

Human Resource Management Practices in Friends Labels

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Abstract - This study explores the Human Resources Management (HRM) practices within Friends Labels, a growing enterprise in the apparel and textile sector. As organizations increasingly recognize the strategic value of effective HRM, this research aims to evaluate how Friends Labels implements core HR functions such as recruitment, training and development, performance management, employee engagement, and compliance. Using a qualitative approach, including interviews and internal document analysis, the study identifies both strengths and areas for improvement in the company's HR framework. Findings suggest that while Friends Labels demonstrates a strong commitment to employee development and workplace culture, challenges persist in formalizing performance appraisal systems and aligning HR strategy with long-term organizational goals. The study concludes with recommendations to enhance HR effectiveness, thereby supporting sustainable growth and competitive advantage.

Index Terms - HR effectiveness, Friends Labels, Employee engagement, Performance appraisal.

I. INTRODUCTION

In today's competitive business landscape, an organization's greatest asset isn't its physical resources or brand name – it's its people. HRM is concerned with the human beings in an organization. The management of man. Though it is a very important and challenging job because of the dynamic nature of the employees. As no two people are similar in nature in every aspect of mental abilities, tacticians, sentiments, and behaviors; they differ widely not only individually but also as a group and are subjected to many varied influences. People are responsive, they feel, think and act therefore they cannot be handled like a machine or shifted and altered like template in a room layout. They therefore need a tactful handling by management personnel

The term "Human Resource Management" has been commonly used for about the last ten to fifteen years. Prior to that, the field was generally known as "Personnel administration" Human Resource

Management also called personnel management ,consist of all the activities undertaken by an enterprise to ensure the effective utilization of employees towards the attainment of individual, group, and organizational goals. Human Resource Management is a process of assessing, summarizing and developing the work performance of an employee. It helps for analyzing the capability of the employee to get promotion, incentive and recognition. Having a well-defined set of Human Resources (HR) practices in place makes this an easier task to accomplish. Practices that are legally and ethically sound will produce greater results in business than attempting to manage employees in a haphazard fashion.

II. STATEMENT OF THE PROBLEM

A Company will not succeed unless it has a staff that is competent, hardworking, and highly motivated. Human resources are one of the most essential factors in a company's success. Employee's low interest towards the job will affect the productiveness of the company. Some of the factors affecting effective HRM in most organizations are inadequate funding and poor administration of human resources, not complying with the labour laws, lack of providing employee benefits and compensations, and not creating a safe work environment. Thus this study focuses in ensuring that the Human Resource Management works for the overall development of the employee by reducing their stress and providing various benefits in retaining them in the organization and also creating a healthy atmosphere in the workplace.

III. OBJECTIVES OF THE STUDY

- To study the socioeconomic profile of the employees in the Friends Labels pvt company.
- To examine that the Human Resource Management works for the overall development of employees.

- To ensure that the company is in compliance with labour laws and provides benefits to employees through statutory norms and schemes.
- To ensure there is a safe work environment.

SCOPE OF THE STUDY:

This study will enhance the researchers with better understanding that the human resource managements focuses on the employee well being in order to reduce the labour turnover and retention of employees.

IV. RESEARCH METHODOLOGY

Research methodology means the technique to describe and the procedures that are used to analyse and identify the topics. Research methodology helps in designing the study. In this study, analysis is conducted through the process of establishing a hypothesis, preparing questions, collecting data, reviewing, analyzing the data and drawing the conclusion to determine whether the hypothesis is true or false.

SAMPLE SIZE:

The term sample size refers to the total number of participants, respondents, or observations that are part of the study. A sample of 110 respondents was chosen, using simple random sampling technique.

SAMPLING METHOD:

A sampling method is a technique used to select a subset (sample) of individuals, items, or observations from a larger population to study and draw conclusions. Instead of examining the entire population, researchers use sampling methods to save time, cost, and effort while still obtaining reliable insights. There are two types of sampling probability and non probability sampling since a limited number of respondents were asked a predetermined set of questions, I have used simple random sampling as a technique to collect responses.

SOURCE OF DATA:

In this study both the primary and secondary data is used.

Primary data - Questionnaires and interview method.
Secondary data - Websites, Books and Articles.

STATISTICAL TOOLS APPLIED:

The tools used for this analysis are

- Chi-square
- Anova

LIMITATIONS OF THE STUDY:

- This study has been made on the data collection from primary data and secondary data and the respondents were not interested in giving their opinion.
- The primary data were collected through questionnaire in which some of the employees may provide biased responses due to fear of repercussions.
- Sensitive HR topics like employee grievances, salaries, and diversity policies may not be openly mentioned due to confidential issues.

V. REVIEW OF LITERATURE

1. The literature review is a work of Hina, Siraj, and Yasmeen (2025) on Strategic Human Resource Management (SHRM) Outlines SHRM's and Its Impact on Employee Job Satisfaction and Organizational Commitment. This paper further discusses various SHRM practices including talent management, performance-based rewards, employee engagement, and leadership development giving rise to a conducive work environment. Effective SHRM improves employee motivation while decreasing turnover and increasing loyalty to the organization. Moreover, the study notes the gaps in the research and thus suggests more empirical studies on the long-term effects of SHRM at varying industries and culture.
2. A recent systematic review of literature on Green Human Resource Management (GHRM) practices, current trend, and future research direction has been published by Arora, Sharma, and Budhiraja (2024). The authors present several important GHRM practices such as green recruitment, training, performance management, and employee sustainability initiatives involvement. The GHRM's role in enhancing organizational efficiency along with enabling corporate social responsibility and environmental sustainability is emphasized in this paper. It is concluded that GHRM practices, such as green recruitment, training, and performance management, motivate employees and improve the reputation of the brand. More investigation into GHRM's efficacy in many sectors is needed, as the paper points out.

3. The application of HR analytics to the commercial world, explained by Virani, F. (2023), adopts a data-driven approach to achieving higher retention and performance. The work discusses the need for understanding retention trends, satisfaction levels, and other key factors linked to workforce stability tied to data gathering and analysis. It talks of retention strategies to develop employee engagement models while the latter works with predictive models to pinpoint potential turnover risks. The author's work emphasizes an emerging role of analytics in the transformation of HR practices, making organizational decision-making more objective for longer-term viability.

VI. DATA ANALYSIS

CHI SQUARE:

Ho: DEMOGRAPHIC PROFILE AND EFFECTIVENESS OF HR IN ADDRESSING EMPLOYEE CONCERNS AND GRIEVANCES

The Chi-Square test has been used to determine whether there exists a significant association between the effectiveness of HR in addressing the employee concerns and grievances and the demographic profile of the respondents

Demographic profile	Chi square value	Sig value
Gender	2.703	0.609
Marital status	11.748	0.019
Age	22.990	0.114
Education	13.453	0.337
Monthly income	13.180	0.356

INTERPRETATION:

Gender:

The chi-square value for gender is 2.703 with a p-value of 0.609, which is greater than 0.05. This indicates that there is no statistically significant association between gender and the outcome variable. The results suggest that males and females do not differ significantly in terms of their responses or behavior.

DEMOGRAPHIC PROFILE AND SATISFACTION OF WORKING CONDITIONS BY THE RESPONDENTS:

Variables	Group	Mean	SD	No	F-value	Sig value
Gender	Male	3.95	0.852	60	0.311	NS
	Female	4.04	0.832	50		
Marital status	Married	3.89	0.805	63	2.197	NS

Marital Status:

The chi-square value for marital status is 11.748 with a p-value of 0.019, which is less than 0.05. This indicates a statistically significant association between marital status and the outcome variable. It suggests that married and unmarried individuals differ significantly in their responses, indicating that marital status plays an important role in shaping perceptions or behavior.

Age:

The chi-square value for age is 22.990 with a p-value of 0.114, which is greater than 0.05. This suggests no statistically significant association between age and the outcome variable. It implies that individuals across different age groups exhibit similar patterns or responses without any meaningful variation.

Education:

The chi-square value for education is 13.453 with a p-value of 0.337, which is greater than 0.05. This indicates no statistically significant association between educational qualification and the outcome variable. The findings suggest that individuals with varying educational backgrounds exhibit similar behavior or preferences.

Monthly Income:

The chi-square value for monthly income is 13.180 with a p-value of 0.356, which is greater than 0.05. This suggests no statistically significant association between monthly income and the outcome variable. Regardless of income levels, individuals show similar patterns in their responses.

ANOVA:

ANOVA (Analysis of Variance) is a statistical method used to compare the means of three or more groups to determine if significant differences exist. It analyzes variations within and between groups using the F-statistic. If the p-value is below 0.05, the null hypothesis (which assumes equal means) is rejected, indicating meaningful differences. The main types of ANOVA include one-way (for a single independent variable), two-way (for two independent variables), and repeated measures (for data collected over time).

	Unmarried	4.13	0.875	47		
Age	18-25 years	4.00	0.933	24	0.528	NS
	26-30 years	4.09	0.868	22		
	31-35 years	4.04	0.808	27		
	36-40 years	4.06	0.827	17		
	Above 40 years	3.75	0.786	20		
Education	High school	3.97	0.728	33	1.037	NS
	Diploma	4.16	0.866	37		
	Under graduation degree	3.90	0.885	30		
	Post graduation degree	3.70	0.949	10		
Monthly income	Rs.10000-Rs.20000	4.12	0.881	25	3.012	*
	Rs.20000-Rs.30000	4.02	0.836	51		
	Rs.30000-Rs.40000	4.00	0.877	14		
	Above Rs.40000	3.75	0.786	20		

INTERPRETATION:

Gender:

The mean scores for males ($M = 3.95$, $SD = 0.852$) and females ($M = 4.04$, $SD = 0.832$) are relatively similar. The F-value of 0.311 indicates no statistically significant difference between the two groups, as denoted by the non-significant (NS) value. This suggests that gender does not significantly influence the outcome variable.

Marital Status:

Married individuals reported a mean score of 3.89 ($SD = 0.805$), while unmarried individuals had a slightly higher mean score of 4.13 ($SD = 0.875$). Despite this difference, the F-value of 2.197 indicates no significant difference between the groups, as reflected by the NS value. This suggests that marital status does not have a meaningful impact on the outcome variable.

Age:

The mean scores across different age groups show slight variations, with scores ranging from 3.75 (Above 40 years) to 4.09 (26–30 years). The F-value of 0.528 is nonsignificant, indicating that age does not significantly influence the outcome variable. This suggests that individuals across various age groups report similar experiences or perceptions

Education:

The analysis shows some variation in mean scores based on education levels, with diploma holders reporting the highest mean score (4.16, $SD = 0.866$) and postgraduates reporting the lowest (3.70, $SD = 0.949$). However, the F-value of 1.037 is non-

significant, suggesting that education level does not significantly affect the outcome variable.

Monthly Income:

Among all the demographic factors analyzed, monthly income shows a statistically significant difference with an F-value of 3.012 and a significance value denoted by (*), indicating $p < 0.05$. Individuals earning between Rs.10,000–Rs.20,000 reported the highest mean score (4.12, $SD = 0.881$), while those earning above Rs.40,000 had the lowest mean score (3.75, $SD = 0.786$). This suggests that income level has a significant impact on the outcome variable, with lower-income groups reporting better outcomes than higher-income groups.

VII. FINDINGS

CHI SQUARE:

The Chi-Square test results indicate that among the various demographic factors analyzed, only marital status shows a statistically significant association ($p = 0.019$) with the perceived effectiveness of HR in addressing employee concerns and grievances, suggesting that marital status may influence employees' perceptions of HR performance. In contrast, gender ($p = 0.609$), age ($p = 0.114$), educational qualification ($p = 0.337$), and monthly income ($p = 0.356$) all have p-values greater than 0.05, indicating no significant association with HR effectiveness. Therefore, marital status stands out as the only demographic variable significantly linked to how employees perceive HR's ability to handle their concerns and grievances.

ANOVA:

Findings on the Relationship Between Demographic Profile and Satisfaction with Working Conditions, the analysis of variance (ANOVA) results indicate that monthly income is the only demographic factor showing a statistically significant difference ($F = 3.012$, $p < 0.05$) in satisfaction with working conditions among respondents. This suggests that satisfaction levels vary significantly across different income groups, with those earning Rs.10,000–Rs.20,000 reporting the highest mean satisfaction ($M = 4.12$), while those earning above Rs.40,000 report the lowest ($M = 3.75$). For the other demographic variables—gender ($F = 0.311$), marital status ($F = 2.197$), age ($F = 0.528$), and education ($F = 1.037$)—the p-values indicate no statistically significant differences in satisfaction with working conditions, meaning respondents across these groups have similar levels of satisfaction.

VIII. SUGGESTIONS

To improve organizational performance and employee satisfaction, several targeted suggestions are proposed. Firstly, enhancing achievement rewards is crucial as they are identified as the top motivator. Implementing structured recognition programs and offering performance-based awards can further reinforce motivation. Equally important is revising bonus structures to ensure competitiveness and fairness, with milestone-based bonuses keeping motivation consistent. Investing in training and development is another key area; providing opportunities for certifications, workshops, and mentorship programs can promote professional growth and knowledge sharing.

Basic benefits such as food, accommodation, and paid vacations, though moderately ranked, should not be neglected. Enhancing these benefits with flexible vacation policies can improve work-life balance. Addressing income disparity is also essential; targeted support programs for higher-income employees and financial wellness initiatives can balance satisfaction levels. Additionally, considering marital status in policy-making is vital due to its impact on perceptions. Family-friendly benefits and flexible work hours can cater to the distinct needs of married and unmarried employees.

Inclusivity remains a cornerstone of workplace equity. While gender and education level do not

significantly impact outcomes, promoting diversity and equal opportunity policies ensures a fair environment. Lastly, continuous feedback from employees can help tailor these suggestions to fit organizational needs better, ensuring sustained improvement in motivation and performance.

IX. CONCLUSIONS

The analysis offers insightful conclusions that highlight key motivational drivers and demographic influences within the organization. Achievement rewards stand out as the most impactful motivator, emphasizing the need for robust recognition systems. Bonuses, maintaining a stable and significant role in motivation, underscore the importance of financial incentives in employee satisfaction. Training and development are equally valued, reflecting employees' desire for professional growth opportunities.

Basic benefits, though moderately important, contribute to overall job satisfaction and should not be overlooked. A notable finding is the significant influence of marital status on perceptions, suggesting that tailored workplace policies can enhance employee well-being. Conversely, gender, age, and education levels do not significantly impact employee responses, indicating a uniform workplace experience across these demographics.

An interesting observation is the inverse relationship between income levels and job satisfaction, with lower-income groups reporting better outcomes. This suggests the need to address expectations and satisfaction levels among higher-income employees. Overall, the findings advocate for a balanced approach that prioritizes recognition, financial incentives, and professional development while addressing demographicspecific needs. Implementing these insights can enhance employee motivation, satisfaction, and organizational performance.

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