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Retention Strategies for Blue Collar Employees at Hands International Logistics, Tuticorin

Dr. N, Amsaveni¹, ArchaanaP²

¹Associate Professor, ²Student, Department of PG (MBA) Sri Ramakrishna College of Arts & Science, Coimbatore, India

Abstract--The success of an organization largely depends on its ability to retain skilled employees. This study focuses on analyzing the employee retention strategies adopted by Hands International Logistics, Thoothukudi, with special reference to blue-collar employees. The research highlights the factors influencing employee retention such as work environment, recognition, career opportunities, training, and welfare measures. The findings indicate that employee satisfaction and motivation are key determinants of retention. The study concludes with recommendations for improving employee engagement and retention strategies.

Keywords-- Employee Retention, Blue Collar Employees, Logistics Industry, Employee Satisfaction, Hands International Logistics.

I. INTRODUCTION

Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employee. Employees today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the responsibility of the employer to retain their best employees. If they don't, they would be left with no good employees. A good employer should know how to attract and retain its employees.

II. OBJECTIVES OF THE STUDY

1. To analyze the employee retention strategies adopted by Hands International Logistics.
2. To identify the factors influencing employee retention among blue-collar employees.

3. To examine the level of employee satisfaction and motivation at Hands International Logistics.
4. To suggest measures for improving retention and engagement within the organization.

III. REVIEW OF RELATED LITERATURE

1. Dr. K. Balaji Mathimaran and Prof. Dr. A. Ananda Kumar (2025), "Employee Retention Strategies – An Empirical Research". Global Journal of Management and Business Research: E- Marketing, Volume 17 Issue 1, pp.17-22.
2. Renu Bala (2024), "Role of employee retention strategies for keeping and retaining talents", International Journal of Emerging Research in Management & Technology, Vol. 2, Issue No. 2, pp. 71-85.
3. Dr. K. Balaji Mathimaran and Prof. Dr. A. Ananda Kumar (2025)¹, "Employee Retention Strategies – An Empirical Research". The main objectives of the study is to understand the various factors influencing the employee for retaining them. Primary data were collected with the help of a questionnaire. The statistical tools used for analyzing the data collected Percentage method, Mean and standard deviation, Correlation, Chi-square, Weighted average. They recommended that most of the employees are not satisfied with recognition and performance appraisal provided by the organization.
4. Dr. K. Balaji Mathimaran and Prof. Dr. A. Ananda Kumar (2025), "Employee Retention Strategies – An Empirical Research". Global Journal of Management and Business Research: E- Marketing, Volume 17 Issue 1, pp.17-22.

Gender	No of respondents	Percentage (%)
Male	75	75.0
Female	25	25.0
Total	100	100.0

Source: Primary Data

IV. DATA ANALYSIS AND INTERPRETATION

Percentage Analysis - Gender

Interpretation

From the above table (4.1) it shows that out of 100 respondents, 75% of the respondents are male and remaining 25% of the respondents are female.

Majority 75% of the respondents are male.

V. REWARDS & RECOGNITION

Rewards & Recognition	No of respondents	Percentage (%)
Strongly agree	54	54.0
Agree	34	34.0
Neutral	8	8.0
Disagree	6	6.0
Total	100	100.0

Source: Primary Data

Interpretation

The above table shows that out of 100 respondents, 54% of the respondents are strongly agree with rewards and recognition provided by the organization, 34% of the respondents are agree with rewards and recognition provided by the organization, 8% of the respondents are

neutral with rewards and recognition provided by the organization and the remaining 6% of the respondents are disagree with the rewards and recognition provided by the organization.

The majority 54% of the respondents are strongly agree with rewards and recognition provided by the organization.

FLEXIBLE

Flexible	No of respondents	Percentage (%)
Very flexible	40	40.0
Somewhat Flexible	50	50.0
Neither	10	10.0
Total	100	100.0

Source: Primary Data

Interpretation

The above table shows that out of 100 respondents, 40% of the respondents are very flexible is the company with respect to our family responsibilities, 50% of the respondents are somewhat flexible is the company with

respect to our family responsibilities and remaining 10% of the respondents are said that neither flexible is the company with respect to our family responsibilities.

Majority 50% of the respondents are somewhat flexible is the company with respect to our family responsibilities.

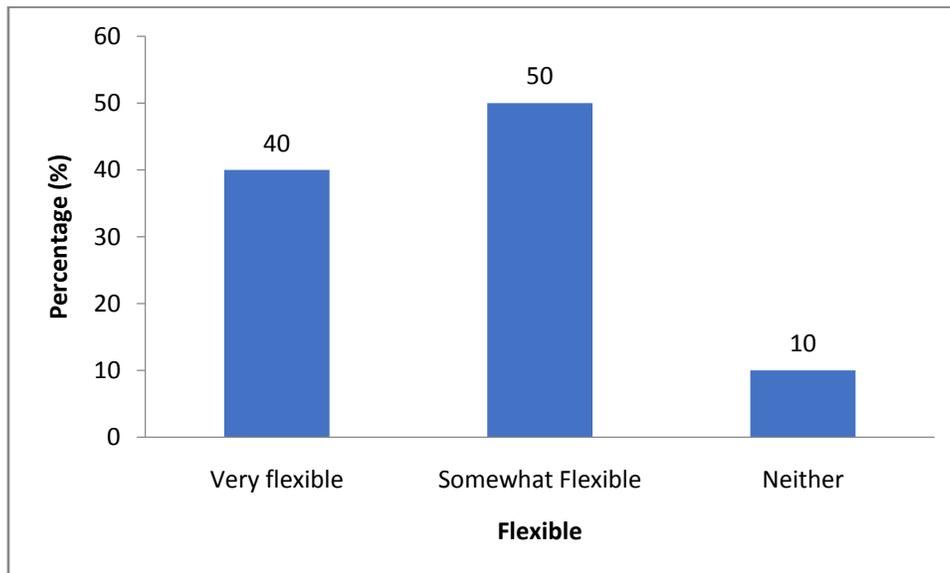


CHART NO – 4.1.24 FLEXIBLE

VI. ANOVA TABLE SHOWING THE DIFFERENCE IN MEAN SCORES BETWEEN EMPLOYEE RETENTION & AGE

H_0 : There is no significant relationship between the two categories that are age group of the respondents and their Employee Retention strategy.

H_1 : There is significant relationship between age group of the respondents and their Employee Retention strategy.

Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.794	2	6.397	4.680	0.011
Within Groups	140.800	97	1.367		
Total	153.594	99			

Interpretation

The above table shows that the P value (0.011) is less than 0.05. So, there is a significant difference in the mean scores of the respondents based on Employee Retention with respect to age group of the respondents.

It is inferred that age of the respondents its influence the Employee Retention strategy.

Table Showing Qualification And Level Of Satisfaction

H_0 = There is no significant association between educational qualification of the respondents and level of satisfaction.

Qualification	Level of satisfaction			Total
	High	Moderate	Low	
Up to HSC	5	0	10	15
Diploma	15	10	5	30
Graduate	5	5	10	20
Post Graduate	5	5	25	35
Total	30	20	50	100

Source: Primary Data

Degree of Freedom: 6

Calculated χ^2 Value: 24.306

Table value: Five per cent level: 12.592

Interpretation

The calculated value (24.306) is greater than the table value (12.592). Therefore conclude that there is a significant association between educational qualification of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

VII. FINDINGS

- Majority 75% of the respondents are male.
- Majority 35% of the respondents are belonging to the age group of between 20-30 years and 41-50 years.
- There is a significant association between gender of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

- There is a significant association between age of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.
- The P value (0.011) is less than 0.05. So, there is a significant difference in the mean scores of the respondents based on Employee Retention with respect to age group of the respondents.
- The P value (0.010) is less than 0.05. So, there is a significant difference in the mean scores of the respondents based on Employee Retention with respect to gender of the respondents.

VIII. SUGGESTION

- The organization should be paying a fair salary and other monetary benefits to the employees according to their ability and talent. Before determination of the salary, the management should also consider the inflation rate and the areas where an employee has to survive.
- Employees should be free to their work at workplace according to their own mind. There should be no interruption again and again through their supervisor or any other authority.

IX. CONCLUSION

- This research is an attempt to find the techniques for retaining the employees of the organization. It is obvious that for retaining employees in an organization, employees should be recognized and rewarded for their hard work. Organization must help the employees to maintain their work-life balance.

Employees should be provided good work environment, Management support and Better pay structure.

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