations increases job insecurity for employees and causes a significant reduction in happiness.

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The negative feelings in terms of depressions, sadness, anger and worry have negative relations with happiness. As demonstrated by Ng et al. (2009) the relation between stress and happiness is different and more complicated. Stress at individual level is in a negative way related to happiness, but at national level in a positive way.

Dedicated employees are less likely to leave their organizations because they are likely to feel responsible and obliged to stay in their organizations (Maertz and Griffeth, 2004). Agreeable employees tend to remain at their organizations by fostering positive relationships with coworkers (McCrae and Costa, 1991) and adapting well to any given environment (Maertz and Griffeth, 2004). Personality traits are among the most consistent predictors of such subjective experiences as work happiness and Subjective well being s (Barrick and Mount, 1991). Resilience can lead to positive results in times of adversity because resilient people adapt flexibly to unexpected problems or setbacks and bounce back more readily (Masten and Reed, 2002). In uncertain situations, realistically optimistic expectations and interpretations help employees increase or maintain their level of motivation, efforts, and performance (Jensen et al., 2007; Seligman, 1998).

Unemployment reduces life satisfaction, while having an insignificant effect on happiness. Personally experiencing unemployment reduces life satisfaction, but unemployment and happiness are not related (Böckerman; Ilmakunnas, 2005). It seems clear that happiness in one's working life does "spill over" into one's non-work life. Tait, Padget and Baldwin's (1989). research has demonstrated a link between satisfaction with life and career satisfaction (Smith et al., 2012; Spurk et al., 2011), life satisfaction and calling (Duffy et al., 2013), and career satisfaction and happiness (Pan & Zhou, 2013). However, Duffy et al. (2013) revealed that career success is mediated by personal trait characteristics of pessimism and optimism. While optimism leads to greater career advancement (Smith et al., 2012).

The above arguments lead us to the following hypotheses:-

Hypothesis 1: The personality of a person influences lifestyle

Hypothesis 2: Improved lifestyle changes brings employee happiness

Hypothesis 3: Improved quality of work life leads to improved occupational health

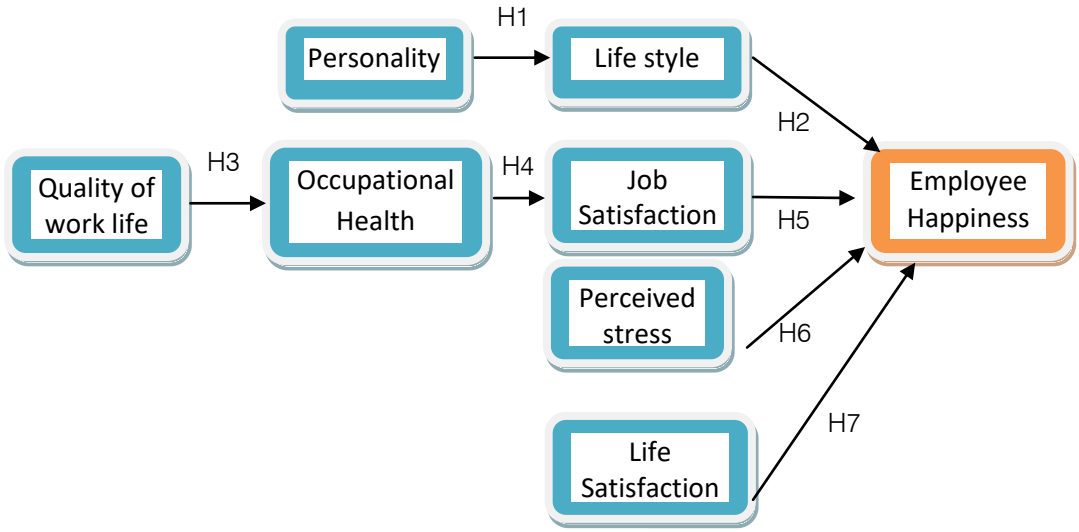
Hypothesis 4: Better occupational health will lead to greater job satisfaction

Hypothesis 5: Higher levels of job satisfaction will contribute to overall employee happiness

Hypothesis 6: As perceived stress on the job increases the happiness of the employee decreases

Hypothesis 7: Overall satisfaction in life has a positive influence on employee happiness.

Conceptual Model



V. Methodology of the Study

The present study was undertaken to conduct a micro level study on the status of women employees in the textile industry. Government of India has shown increasing concern for women's issues through a variety of legislation promoting the education and political participation of women (Collier, 1998). This study aims to explore the economic activities of women for their individual as well as family growth' as a consequence of a state of overall happiness.

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a) Research Design

The research design adapted in the present study is a Descriptive Research Design. This design is found suitable because the study deals with an area, in which only a small number of researches have been conducted. Yet there is a vast scope for further research. The proposed research is descriptive in nature rather than experimental.

b) Universe

The study was conducted in Coimbatore district in Tamil Nadu. Women working in textile mills residing in Coimbatore district in Tamil Nadu constitute the universe for the study.

c) Sample

The researcher selected 125 respondents on the basis of simple random sampling from the universe.

d) Tools of the study

The study involves primary data collection. A pre-designed questionnaire is employed to gather the data required for the study.

e) Analysis of data

Collected data was analyzed using the SPSS package. The relevant frequencies and tables for the major variables will be studied and interpreted in terms of the objectives of the study. Descriptive statistics and other suitable techniques of statistics was used to interpret the data gathered by the researcher.

VI. Results and Discussion

The study shows that near 40% of the women employees have the experience of working in the Textile industry for 5 years or more. About 96 % of the employees are working for about 40 hours per week. 70% of the employees preferred the day shift from 7 AM to 3 PM in the evening. This has helped them to balance both work and family. And nearly 76% of the women workers are in their prime of their youth and fall in the age bracket of 18 to 25 years. A majority of 86% of the women work as line employees in textile manufacturing and a mere 5 to 6% work as lead and supervisory levels in the organization. As far as their marital status is concerned nearly 80% are single and 20 % are married women with children. There seems to a large workforce comprising of young unmarried girls in this industry. Their families economic conditions seem to have drawn them into this industry. And 83% of the women have an education background only up to the school level and hence only are employed as line workers. About 45% are from and from a very humble family background and another 47% are from moderate family background. Nearly 76% of the women come for work from the villages and suburbs around Coimbatore city. About 28% of the women when confronted with questions wanted to pursue education where as 20% are in employment only to get married and settle in life. A large majority of the women about 68% responded by saying that they had family problems and are stressed due to the environment at home and employment was the way out from this condition.

When confronted with the question on job satisfaction the women felt that their work satisfaction is key to the success of the company and that their satisfaction depends on the benefits they receive from the job. The quality of work life according to the women depends on the support they receive from the supervisors and management on their job. Majority of the women working these Textile mills seem to have a family oriented life style. Majority of the Women employees felt that proper safety instructions and training are given on their job and the company organizes frequent wellness programs. The women employees felt that the financial burden was the greatest cause of the stress and felt that they were unable to plan family activities due to organization commitments. When the personality of these employees were analyzed, it was found that they are highly disciplined and helpful. The women employees felt that the major cause of their happiness was that the society recognizes them as they are employed. Therefore social recognition seems to be their major cause of their happiness. The employees optimism about their future career was a major cause for their overall reason for their life satisfaction.

The proposed hypotheses and conceptual modal was tested using structural equation modeling on Visual PLS. Based on the conceptual model, the independent constructs were tested for their overall influence on the dependent construct which is happiness of the employee. Before running the model for its best fit, the reliability and validity of the constructs was checked.

Table 1: Reliability of Constructs

Reliability and AVE			
Construct	Composite Reliability	AVE	Cronbach Alpha
Job_Sati	0.749402	0.542047	0.789087
Qual_WL	0.850233	0.488433	0.783931
Life_sty	0.748925	0.533938	0.743556
Occ_Heal	0.850987	0.488827	0.789061
Per_stre	0.865986	0.512476	0.770077
Plty	0.869820	0.427933	0.820109
Life_sat	0.866055	0.483560	0.821786
Emp_Happ	0.823168	0.496421	0.725493

(Job_sat = Job satisfaction, Qual_WL=Quality of work life, Life_sty = Life style, Occ_Heal = occupational health, Per_stre = perceived stress, Plty = personality, Life_sat = life satisfaction, Emp_Happ = Employee happiness)

From the above table it can be inferred that the constructs are sufficiently reliable to carry out the testing of the hypotheses.

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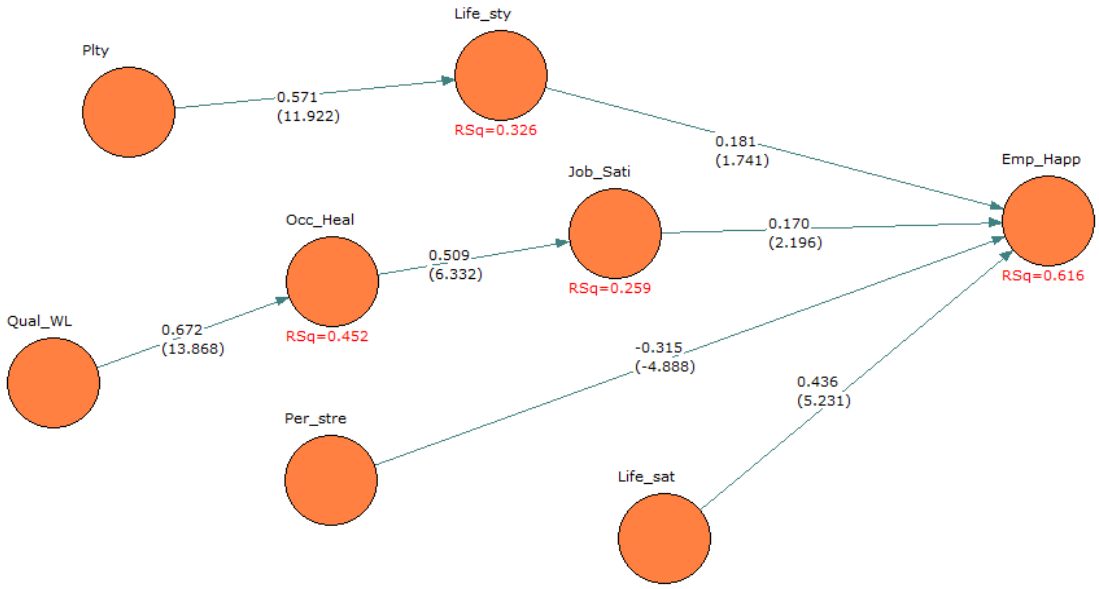

Fig. 1: Structural Equation model for employee Happiness

Table 2: Bootstrap summary

Structural Model--BootStrap				
	Entire Sample estimate	Mean of Subsamples	Standard error	T-Statistic
Job_Sati->Emp_Happ	0.1700	0.1600	0.0774	2.1959
Life_sty->Emp_Happ	0.1810	0.1860	0.1039	1.7414
Per_stre->Emp_Happ	-0.3150	-0.3238	0.0644	-4.8876
Life_sat->Emp_Happ	0.4360	0.4316	0.0833	5.2310
Qual_WL->Occ_Heal	0.6720	0.6815	0.0485	13.8681
Plty->Life_sty	0.5710	0.6120	0.0479	11.9218
Occ_Heal->Job_Sati	0.5090	0.5238	0.0804	6.3319

The above table gives the bootstrap summary for the hypotheses testing. By testing the relationship of constructs in Hypothesis 1 it can be seen that the 'T = 11.9218' and the β = 0.571, which proves that there exists significant positive relationship between personality and life style of the employees. The Regression coefficient, R^2 = 0.326 which chows that the personality of the employee has a 30% influence on their lifestyle. On the other hand in hypothesis 2 the 'T = 1.7414< 2' and the β= 0.181, which shows that there is no significant relationship between lifestyle and employee happiness. While testing hypothesis 3, the 'T= 13.868 > 2' and the β= 0.672 with a R^2 value of 0.452 proving that quality of work life has a significant influence on occupational health. After looking at the relationship of constructs in hypothesis 4, it was found that 'T = 6.332 >2' and β = 0.509 with an R^2 value of 0.259, proving that occupational health has a positive influence on job satisfaction. By examining hypothesis 5 it was found the 'T= 2.196 > 2 and β = 0.170 showing that there exists significant positive relationship between job satisfaction and employee happiness. While examining hypothesis 6, it was found though there exist significant relationship with ' T = -4.888' and β = -0.315, the relationship appears to be negatively correlated. This proves that as perceived stress increases the level of employee happiness decreases. On examining the final hypothesis 7, it was found that ' T= 5.231 > 2' and β = 0.436 showing that as employee life satisfaction improves the overall happiness also increases. The bootstrap re-sampling function was carried out to create a stable model and the overall effect of the independent constructs on the dependent construct is about 61% which can be seen with a R^2 value of 0.61.

VII. Conclusion

There has been considerable change in government policy to empower and attract women into the work force in order to bring about a balanced economic growth. The need of labour and competition has also led employers to introduce schemes that focuses on attracting women at a young age. The economic condition and growing family commitments are seen to be the driving factors for such a large influx of women into the organization work force. The women employees have adapted themselves to reality of the harsh working conditions in these textile manufacturing

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industries and have proved to be equally competent with the male work force. This study encapsulated both the internal and external factors affecting the women employees both in the professional life in the organization and in their personal family life. The study concludes that satisfaction in both the professional life and personal life contributes to their overall happiness. This happiness resonates into the family and also into the organization in terms of greater productivity and pleasant work environment.

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