

Research Paper

**A PROJECT REPORT
ON
“IMPACT OF HR PRACTICES ON EMPLOYEE SATISFACTION
AND COMMITMENT IN THE FASHION INDUSTRY”**

AT

RAYMOND

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ABSTRACT

Human Resource (HR) practices play a pivotal role in shaping employee satisfaction and commitment, particularly in the dynamic and competitive fashion industry. Effective HR strategies—including recruitment and selection, training and development, performance appraisal, compensation, and employee engagement—directly influence motivation, job satisfaction, and organizational loyalty. In the fashion sector, where creativity, innovation, and teamwork are critical, aligning HR practices with employee expectations is essential for retaining talent and maintaining a productive workforce.

I. INTRODUCTION

Fashion is one of the world's fastest-growing and most competitive sectors. Employment, innovation, and national and international markets drive economic development. It comprises textile, garment, fashion, retail, branding, and merchandising. Fashion is complex due to globalization, technology, changing client wants, and competition. To improve employee happiness, productivity, and organizational commitment, fashion companies emphasize HR strategies.

Management of workers to meet corporate goals is HRM. HR practises include hiring, training, performance evaluation, salary management, employee welfare, motivation,

communication, career development, and engagement. These activities boost company loyalty, morale, and productivity. Employee skills, inventiveness, productivity, and devotion determine success in labor-intensive businesses like fashion and textiles.

II. STATEMENT OF THE PROBLEM

The fashion industry is competitive and fast-changing, so workers must be efficient, creative, and dedicated. Challenges include changing client needs, market competition, technological improvements, production pressures, and high employee turnover. HR techniques maintain employee happiness and corporate involvement in changing environments.

III. NEED OF THE STUDY

Fashion is one of the most competitive and employee-dependent sectors, where organizational success relies on employee efficiency, inventiveness, and devotion. Raymond's HR procedures help preserve employee happiness and organizational commitment. Employees want fair pay, professional progression, training, recognition, helpful management, and a happy workplace. If these expectations are not met, employee unhappiness and turnover may rise, lowering organizational performance.

IV. SCOPE OF THE STUDY

HR methods and Raymond's fashion sector employee happiness and dedication are examined in the research. Recruitment and selection, training and development, remuneration and benefits, performance assessment, communication, employee welfare, and work-life balance are included in the research.

V. OBJECTIVES OF THE STUDY

1. Examine HR procedures in Raymond.
2. Evaluate employee happiness in the company.
3. Examine how HR procedures affect employee loyalty to the company.
4. Identify variables affecting employee satisfaction and organizational commitment.
5. To offer ways to enhance HR procedures and employee happiness inside the business.

VI. LIMITATIONS OF THE STUDY

The survey is confined to Raymond employees and may not reflect the fashion industry as a whole.

The study relies on employee views and replies, which may include personal bias.

3. The survey involves a restricted number of respondents due to scheduling restrictions.

4. Employees may offer incomplete or inaccurate information due to workload or confidentiality concerns.

VII. The survey emphasizes HR procedures and employee happiness, but excludes financial and technical elements of the firm.

VIII. REVIEW OF LITERATURE

Armstrong (2021) assessed employee satisfaction and HR procedures in labor-intensive businesses. According to the author, HR services that boost morale and productivity include recruiting, training, remuneration, and employee engagement. According to the study's findings, contented individuals are more dedicated to business objectives and foster expansion. The report also emphasized how crucial fair performance evaluations and encouraging leadership are to employee dedication. The report indicates that in order to compete and retain staff, fashion and retail businesses require effective HR practices.

2. Dessler (2022) investigated the impact of HR procedures on employee commitment. According to the survey, professional development, employee welfare, and transparent communication all boost employee satisfaction. Employers that provide equitable opportunities for advancement inspire employees. Research indicates that HR rules have a significant impact on employee attitudes and company culture. Research indicates that strategic HR management improves business success and employee retention. It said that in order to sustain and increase productivity, competitive fashion and textile enterprises need robust HR systems.

3. Khan and Sharma (2021) examined HR practices in Indian textile and garment industries. The authors discovered that employee satisfaction is influenced by pay, workplace culture, and career opportunities. According to a research, regular training and suitable incentives boost organizational commitment. Researchers discovered that job expectations and communication gaps affect employee morale. Employee-centered HR practices increase the productivity of fashion companies and lower attrition, according to the poll. It promoted employee involvement and well-being for a productive corporate culture.

4. Gupta and Mehta (2023) investigated employee satisfaction in fashion retail. According to the report, employee decision-making, recognition initiatives, and flexible

work schedules all improve workplace happiness. Employees in the fashion industry choose companies with encouraging work environments and prospects for advancement. The study found that non- acknowledgment and job pressure decreased commitment. Organizations should prioritize employee communication and well-being to increase productivity and loyalty, according to the poll.

5. Robbins and Judge (2022) investigated the impact of corporate behavior and HR procedures on employee commitment. Employee satisfaction is significantly impacted by leadership, collaboration, incentives, and performance evaluations, according to the report. According to research, dedicated employees are more innovative, goal-oriented, and productive. According to the survey, effective HR practices reduce employee turnover. The authors pointed out that in order for fashion and clothing production to compete, workers must be motivated and committed.

IX. RESEARCH GAP

Despite substantial study on human resource policies and employee happiness and dedication, fashion sector discrepancies exist. Most studies have focused on manufacturing, IT, and services, not the fast-changing fashion business. It is unclear how HR strategies including recruiting, training and development, performance assessment, salary, and employee engagement impact fashion sector employee happiness and commitment. Many studies ignore fashion industry features including seasonal demand, creative labor, frequent turnover, and informal work arrangements. There are few region-specific research in rising countries, such as India, where the fashion industry is growing quickly. Few studies link employee happiness and commitment. To fill these gaps and give industry-specific insights, targeted research is needed.

X. RESEARCH METHODOLOGY

Research Design

The descriptive research examines how HR practises affect employee satisfaction and commitment.

Source of Data

- **Primary Data:** Employees provide primary data via organized surveys and personal contacts.
- **Secondary Data:** Books, journals, firm reports, websites, articles, and HR

and employee satisfaction research studies provide secondary data.

Sampling Method

Convenience sampling selects respondents from various company departments.

Sample Size

The survey included 100 Raymond workers.

Data Collection Tools

Employee HR practises, contentment, and commitment are assessed using structured multiple- choice surveys.

Data Analysis Tools

For clarity, tables, percentages, charts, and graphs are used to assess the data.

Area of the Study

The Raymond fashion survey is undertaken. Hyderabad, Warangal, Karimnagar, Telangana

Period of the Study

The thesis on Raymond "Fashion industry" was limited to 45 days.

XI. Data Analysis

Table: Gender Distribution (100 Respondents)

Gender	Number of Respondents	Percentage
Male	52	52%
Female	44	44%
Other	4	4%
Total	100	100%

Interpretation

The table above shows the gender distribution of 100 survey respondents. Men make up 52% of responders, showing that they dominate the sample. Male and female involvement is equal with 44% female responders. For inclusion and representation of multiple gender identities, 4% of respondents identified as “Other”. The data shows that the survey included participants of diverse genders, guaranteeing greater representation and boosting research reliability and inclusivity.

2. Age Group Distribution

Age Group	Respondents	Percentage
Below 25 years	20	20%
25–35 years	45	45%
36–45 years	25	25%
Above 45 years	10	10%
Total	100	100%

Interpretation

The bulk of responders (45%) are 25–35 years old, reflecting a youthful and dynamic workforce. Twenty percent are new hires under 25. Staff aged 36–45 make up 25%, indicating experience. Senior personnel are scarce—only 10% are above 45. A somewhat youthful staff may increase flexibility, learning capacity, and dynamic performance in the business.

3. Educational Qualification

Qualification	Respondents	Percentage
Undergraduate	40	40%
Postgraduate	35	35%
Professional Course	20	20%
Others	5	5%
Total	100	100%

Interpretation

Undergraduates make up 40% of responders, followed by postgraduates at 35%. Professionally trained employees make up 20% and others 5%. This indicates that the company employs academically gifted people. Postgraduate and professionally trained staff indicate technical and management abilities. The variety of credentials promotes balanced skill development, improving departmental efficiency, creativity, and performance.

4. Department Distribution

Department	Respondents	Percentage
Sales	30	30%
Production	35	35%
Human Resources	10	10%

Marketing	20	20%
Others	5	5%
Total	100	100%

Interpretation

Production is the most represented department at 35%, followed by Sales at 30%. Human Resources is 10% and Marketing 20%. Other departments give 5%. This suggests operational and revenue-generating divisions dominate the workforce. The lesser HR representation reflects lean administration. The distribution is production- and sales-oriented, which promotes corporate efficiency and output-focused operations, assuring seamless coordination between manufacturing, marketing, and client services.

Communication Between Management and Employees

Rating	Respondents	Percentage
Excellent	32	32%
Good	45	45%
Average	15	15%
Poor	8	8%
Very Poor	0	0%
Total	100	100%

Interpretation

45% of workers evaluate it good and 32% exceptional, showing robust organizational communication. However, 15% consider it mediocre and 8% bad. No one rated it extremely bad, which is good. Communication between management and staff is good, but it can be better. Encourage open communication and develop feedback mechanisms to build organizational connections and boost workplace productivity.

XII. FINDINGS

1. The sample has a balanced gender distribution, with a small male majority (52%), assuring fair representation of both genders.

The staff is mostly youthful, with 45% of employees aged 25-35, suggesting a vibrant and enthusiastic workforce.

The majority of staff are well-educated, with 40% undergraduates and 35% postgraduates, indicating a good intellectual background.

The departmental structure is primarily focused on manufacturing and sales, with 35% and 30% respectively.

About 40% of workers have 1–3 years of experience, suggesting modest retention and frequent recruiting.

XIII. SUGGESTIONS

To enhance employee retention, the company should provide career development plans and engagement activities for those with less than 3 years of experience.

2. Review compensation and benefits often to guarantee fairness, competitiveness, and industry standards alignment, reducing unhappiness.

To improve employee recognition, the organization should adopt official programs like “Employee of the Month,” performance incentives, and gratitude celebrations.

4. Regular and systematic performance evaluation from management helps workers identify strengths and opportunities for growth.

5. Implement HR regulations uniformly across divisions to promote fairness and employee trust.

XIV. CONCLUSION

The analysis shows that the company has good HR policies and a favorable work environment. Most staff are young and well-educated, which helps the company expand and adapt. The results show that workers are happy with recruitment and selection, training and development, communication, collaboration, and job satisfaction.

However, certain areas need adjustment to boost employee satisfaction. These include consistent performance evaluation, fair remuneration and benefits, improved employee recognition, and department-wide HR policy implementation. Work-life balance and planned career advancement may also boost employee enthusiasm and retention.

Despite good HR policies and a favorable employee impression, resolving the highlighted deficiencies can improve productivity, employee happiness, and long-term organizational efficiency.

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