Research Paper
Impact Factor: 3.996
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

DRIVING FORCES ON EXCELLENCE OF RUNNING GARMENT INDUSTRY

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Abstract
The present study aimed to know the driving forces on excellence of running garment industry in Erode and Tirupur District of Tamilnadu. The contemporary Indian garment not only reflects the splendid past but also cater to the requirements of the modern times. The garment industry occupies a unique place in our country. One of the earliest to come into existence in India, it accounts for 14 per cent of the total industrial production, contributes to almost 30 per cent of the total exports and is the second largest employment originator after agriculture. The Indian textile industry is one of the largest in the world with a huge raw material and textile-manufacturing base.

Key words: Forces, Garment, Existence, Production, Employment.

Introduction

The textile and garment sector is regarded as the engine of growth for many developing countries since it accounts foraround 45% of developed markets imports from the developing countries. In the process of development other industries such as electronics, telecommunications, steel, light engineering goods, leather goods, processed food, etc have also gained prominence. The textile and garment sector still occupies an important place in the economy of south Asia especially in the Indian economy and contributes substantially to its exports earnings. Textiles exports represent nearly 30 per cent of the country's total exports. It has a high weight age of over 20 per cent in the National production. It provides direct employment to over 15 million persons in the mill, power loom and handloom sectors. India is the world's second largest producer of textiles after China. It is the world's third largest producer of cotton-after China and the USA-and the second largest cotton consumer after China. The textile industry in India is one of the oldest manufacturing sectors in the country and is currently it's largest. The Textile industry occupies an important place in the Economy of the country because of its contribution to the industrial output, employment generation and foreign exchange earnings. The textile industry encompasses a range of industrial units, which use a wide variety of natural and synthetic fibres to produce fabrics. The textile industry can be broadly classified into two categories, the organized mill sector and the unorganized mill sector. Considering the significance and contribution of textile sector in national economy, initiative and efforts are being made to take urgent and adequate steps to attract investment and encourage wide spread development and growth in this sector. The present study aimed to know the driving forces on excellence of running garment industry in Erode and Tirupur District of Tamilnadu.

Materials and Methods

Geert De Neve (2009) focused on the ways in which ethical corporate regulations are shaped by and constitutive of power relations and inequalities in the global market based on fieldwork in the Tiruppur garment manufacturing cluster in Tamil Nadu. It explores the ways in which standards imposed on supply firms help to generate not only measurable and auditable changes in conditions of work, but also to mould social relationships between different actors in transnational production chains. It argued that codes and standards do not merely contribute to the manufacture of commodities to specified standards; they also generate new social regimes of power and inequality. Sudeshna Saha (2013) aimed to study the conditions of work in the unorganized garment sector. The terms and conditions of service, the socioeconomic background of the employees and the problems that are encountered by the work force were analyzed. This study revealed that the significant differences in the nature and conditions of work, income between men and women in work place and also the study outlined the worse conditions of work that women face. Due to their low educational qualifications and skills the women workers have less access to better working conditions, promotions, leave facilities, occupational safety, etc., unlike their male counterparts. The survey tried to highlight some of the best practices with respect to women workers so that the employers in the organizations could bring about some changes in work conditions and make collective bargaining more gender sensitive.

Methodology is a mode to systematically solve the research problems. It explains the various steps that are generally adopted by the researcher in studying the research problems along with the logic behind it. This study used both primary data and secondary data. For collecting primary data field survey technique was undertaken in the study. The researcher has collected three hundred samples in Erode and Tirupur districts by means of using questionnaires from the garment industry owners. The respondents were selected on the basis of simple random sampling technique. Factor analysis was used for further analysis.

Results and Discussions

A correlation matrix was constructed based on the ratings. The analytical process is based on the matrix of correlation between variables. Valuable insights can be gained from an examination of this matrix. If the factor analysis should be

proper, the variables must be correlated. If the correlation between all the variables is small, factor analysis may not be appropriate. In the present study, Inter Correlation Matrix shown in following table reveals that the correlation between all the variables are in good fit and hence the factor analysis is very appropriate.

Table No. 1, Correlation Matrix

Variable	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	1.000																			
2	.369	1.000																		
3	.345	.221	1.000																	
4	.323	.309	.502	1.000																
5	.285	.212	.408	.412	1.000															
6	.425	.202	.405	.408	.304	1.000														
7	.335	.339	.436	.344	.328	.220	1.000													
8	.401	.338	.372	.288	.216	.246	.407	1.000												
9	.327	.247	.300	.279	.228	.350	.307	.336	1.000											
10	.355	.292	.208	.325	.329	.398	.234	.285	.254	1.000										
11	.379	.176	.295	.307	.277	.284	.300	.288	.212	.246	1.000									
12	.359	.166	.292	.392	.328	.377	.370	.405	.257	.411	.438	1.000								
13	.403	.198	.200	.206	.272	.328	.385	.271	.227	.291	.383	.430	1.000							
14	.368	.216	.167	.306	.300	.302	.206	.282	.208	.355	.332	.414	.351	1.000						
15	.238	.235	.226	.302	.298	.280	.237	.255	.167	.371	.351	.376	.353	.339	1.000					
16	.376	.181	.344	.271	.264	.258	.273	.257	.165	.250	.391	.304	.306	.232	.251	1.000				
17	.243	.295	.288	.357	.335	.281	.306	.301	.331	.298	.297	.387	.231	.344	.302	.206	1.000			
18	.350	.203	.235	.238	-.029	.282	.196	.173	.126	.231	.257	.276	.192	.177	.099	.415	.118	1.000		
19	.288	.365	.360	.372	.226	.311	.268	.265	.339	.291	.324	.300	.191	.237	.327	.230	.491	.282	1.000	
20	.273	.226	.235	.262	.236	.259	.273	.200	.185	.290	.361	.397	.318	.349	.340	.274	.391	.313	.421	1.000

Keiser (1974) suggested that the accepting values greater than 0.5 as acceptable, values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good. Similarly, the values above 0.9 are very good.

Table No. 2,KMO And BARTLETT'S Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Bartlett's Test of Sphericity		
	Approx. Chi-Square	Df	Sig.
0.905	1862.848	190	0.000

Table No. 2 shows the results of Bartlett's test of sphericity and Kaiser Meyer Olkin measures of sample adequacy were used to test the appropriateness of the factor model. Bartlett's test was used to test the null hypothesis that the variables of this study are not correlated. Since the appropriate chi-square value is 1862.848 which are significant at 1% level, the test leads to the rejection of the null hypothesis. The value of KMO statistics (0.905) was also large and it revealed that factor analysis might be considered as an appropriate technique for analyzing the correlation matrix. The following communality table shows the initial and extraction values.

Table No. 3Communalities

Va. No.	Statements	Initial	Extraction
1	The process of customer acquisition	1.000	.590
2	Attracting and securing customers for the organization	1.000	.575
3	Regulatory compliance	1.000	.735
4	Facilities	1.000	.598

Va. No.	Statements	Initial	Extraction
5	Information systems	1.000	.660
6	Functional or process management	1.000	.414
7	Evaluation and compensation	1.000	.502
8	Asset maximization	1.000	.569
9	Budgeting	1.000	.442
10	Recruitment and hiring	1.000	.395
11	Invoicing and collections	1.000	.471
12	Capital acquisition	1.000	.552
13	Source of getting orders	1.000	.596
14	Conception, design and launch of new value adding services	1.000	.504
15	Customer service or support activities	1.000	.491
16	Order administration	1.000	.574
17	Order fulfillment focused towards creation, preparation and delivery	1.000	.607
18	Production and distribution	1.000	.775
19	Source of raw materials	1.000	.708
20	Utilization of modern technologies	1.000	.580

Table No. 4, Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.651	33.257	33.257	6.651	33.257	33.257	3.110	15.552	15.552
2	1.310	6.549	39.806	1.310	6.549	39.806	2.299	11.493	27.045
3	1.243	6.215	46.021	1.243	6.215	46.021	2.251	11.256	38.300
4	1.113	5.565	51.586	1.113	5.565	51.586	1.846	9.228	47.528
5	1.020	5.099	56.686	1.020	5.099	56.686	1.832	9.158	56.686
6	.964	4.818	61.503						
7	.842	4.212	65.716						
8	.727	3.633	69.349						
9	.705	3.524	72.872						
10	.692	3.459	76.331						
11	.642	3.211	79.542						
12	.563	2.817	82.359						
13	.548	2.740	85.099						
14	.527	2.637	87.736						
15	.462	2.311	90.047						
16	.441	2.205	92.253						
17	.421	2.107	94.360						
18	.407	2.034	96.394						
19	.375	1.877	98.270						
20	.346	1.730	100.000						

From Table No. 4, it was observed that the labeled "Initial Eigen values" gives the Eigen values. The Eigen value for a factor indicates the "Total Variance" attributed to the factor. From the extraction sum of squared loadings, it was learnt that the first factor accounted for a variance 6.651 which was 33.257%, the second factor accounted for the variance 1.310 which was 6.549%, the third factor accounted for the variance 1.243 which was 6.215%, the fourth factor accounted for the variance

1.113 which was 5.565% and the fifth factor accounted for the variance 1.020 which was 5.099%. All these five factors put together showed the total percentage of the variance with 56.686.

Determination of factors based on Eigen values

In this approach only factors with Eigen values greater than 1.00 are retained and the other factors are not included in this model. The five components possessing the Eigen values which were greater than 1.00 were taken as the components extracted.

Table No. 5, Component Matrix

Variables	Component				
	1	2	3	4	5
Capital acquisition	.679				
The process of customer acquisition	.650				
Facilities	.633				
Functional or process management	.606				
Invoicing and collections	.604				
Source of raw materials	.599			.554	
Regulatory compliance	.598				
Order fulfillment focused towards creation, preparation and delivery	.595				
Evaluation and compensation	.589				
Recruitment and hiring	.585				
Asset maximization	.574				.402
Utilization of modern technologies	.573				
Source of getting orders	.570				
Conception, design and launch of new value adding services	.566				
Customer service or support activities	.553		-.401		
Information systems	.545				
Order administration	.537				
Budgeting	.503				
Attracting and securing customers for the organization	.493				.419
Production and distribution	.431		.585		

Extraction Method: Principal Component Analysis. a. 5 components extracted

Table No. 6,Rotated Component Matrix

Variables	Component				
	1	2	3	4	5
Source of getting orders	.673				
Conception, design and launch of new value adding services	.664				
Capital acquisition	.636				
Customer service or support activities	.616				
Invoicing and collections	.523				
Recruitment and hiring	.501				
Asset maximization		.688			
Attracting and securing customers for the organization		.650			
Budgeting		.566			
Evaluation and compensation		.564			
The process of customer acquisition		.528			.404
Regulatory compliance			.760		
Information systems			.684		
Facilities			.652		

Functional or process management			.438		
Source of raw materials				.750	
Order fulfillment focused towards creation, preparation and delivery				.629	
Utilization of modern technologies	.454			.535	
Production and distribution					.845
Order administration					.632

Extraction Method: Principal Component Analysis

The rotated component matrix shown in Table No. 6 is a result of VARIMAX procedure of factor rotation. Interpretation is facilitated by identifying the variables that have large loadings on the same factor. Hence, those factors with high factor loadings in each component i.e. values greater than 0.4 were selected. The selected factors were named separately and highlighted in Table No. 7.

Table No. 7,Naming of Statements Extracted

Factor	Va. No.	Statements	Rotated Factor Loadings
Inducement	13	Source of getting orders	.673
	14	Conception, design and launch of new value adding services	.664
	12	Capital acquisition	.636
	15	Customer service or support activities	.616
	11	Invoicing and collections	.523
	10	Recruitment and hiring	.501
	20	Utilization of modern technologies	.454
Enticement	8	Asset maximization	.688
	2	Attracting and securing customers for the organization	.650
	9	Budgeting	.566
	7	Evaluation and compensation	.564
	1	The process of customer acquisition	.528
Dictatorial	3	Regulatory compliance	.760
	5	Information systems	.684
	4	Facilities	.652
	6	Functional or process management	.438
Dogmatic	19	Source of raw materials	.750
	17	Order fulfillment focused towards creation, preparation and delivery	.629
	20	Utilization of modern technologies	.535
Assertive	1	The process of customer	.404
	18	Production and distribution	.845
	16	Order administration	.632

In Table No. 7 the statements 10, 11, 12, 13, 14, 15 and 20 were grouped together as factor 1 and accounted for 33.257% of the total variance and have been named as 'Inducement'. The statements 1, 2, 7, 8 and 9 were grouped together as factor 2 and accounted for 6.549% of the total variance and have been named as 'Enticement'. The statements 3, 4, 5 and 6 were grouped together as factor 3 and accounted for 6.215% of the total variance and have been named as 'Dictatorial'. The statements 17, 19 and 20 were grouped together as factor 4 and accounted for 6.215% of the total variance and have been named as 'Dogmatic' and the statements 1, 16 and 18 were grouped together as factor 5 and accounted for 5.099% of the total variance and have been named as 'Assertive'. Thus, the factor analysis condensed and simplified the 20 statements and

grouped them into 5 factors explaining 56.686% of the variability of all the statements. From the analysis, it is evident that out of 20 statements of key factors influencing the excellence of running garment units, only five factors are extracted which shows that in the data reduction has been condensed to 5 factors which gives high level of influence to ascertain the key factors influencing the excellence of running garment units. These five variables are called highly influencing psychological factors which influencing the excellence of running garment units.

Suggestions and Conclusion

The economic growth of India has been increasing rapidly especially from the industrial production and exportation from Tirupur district. Numbers of workers have been moving from an agricultural sector to the industrial sector in Erode and Tirupur region. One of the key success factors of a garment industry is "humans". It is necessary for the garment industry to retain good employees to keep on with a long term commitment with the industry. However, due to the growth of the garment sector, most garment units tended to focus on raising their productions. A number of garment industries for the past few years have been finding it difficult to solve the increasing problems of managing export order. Garment industries are continuously facing fierce competition and the challenge of meeting increasing demands for higher quality products at economic cost. The success of a garment unit is directly related to how effective its implementation of continuous improvement is. Improving export performance requires a disciplined thinking, structured approach and engagement of everyone in the garment industry. These elements have been the base for many approaches to productivity and quality improvement over the years.

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