

## Intention of Retention among Handloom Weavers: Uncovering Potential Determinants of Motivational Factors and Occupational Health Hazards

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### ABSTRACT

Retention of handloom weavers are crucial for the survival and sustenance of the handloom sector. The future of the handloom sector is immensely impacted by the intention of retention among handloom weavers, that it determines the growth, stability, expansion and existence of this traditional industrial sector. This study primarily explores the intention of retention among handloom weavers, together with a focus on evaluating the key drivers of motivational factors and occupational health hazards prevailing among handloom weavers. Retaining handloom weavers will substantially impact towards more stability within the sector along with contributing to preserve the traditional skills and craftsmanship associated with the occupation of handloom weaving.

**Keywords:** Handloom Weavers, Retention, Motivational Factors, Occupational Health Hazards.

### INTRODUCTION

Handloom weaving is a labor-intensive activity that requires simultaneous mental and physical attentiveness and execution by the weaver. To engage in a labor-intensive traditional occupation like handloom weaving, to a certain degree it could be largely impacted by the dynamics of motivating factors and occupational health hazards associated with the work. The motivating factors comprising both intrinsic and extrinsic motivating factors and the occupational health hazards comprising both physical and psychological health outcomes associated with the work can largely impact over the choice of intention of retention and the overall level of employee morale among handloom weavers. Motivational factors can have a pivotal role of influence on retention, while occupational health hazards can impact an integral role on well-being among handloom weavers and hence driving towards the degree of intention of retention, thereby both aspects forming significant segments impacting on the retention among handloom weavers towards the occupation of handloom weaving.

Retention of handloom weavers can be difficult as the sector is affected with various challenges, at the same time it becomes crucial and necessary for safeguarding the stability and ensuring sustainability of the sector. Inherently, both motivating factors and occupational health hazards can act as two important aspects that holds enormous amount of potential of influence on weavers inclination towards the occupation of handloom weaving. Consequently, the interplay of the dynamics between motivating factors and occupational health hazards can have a substantial impact over the choice and decisions of handloom weavers in continuing with the occupation of handloom weaving in the future for their livelihood. As handloom weavers are a vital source of human resource of handloom sector, in order to retain the weavers in the occupation of handloom weaving, fundamentally they have to be satisfied with the work and also with the aspects associated with the work, as this can leads to more commitment and engagement among handloom weavers to pursue and carry forward the legacy of handloom weaving to the future.

Human resources are the assets that can make as well as break the organization. Retaining human resources will help for the long-term growth of the organization and also adds to its goodwill. But the most difficult task faced by the organization is retaining as well as satisfying these human resources (Das & Baruah, 2013). Employee motivation is one of the integral factor which can help the employer to improve employee and organizational performance (Sandhya & Kumar, 2011). If the employees are not satisfied with jobs and are not motivated to fulfill their tasks and achieve goals, the organization cannot attain success (Jose & Philip, 2019). For retaining the skillful and committed employees in the organization, the management should take care of satisfaction of employees (Gorde, 2019).

## REVIEW OF LITERATURE

(Singh, 2019) in the study entitled “A Literature Review on Employee Retention with Focus on Recent Trends” attempted to explore in the field of employee retention. Study states that turnover is a great dilemma and that is the reason a huge efforts are put for the retention of employees. The study also says, since the cost of replacement for an employee is huge it is better to keep the existing employees together with. Study says retention is also necessary for the growth and stability of the organization. Study concluded that contributions of employees are immense in the profitability and growth of the company. It says employees bring innovation and paves the way for sustainable development of the organization.

(Paul & Lakshmi, 2018) in the study entitled “Assessment of Occupational Health and Working Environment of the Handloom Weavers” attempted to study about the occupational health issues faced by weavers. The study is based on 30 randomly selected handloom weavers who were involved in working with pit or frame looms. Study says that respondents face health issues due to the work done by them. Study concluded that weaving is one of the occupations which involves a lot of physical strain and stress. This causes fatigue, musculoskeletal issues and health problems which stays for a shorter period of time or for throughout their lives.

(Varma, 2017) undertook a study entitled “Importance of Employee Motivation & Job Satisfaction for Organizational Performance.” The study seeks to understand the factors contributing towards motivation and job satisfaction creating employee commitment. The study concluded that the success of every business is depending upon many factors but the most integral factor that affects the business is its employees. Study says motivation is an important aspect of any workplace and if the employees are not motivated then there is no job satisfaction and this leads to decreased productivity. Study also says organizations face a big challenge of retention and also attraction of new talents, and motivational strategies could be an important contributor towards organizational success in long-term.

## STATEMENT OF THE PROBLEM

Handloom weavers form a vital source of human resource of handloom sector. Owing to this fact, retention of weavers into continuing in the occupation of handloom weaving plays a crucial role towards ensuring the sustained growth and overall stability of the handloom sector. Since the handloom sector possess labor-intensive nature of work and is poses to occupational health risks, the intention of retention among handloom weavers to continue in the occupation of handloom weaving may explicitly undergo an influence of interplay between various motivational factors, particularly intrinsic and extrinsic motivating factors along with the dynamics of several occupational health hazards, particularly physical and psychological health hazards associated with the sector. However there exist only a limited understanding on this specific aspect. Hence it becomes imperative to gain insight on this specific area of study, in order to make targeted interventions to enhance the intention of retention among handloom weavers towards the occupation of handloom weaving, together with understanding the influence of various motivational factors and potential occupational health outcomes associated with the occupation of handloom weaving among weavers. On this account, this study seeks to fill this gap by unveiling the intention of retention among handloom weavers towards continuing in the occupation of handloom weaving, alongside with exploring various intrinsic and extrinsic motivating factors and also the physical and psychological health outcomes associated with the activity of handloom weaving, which could have a significant and drastic impact on the decisions over intention of retention among handloom weavers.

## OBJECTIVES

The objectives of the study are as follows:

- i) To evaluate the extent of intention of retention prevailing among handloom weavers towards the occupation of handloom weaving.
- ii) To evaluate the influence of various motivating factors among handloom weavers, encompassing both intrinsic and extrinsic motivating factors.
- iii) To evaluate the extent of occupational health hazards prevailing among handloom weavers, encompassing both physical and psychological health outcomes.

## SIGNIFICANCE OF THE STUDY

Retention of handloom weavers to continue in the occupation of handloom weaving holds a considerable importance for the effective functioning and long-term sustainability of handloom sector. The level of motivation to pursue in weaving occupation among handloom weavers will certainly have a significant influence towards the interest and choice among weavers to retain in the occupation of handloom weaving. The influence of various intrinsic and extrinsic motivating factors along with various physical and psychological health outcomes associated with handloom weaving accounts a profound role in determining the overall level of

Interest among handloom weavers to pursue in the occupation of handloom weaving. Therefore this study contributes to gain a deeper understanding on this particular aspect of influence of various motivational factors among handloom weavers, especially through the dynamics of various intrinsic and extrinsic motivating factors and also evaluating the extent of occupational health hazards among handloom weavers particularly on the aspects of physical and psychological health outcomes, by which understanding this can contribute to develop targeted interventions for enhancing the intention of retention among handloom weavers.

**SCOPE OF THE STUDY**

The present study includes only handloom weavers working under Primary Handloom Weavers’ Co-operative Society (PHWCS) in Thiruvananthapuram district. This study focuses on the intention of retention among handloom weavers and also on various motivating factors, typically intrinsic motivating factors and extrinsic motivating factors associated with the occupation of handloom weaving and various occupational health hazards, typically physical health outcomes and psychological health outcomes prevailing among handloom weavers, which contributes towards the level of interest and willingness among weavers to continue and pursue in the occupation of handloom weaving in future.

**RESEARCH METHODOLOGY**

The study is based on both descriptive and analytical in nature. For conducting the study both primary and secondary sources of data were used. Primary data is collected from the sample respondents through an interview schedule using a well-structured questionnaire. Secondary data is obtained from various journal articles.

**a) Sample Size**

Sample size of the study comprises 120 handloom weavers.

**b) Sampling Technique**

Sampling technique adopted for the study is simple random sampling technique.

**c) Area of Study**

Area of study is confined to Thiruvananthapuram district.

**d) Tools used for analysis**

Statistical tools used for the study include Descriptive Statistics and Kendall’s Coefficient of Concordance (Kendall’s W test).

**RESULTS AND DISCUSSION**

**Table 1**  
**Age-wise distribution of respondents**

Age	Frequency	Percent
Below 30	6	5.0
31-40	29	24.2
41-50	32	26.7
51-60	38	31.7
Above 60	15	12.5
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Primary data

Table 1 shows that a largest proportion of respondents comprising 31.7% belongs to the age group of 51-60 years, 26.7% of respondents belongs to the age group of 41-50 years, 24.2% of respondents belongs to the age group of 31-40 years, 12.5% respondents belongs to the age group of above 60 years and 5.0% of respondents belongs to the age group of below 30 years.

**Table 2**  
**Sex-wise distribution of respondents**

Sex	Frequency	Percent
Male	18	15.0
Female	102	85.0
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Primary data

Table 2 shows that majority of respondents comprising 85.0% are female, whereas 15.0% of respondents are male.

**Table 3**  
**Educational qualification-wise distribution of respondents**

Educational qualification	Frequency	Percent
Primary	41	34.2
Middle	37	30.8
High School	40	33.3
Higher Secondary	2	1.7
<b>Total</b>	<b>120</b>	<b>100.0</b>

Source: Primary data

Table 3 shows that a largest proportion of respondents comprising 34.2% possess primary level of education, which is closely followed by 33.3% of respondents possessing high school level of education. 30.8% of respondents possess middle level of education and 1.7% of respondents possess higher secondary level of education.

#### Intention of Retention among Handloom Weavers

This section seeks to uncover the degree of intention prevailing among handloom weavers to retain in the occupation of handloom weaving.

**Table 4**  
**Descriptive Statistics for Intention of Retention**

Intention of Retention	N	Mean	Std. Deviation
Degree of intention among handloom weavers to retain in the occupation of handloom weaving	120	2.98	1.181
Valid N (list wise)	120		

Source: Primary data

The table 4 shows mean score as (Mean = 2.98, SD = 1.181), which indicates a moderate level of intention among respondents to retain in the occupation of handloom weaving. The standard deviation reflects a considerable variation in responses, indicating that some weavers express a strong willingness to continue in the occupation of handloom weaving, while others show less inclination. This implies that the intention to remain in the occupation of handloom weaving is influenced by diverse personal, economic, and occupational factors among the respondents.

#### Influence of Various Intrinsic Motivating Factors among Handloom Weavers

This section examines various intrinsic motivating factors influencing the engagement of weavers in the occupation of handloom weaving. The analysis focuses on various aspects such as enjoyment in weaving, passion for handloom work, sense of purpose, satisfaction from the occupation, emotional connection towards weaving, autonomy and freedom in work, and cultural identity and pride associated with weaving. The Kendall's W test was employed to assess the agreement among the respondents on these reasons. The factors were ranked on a scale of 1(highest) to 7(lowest).

**Null Hypothesis ( $H_0$ ):** There is no significant agreement among respondents in the intrinsic motivating factors influencing their engagement in the occupation of handloom weaving.

**Table 5**  
**Kendall's W Test Results for Intrinsic Motivating Factors**

Intrinsic Motivating Factors	Median	Mean Rank	Test Statistics	
Enjoyment in weaving process	6.00	4.89	N	120
Passion to weave through handlooms	5.00	4.33	Kendall's W <sup>a</sup>	.084
Sense of purpose in occupation of weaving	4.00	3.68	Chi-Square	60.596
Satisfaction derived from occupation of weaving	3.00	3.34	df	6
Emotional connection towards weaving activity	3.00	3.41	Asymp. Sig.	.000**
Autonomy and freedom in weaving work	4.00	3.68		
Cultural identity and pride on handloom weaving	5.00	4.68		

Source: Primary data

\*at 5% significance level

\*\*at 1% significance level

Table 5 reveals that among the intrinsic motivating factors, according to the correct ranking rule (lower mean rank = higher importance), the most influential reason for engagement in handloom weaving is the satisfaction derived from the occupation of weaving, which is followed by emotional connection towards weaving activity as the next most influencing factor. It is followed by factors such as sense of purpose in the occupation of weaving and autonomy and freedom in weaving work. These results indicate that personal satisfaction and emotional connection plays a central role in sustaining weavers' engagement towards the occupation of handloom weaving.

On the other hand, enjoyment in the weaving process and cultural identity and pride on handloom weaving is identified as the least influential factors, which is followed by passion to weave through handlooms were found to be as the next least influential factor, indicating that while passion and cultural values are still important, yet they are secondary to personal fulfilment and emotional attachment derived from the occupation of handloom weaving.

The test result shows Kendall's W value of 0.084, which indicates very weak consensus, and there is a statistically significant agreement ( $p < 0.001$ ) among the respondents on the reasons for engagement in the occupation of handloom weaving, implying the agreements are not due to random chance and the null hypothesis is rejected at 5% significance level.

#### **Influence of Various Extrinsic Motivating Factors among Handloom Weavers**

This section aims to understand the influence of various extrinsic motivating factors towards the engagement of weavers in the occupation of handloom weaving. The study explores various extrinsic motivating factors such as economic benefits, recognition and rewards, social security provisions, work environment, government support, and networking opportunities with other weavers and experts. The analysis was carried out using Kendall's W test to assess the agreement among respondents on these factors. The factors were ranked on a scale of 1(highest) to 6(lowest).

**Null Hypothesis ( $H_0$ ):** There is no significant agreement among respondents on the extrinsic motivating factors influencing their engagement in the occupation of handloom weaving.

**Table 6**  
**Kendall's W Test Results for Extrinsic Motivating Factors**

Extrinsic Motivating Factors	Median	Mean Rank	Text Statistics	
Economic factors	2.00	2.09	N	120
Recognition and rewards	4.00	3.54	Kendall's W <sup>a</sup>	.352
Social security support	3.00	2.81	Chi-Square	211.238
Work environment	3.00	3.00	df	5
Government support	5.00	4.48	Asymp. Sig.	.000**
Networking opportunities with other weavers and experts	5.00	5.08		

Source: Primary data

\*at 5% significance level

\*\*at 1% significance level

Table 6 reveals that, according to the correct ranking rule (lower mean rank = higher importance), economic factors emerge as the most influential extrinsic motivating factor among the respondents, indicating that financial aspects primarily drive their engagement in the occupation of handloom weaving. This is followed by social security support and work environment as the next most influential factors, indicating that stability and favourable working conditions also contribute notably towards their motivation.

Conversely, factors such as recognition and rewards, government support, and networking opportunities were found to be less influential in motivating respondents. This implies that external acknowledgment, policy assistance, and professional connections are not as strong in influencing the engagement levels of weavers compared to economic factors, social security support measures, and work environment aspects.

The test result shows Kendall's W value of 0.352, which indicates moderate consensus, and there is a statistically significant agreement ( $p < 0.001$ ) among the respondents on the listed factors, implying the agreements are not due to random chance and the null hypothesis is rejected at 5% significance level.

### Prevalence of Various Physical Health Outcomes among Handloom Weavers

This section examines the prevalence of various physical health outcomes among handloom weavers which is associated with the occupational health hazards of the sector.

**Table 7**  
**Descriptive Statistics for Physical Health Outcomes**

Physical Health Outcomes	N	Mean	Std. Deviation
Musculoskeletal disorders	120	2.57	.631
Respiratory issues	120	2.36	.742
Skin irritation	120	1.60	.586
Eye strain	120	2.22	.688
Auditory strain	120	1.62	.609
Valid N (listwise)	120		

Source: Primary data

Table 7 shows mean and standard deviation values, indicating the extent to which respondents experience various physical health issues that is associated with the occupation of handloom weaving. The results shows that musculoskeletal disorders obtained the highest mean score (Mean = 2.57, SD = 0.631), indicating that this is the most commonly experienced physical health issue among handloom weavers. It is followed by respiratory issues (Mean = 2.36, SD = 0.742) and eye strain (Mean = 2.22, SD = 0.688), which also appear to be prevalent among weavers.

In contrast, skin irritation (Mean = 1.60, SD = 0.586) and auditory strain (Mean = 1.62, SD = 0.609) obtained lower mean scores, indicating that these problems are comparatively less experienced among other attributes. The overall results indicates that physical strain, particularly due to work-related musculoskeletal disorders is a major concern of health outcome among handloom weavers.

### Prevalence of Various Psychological Health Outcomes among Handloom Weavers

This section examines the prevalence of various psychological health outcomes among handloom weavers which is associated with the occupational health hazards of the sector.

**Table 8**  
**Descriptive Statistics for Psychological Health Outcomes**

Psychological Health Outcomes	N	Mean	Std. Deviation
Stress	120	2.51	.622
Anxiety	120	2.32	.700
Mental fatigue	120	2.14	.652
Mental burnout	120	1.96	.627
Sleep disturbances	120	1.60	.627
Valid N (listwise)	120		

Source: Primary data

Table 8 shows the psychological health outcomes encountered by the handloom weavers that could be largely impacted by the activity of handloom weaving to a greater extent. Among the attributes, stress obtained the highest mean (Mean = 2.51, SD = 0.622), indicating that, it is the most common psychological health outcome experienced by weavers. This is followed by anxiety (Mean = 2.32, SD = 0.700) and mental fatigue (Mean = 2.14, SD = 0.652), both indicating moderate psychological strain among respondents.

On the other hand, mental burnout (Mean = 1.96, SD = 0.627) and sleep disturbances (Mean = 1.60, SD = 0.627) obtained relatively lower mean scores among other attributes, implying these issues are less frequent but still persistent among handloom weavers. The result reveals that while psychological strain is evident, stress remains the most dominant psychological health outcome prevailing among handloom weavers.

#### SUGGESTIONS

- i) Fostering supportive network and resolving difficulties encountered by weavers can contribute to enhance the intention of retention among handloom weavers.
- ii) Enhancing the overall satisfaction derived from the occupation of handloom weaving can act as a key driving intrinsic motivating factor for enhancing the intention of retention among handloom weavers.
- iii) Ensuring proper wages and adequate social security measures are reaching out to weavers can act as a key influential extrinsic motivating factor for enhancing the intention of retention among handloom weavers.
- iv) Providing adequate aid and protection to reduce work-related musculoskeletal disorders can bring a drastic impact on reducing physical health issues among weavers, which can contribute to enhance the overall betterment of physical health and thus influencing positively towards the intention of retention among handloom weavers.
- v) Supporting with necessary measures for reducing stress experienced by handloom weavers can improve the psychological health and overall well-being among weavers, which will in turn positively influence towards the intention of retention among handloom weavers.

#### CONCLUSION

From the analysis it can be concluded that only a moderate level of intention of retention is found to be prevailing among handloom weavers towards the occupation of handloom weaving. Among the respondents, satisfaction derived from the occupation is found as the most influential intrinsic motivating factor, whereas economic factors were found as the most influential extrinsic motivating factor. Also musculoskeletal disorders were found to be the most common physical health outcome among respondents, whereas stress is found to be the most common psychological health outcome faced by respondents. These findings implies that dissatisfaction from weaving occupation and discontent with economic aspects from the occupation can act as key factors impacting towards the intention of retention among handloom weavers adversely. Likewise prevalence of work-related musculoskeletal disorders and stress can also act as factors that significantly impact towards the level of interest among handloom weavers to continue in the occupation of handloom weaving detrimentally. Retention of workforce is an important factor, because of which it determines the growth and stability of the sector on a large-scale. For retention of handloom weavers in the handloom sector to continue in

the occupation of handloom weaving as a source for their livelihood, various motivational factors and work-related occupational health hazards plays a key role of influence towards the extent of intention of retention among handloom weavers. Retention of handloom weavers will not only impact the sector to sustain in the competitive business environment, but also contributes in protection and preservation of traditional legacy, artisanal knowledge and cultural heritage associated with the craft of handloom weaving to stay alive for the future generations to come.

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