EMPLOYEES PERCEPTION ABOUT GREEN RECRUITMENT AND SELECTION IN RETAIL TEXTILE INDUSTRY

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Abstract

Green Human Resource Management (GHRM) refers to the incorporation of environmental considerations into human resource management processes, thereby promoting the sustainable use of business resources and reducing environmental harm. GHRM includes Green Human Resource Practices (GHRP) like green recruitment, green training, green performance management, and green rewards that aim to foster pro-environmental behavior among employees and subsequently influence the organization's environmental performance. The main aim of this paper is to study to know employees perception on green recruitment and selection in textile industry. 733 sample respondents were selected for the study. The data were analysed using SPSS. It was found that employees generally agree or perceive that they have knowledge about sustainable fabrics and materials used in the textile retail industry. This suggests that employees possess a certain level of understanding regarding environmentally sustainable textile materials.

Keywords: Green Human Resource Management (GHRM), Green Human Resource Practices (GHRP), Green recruitment, Green training, Green performance management, and Green reward

Introduction

Over the past few decades, this recognition has fostered a shift from traditional management paradigms to green and sustainable practices (Renwick, Redman, & Maguire, 2013). The heightened environmental consciousness among consumers, shareholders, and society has triggered this shift, propelling businesses to integrate sustainability into their strategic blueprints. This integration is not confined to a company's operational or production aspects but also extends to its human resources management, shaping a new domain known as Green Human Resource Management (Jackson, S. E., Renwick, D. W. S., & Jabbour, C. J. C. muller-Camen M.2011). The importance of this research is underscored by the contemporary relevance of its focus –sustainability. The growing importance of sustainability and the increasing expectation of environmentally responsible behavior from businesses make it critical to understand how GHRM practices are implemented and received in various industries. This study specifically focuses on the textile retail sector in Southern most Tamil Nadu, given its considerable environmental impact and the significant role it plays in the Indian economy

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Methods and materials

A pilot study was conducted with a small sample size of 50 respondents, serving as a crucial step in validating the questionnaire's reliability and clarity within the context of the

research on Green HRM practices, employee environmental commitment, and organizational environmental performance. This pilot study yielded valuable insights into the questionnaire's practical functioning and helped identify potential issues such as unclear questions, confusing response choices, or inadequate coverage of pertinent topics. The adopted research design for this study was a single cross-sectional design. Given the nature of the study and the unknown population size of employees in textile retail stores (both registered and unregistered), a Non-Probability sampling technique was utilized, specifically Purposive sampling. The rationale for this approach was to select participants who could provide the most relevant and valuable data. The geographical focus of this study was constrained to the four selected southern districts of Tamil Nadu, namely Tirunelveli, Thoothukudi, Tenkasi, and Kanyakumari. The research aimed to distribute the questionnaire proportionately across these districts based on the estimated population in each. Based on the pilot study results, the questionnaire was modified and final data collection was carried forward with 733 sample respondents for the study. The data were analysed using SPSS.

Results and Discussion

The employee perception on textile retail stores' green human resource practices, specifically focusing on green recruitment and selection. The data includes the weighted average scores and the corresponding result for each particular.

Table 1 Employee perception on textile retail stores'

Green recruitment and selection

Particulars	Weighted Average Score	Result
Considering eco-consciousness in hiring: The extent to which your awareness and understanding of environmentally sustainable practices within the textile retail industry influence hiring decisions.	1.87	Disagree
Familiarity with sustainable textiles: The extent to which you have knowledge about sustainable fabrics and materials used in the textile retail industry.	3.86	Agree
Ability to implement eco-friendly practices: The extent to which you can apply environmentally friendly practices within the textile retail context.	2.59	Netural

The first aspect of employee perception, which relates to considering eco-consciousness in hiring decisions, received a weighted average score of 1.87. This indicates a relatively low score and suggests that employees tend to disagree or perceive that their awareness and understanding of environmentally sustainable practices within the textile retail industry do not significantly influence hiring decisions. This suggests that green considerations may not be a prominent factor in the recruitment and selection processes of the textile retail stores. The second aspect of employee perception, concerning familiarity with sustainable textiles, received a relatively high weighted average score of 3.86. This indicates that employees generally agree or perceive that they have knowledge about sustainable fabrics and materials used in the textile retail industry. This suggests that employees possess a certain level of understanding regarding environmentally sustainable textile materials. The third aspect of employee perception, which focuses on the ability to implement eco-friendly practices within the textile retail context, received a neutral weighted average score of 2.59. This suggests that employees neither strongly agree nor disagree regarding their ability to apply environmentally friendly practices in their work. It indicates that there may be mixed perceptions or uncertainty among employees about their capacity to implement green practices within the textile retail stores. The employee perceptions on their textile retail stores' green human resource practices provide insights into the existing gaps or strengths in the implementation of green practices within the industry. These findings can guide the development of targeted initiatives, such as training programs or awareness campaigns, to enhance employee understanding and engagement with green practices in recruitment, sustainable textiles, and the overall adoption of eco-friendly practices within the textile retail stores.

Conclusion

Being environmentally conscious requires an organisation to hire staff that are passionate about environmental protection, but finding such qualified and skilled applicants is no easy task. Green hiring and selection may be a crucial answer to this problem. It involves identifying, evaluating, and validating potential candidates' environmental consciousness, environmental ideals, and environmental sensitivity. Due to its favourable effects on employee performance, green businesses have emphasised the importance of the hiring process. Green hiring increased a company's capacity for hiring and attracted qualified people. Additionally, it results in greater efficiency, lower costs, and better employee retention. Green hiring and selection also have a big impact on how environmentally responsible.

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